

EXECUTIVE COMMITTEE MEETING MINUTES

Date:	Tuesday 23rd April 2024
Place:	Via Teams
Times:	0930 - 1300
Participants:	CLOA Executive – Caroline O’ Neill, Debbie Kaye, Donna Pentelow, Iain Varah, Ian Jones, Julie Russell, Matt Partridge, Nigel Lynn, Penny Greenwood-Pearsons, Robert Campbell, Thorsten Dreyer, Val Birchall, Vincent Paliczka, Zsuzsi Lindsay CLOA Business Manager – Heidi Bellamy LGA Observer – Ian Leete
Apologies:	Apologies - Mark Allman

	Item Description	Relevant business considered, facts noted, decisions taken and actions agreed
1	Minutes & matters arising	The minutes of the meeting Wednesday 24 th January 2024 were reviewed and agreed to be an accurate record. Matters arising - Teams folders have been set up to enable updating of the Culture Action Plan by VB and the Sport & Physical Activity Plan by DP.
2	LGPAP Sport & Physical Activity Action Plan	JR – gave a presentation updating the Executive Committee on the progress and priorities of the Local Government Physically Activity Partnership (LGPAP). This reflected the challenges, and opportunity if we worked more closely and developed a more simplified and coherent narrative to government. CLOA is meeting Sport England on 29 th April and have their support, and that of wider national partners, to neutrally lead a process to reflect on the work of partners in delivering the Future of Public Leisure: and help set a revised narrative for any new government. A National workshop is being held on 14 th May: and CLOA will take stock with partners after this. Action - HB to circulate JR’s presentation DK – talked through the Sport & Physical Activity Action Plan, which has been developed by the sub-group and was circulated in advance of the meeting, highlighting the key points and how the plan would help ensure that those representing CLOA in wider partnership meetings all shared the same key messages. DK – advised that she is standing for Chair of the Swimming Alliance.

		<p>A couple of areas were flagged for further thought; the climate change and energy sustainability agenda and how best we should articulate our work in these areas across services.</p> <p>It was also agreed that it was incumbent upon all managing relationships to reflect our commitment to EDI.</p> <p>DK – advised that the action plan has been designed as an internal working document for Executive members, but for a number of reasons isn't suitable for wider publication.</p> <p>VB - concurred that similarly the Culture action plan is a working document and has been created for internal use.</p> <p>DP – suggested extrapolating the key priorities into a blog or web article that gives a sense of direction. A number of actions were identified for the working group as follows:</p> <p>Actions - Refine the plan further, ensure that the Welsh perspective is included, identify key points for publication and create a video and/or blog as a way to bring them to life.</p>
3	NACSLG	<p>VB – advised the Executive Committee that the National Alliance for Cultural Services (Local Government) has now been launched. NACSLG will be Chaired by CLOA and represent local government, offering a fresh approach to sustain culture services in the future.</p> <p>The group has agreed a common purpose statement across all the bodies involved, and also now agreed the key lobbying lines for most areas with the exception of libraries. There are a number of meetings coming up, and this outstanding key lobbying line will be revisited on 3 June.</p> <p>The group will now be picking up the implementation of Cornerstones of Culture recommendations arising from the Commission on Culture and Local Government, which was one of the initial drivers behind its formation.</p> <p>IL - is identifying those that are relevant to NACSLG, looking to use the key influencing moments in the coming months so that messages can be amplified to government and wider stakeholders.</p> <p>In future thematic meetings will cover libraries, combined authorities, museums and the visitor economy. A draft national Archives strategy will be published in the summer and TNA are keen to get NACSLG input.</p> <p>VB & MP – met with Baroness Taylor of Stevenage (Shadow spokesperson for Levelling Up, Housing, Communities and Local Government in House of Lords) to understand how their manifesto is shaping up, it was also a useful intelligence sharing opportunity and chance to position CLOA. Baroness Taylor advised that lobbying efforts should focus on placemaking and the preventative value of culture. She also suggested using the Lords to forward questions about specific areas.</p> <p>JR – mentioned that there had also been an opportunity to question the Secretary of State for Culture Lucy Frazer and the Shadow Secretary Thangam Debbonaire at the LGA CTS Board recently.</p>

	Cultural Action plan for CLOA	<p>Timing for further engagement was discussed and NL suggested that drafting a letter in advance of the election would be advantageous.</p> <p>VB - felt that NACSLG has key lobbying lines that could be incorporated. Discussion around whether it was better to try to influence individually as CLOA or collectively through the LGPAP and NACSLG, with a focus on health and the growth agenda.</p> <p>DK – felt there was a need to link into key political messages and rather than have ‘asks’, have coherent plans for addressing their priorities.</p> <p>Action - JR to draft a letter that we can use to communicate with Ministers and associated MP’s that builds upon our partnership principles.</p> <p>RC – suggested that Association of Leading Visitor Attractions might also be a useful communications and lobbying conduit.</p> <p>VB – introduced the Cultural Action plan for CLOA that had been circulated in advance of the meeting, inviting others to contribute on the aspects that they were leading.</p> <p>TD – talked about the provocation meeting to discuss data sets for culture, which had identified overlap and lack of consistency. The focus now is on how can they be more co-ordinated between the ALB’s.</p> <p>JC – is working towards a Cultural Compacts roundtable run in parallel with a review by the place-based network. The focus has developed into a strand that includes other programmes - Creative People and Places (CPPs), Local Cultural Education Partnerships (LCEPs).</p> <p>IV – the focus for the Libraries work is to see if we can better connect ACE wider cultural work with the Libraries Connected work, so a better place based approach; more conversations are needed.</p> <p>RC – Tourism areas to focus on are sustainability and responsible tourism measures, as omissions generated from visitors and the growth agenda comes with a carbon footprint. Could be useful to have a position on tourism taxes; there is a visitor levy pilot underway in Wales. Also need to build relationships with VisitEngland. IL has looped RC into his regular meetings with them.</p> <p>DP – will be taking a lead on the Heritage elements of the plan and is looking into prioritising actions. Support from wider exec members is also welcome.</p>
4	Strategic Relationships LGA Update	<p>JR – invited a verbal update by exception, requesting instead that leads share updates via the Executive LinkedIn in future.</p> <p>IV – CLUK are in the process of launch a campaign in the run up to the election, so that members are well mobilised.</p> <p>IJ – shared a link highlighting how the Welsh sport sector is working to become more inclusive to everyone.</p> <p>NL – suggested that within Corporate Peer Reviews there was an opportunity to advocate for culture, libraries and physical activity.</p> <p>IL – agreed and encouraged CLOA Executive to step forward to participate for Corporate Peer Challenges and suggested that a message</p>

		<p>could be created for the ebulletin to recruit from the wider membership. Find out more here about being a Peer</p> <p>Action – HB to liaise with IL regarding copy.</p> <p>IL – also gave an update on the work of LGA Culture, Tourism and Sport Team.</p> <ul style="list-style-type: none"> • A routemap to sustainability for cultural services, and one for leisure services has been published. • A State of the Sector report on local government and the visitor economy has been published drawing on learning from our pilot officer training. • Also the findings from the survey into the impact of budget setting on culture, leisure and other community services. • The CTS Board met with the Secretary of State and the Shadow Secretary of State to understand plans for government after the next election, and make sure local government is recognised in this work. • The LGA annual culture, tourism and sport conference took place on 5 March with over 100 delegates, looking at tackling inequalities, and sustainability. • Cllr Liz Green met with JR and VB to talk about the two partnership networks. • 7 thinkpieces on what devolution could mean for cultural services were published, including one penned by VB. • A call for evidence into effective practice on supporting women and girls to be more active has been issued; this is the first part of a two-year investigation into tackling inequalities in activity. • The LGA's annual conference in July will have a session on creative industries, and one on the role of leisure services in improving health. <p>VB – noted that there was a discussion under way regarding a potential partnership with HE research through the National Centre for Academic and Cultural Exchange (NCACE) The conversation with academic partners relates to the research that is being published and how best to aggregate and frame these publications, with the long term goal being a strategic research partnership.</p>
5	EDI update	<p>Following on from the action agreed at the last meeting, HB worked with the EDI Group to draft questions for a survey to collate data about the protected characteristics of the Executive Committee. This informed a number of refinements to language, response options, question order and a draft was circulated in advance of the meeting.</p> <p>The next step will be to set up a survey using Microsoft forms and invite the Executive Committee appointed at the June 24 AGM to complete the anonymised form.</p>

		<p>The information will be collated over the summer period and an anonymised report on the baseline findings presented at the September 24 Executive meeting. The data will help us understand where we need to improve.</p> <p>DP – sought clarity regarding how the information will be used, and what the end point will be?</p> <p>ZL- agreed to ensure that the end point of data collection is clear in information when questionnaire is circulated.</p> <p>Action – HB to work with the EDI Champion and TD on setting up the survey process and analysing the data.</p> <p>ZL - also gave an update on the suggestion for a further focused session on allyship for the whole membership, advising that this on hold until an Allyship statement has been agreed.</p> <p>The EDI Group met with ADEPT who flagged up their new campaign that shares personal stories of Equality Diversity & Inclusion – the group are considering whether this could be replicated. They haven't however yet met up with the EDI lead from SOLACE.</p> <p>TD – queried whether actions relating to the sector in the EDI plan should sit in the Culture/Sport & PA plans? This would effectively disaggregate what is about CLOA as an organisation and what is about the wider sector.</p> <p>Action - It was agreed that moving forwards, actions that refer to how the wider sector improves should be in the Culture/Sport & PA plans. The actions that are about CLOA should be in our organisational EDI plan.</p>
6	Capacity for CLOA Strategic Partnerships	<p>JR – introduced her report which set out the current challenges around capacity for the Executive Committee and the proposal to create increased capacity where it is required, enabling greater support for our members and for wider sector advocacy.</p> <p>The paper makes a number of recommendations, central to these is an allocation of £6000 to the two main plans (£3000 each) to be defrayed within 24months alongside any match funding secured. The funding would be used to bolster the voluntary work of the Executive rather than replace it.</p> <p>VP –supported the approach and agreed that surplus funds should be drawn upon to further the work of the association. He also advised that the Chairs discretionary budget is intended to be safeguarded for matters arising and advised that the Capacity Report will need to be tabled as part of the AGM.</p> <p>NL – reflected on funding that was available in the past and concurred that having seed funding available should help CLOA secure the administration and/or consultancy support that is required to help support current issues/progress opportunities. NL also volunteered to be part of the group shaping the approach.</p>

		<p>MP – reflected on the comparative capacity of other organisations and endorsed the approach.</p> <p>IV – aired concern regarding the potential costs of bringing in consultants and how this might deplete the budget.</p> <p>JR – suggested that the additional capacity might be sourced from within CLOA network, but there would need to be a mechanism to commission consultancy that was transparent and fair, and as in the report a ;suitably’ capped rate.</p> <p>HB – advised that we have processes in place to ensure transparency and fairness that were used during the Sport England Commissioning project to secure expert support; these could be adapted to meet this requirement.</p> <p>IJ – queried whether support might be more cost effectively sourced through investment in future leaders rather than consultants.</p> <p>JR – supported nurturing talent in principle through routes such as the LGPAP secondment, but wanted to be clear that at times we needed to move at pace, and required expertise and experience which could operate at a strategic and director level.</p> <p>VB – suggested that when we approach partners for match funding it would be helpful to quantify our voluntary contribution and emphasise.</p> <p>HB – asked whether a tool like Toggl would be useful to capture the contributions?</p> <p>The Executive agreed the approach, with a capped consultancy rate and a review team, and that a recommendation should be brought forward to the AGM.</p> <p>Action – VP to reflect the proposal in CLOA 24/25-25/26 budgets presented for the AGM.</p> <p>Action – a sub-group of the Executive (JR, VP, NL, IV and HB) to meet and discuss the detail around use of additional funding ahead of the AGM.</p> <p>Action – JR and VP to update the Capacity report for inclusion as an agenda item at the AGM.</p>
7	Draft Budget	<p>A draft budget for 24/25 was circulated in advance of the meeting.</p> <p>VP - talked through the budget projection, which is based on fairly static membership and a slight increase in sponsorship income. This is due to securing Kajima Community as a new Associate sponsor; they provide an online booking platform to over 700 public sector venues through their BookingsPlus platform.</p> <p>VP – noted that provision will now need to be made within the budget to include funding for additional capacity.</p> <p>HB – was asked about membership attrition and reflected that renewals have recently been issued and to date there has been a good percentage of positive responses to both Individual and Corporate subscriptions.</p> <p>She also informed the Committee about the activities undertaken to recruit new members such as promoting the 3 months free trial offer to</p>

		<p>sector leaders within non-member authorities; currently there are 10 individuals who are taking up this offer.</p> <p>The budget needs to be formally agreed at the AGM, so it will need to be circulated to members registering to attend 1 week in advance.</p> <p>Action – VP to revise the budget in line with previously agreed Capacity request.</p> <p>Action – HB to circulate the budget along with final event details</p>
8	AGM Programme	<p>JR – introduced the draft programme for the AGM, which was circulated in advance of the meeting, detailing the keynote speakers who have all now been secured.</p> <p>Imran Hasmi will share the impact of Local Trust’s Big Local project including the activities delivered, the lessons for policymakers and how to engage with the wider system.</p> <p>Heema Shukla Chair of the Arts and Health Special Interest Group - Faculty of Public Health will talk about how arts, creativity, and culture can play a crucial role in improving the health and wellbeing of the population.</p> <p>Dr William Bird MBE, Founder of Intelligent Health has been asked to share the emerging resilience matrix work and application of insight and data to encourage communities to ‘move more’.</p> <p>We have also secured the Chief Medical Officer, Professor Chris Whitty to talk about how arts, culture, sport and physical activity can help address the persistent health inequalities that remain embedded within communities.</p> <p>Action – HB to liaise with all speakers regarding the brief for their slot and logistics of the event.</p> <p>HB – advised that as we now have four sponsors, this component of the event will take slightly longer this year.</p> <p>Action – HB to liaise with all sponsors to tailor their contribution to the theme of ‘Creating better health outcomes for all: through physical activity, culture and creativity’.</p> <p>JR – The Members showcase will only feature 3 case studies this year, each of 10mins. Calderdale has already agreed to provide a presentation on their Creativity and Health Programme, and their system change work.</p> <p>JR - suggested that the other 2 case studies might be focused on a member working who is working with Undefeatables and another working with social care, putting in link workers.</p> <p>DK – suggested putting out a call for systems change approaches at a local level ICS led or funded, that are tackling inequalities.</p> <p>DP – felt it important to give our LA members the opportunity to celebrate what they do.</p> <p>Other suggestions included Dementia Friendly initiatives, libraries, green infrastructure and the culture/physical activity connection to nature,</p>

		<p>how creativity engenders a sense of belonging, which is key to health and wellbeing, interventions to help address workplace absences</p> <p>Action – HB to put a call out for specific cases studies that link to the theme.</p> <p>Action – HB to open bookings to members in early-May, so that sufficient promotional time is available.</p> <p>VB – felt the AGM and conference provided an opportunity to profile CLOA and that it was important to invite the key stakeholders personally.</p> <p>DK – suggested protecting the webinar content and using it instead to generate interest in membership.</p> <p>Action – JR to tailor an invitation for key stakeholders from NACSLG/LGPAP and wider sector influencers.</p>
9	Roundtable programme – update	<p>RC – reflected on the roundtable on LVEPs, Destination Marketing, Tourism and the Visitor Economy, which had attracted 36 attendees. The session provided an overview of what an LVEP is and the benefits it can bring. The event also shared case-studies of successful Destination Management Plans.</p> <p>HB – updated on the other topics already planned for the coming months are:</p> <p>‘An Audience with Prof Fancourt’ on 21 May offering a keynote and follow-up discussion that focuses on the evidence base of how the arts can support mental health, and include recent research and examples across Social Prescribing schemes. There are already 86 people booked to attend this event and a number of spaces have been allocated to CLUK members by way of collaborative support.</p> <p>Following on from the discussion at the last Executive meeting a roundtable that focuses on the financially challenging climate has been curated. ‘Preparing for your Council’s 2025/26 budget discussions – a cliff edge, or a chance to take off’ will take place on 11 June 24. Chaired by NL it will touch on the context as we move from Covid to utility crisis and inflation; how leisure and culture can survive; the north south divide; operating models – a political choice; abolishing silos and integrated working; commercial and efficiency options with examples from JR, IV and input from Councillor Liz Green, Chair of the LGA CTS Board.</p> <p>A date has also now been set for a Cultural Compacts roundtable; this will take place on 6 November 24 so as to gain optimum impact from the relationship between the event and the ACE evaluation of Compacts.</p> <p>Action – HB to liaise with JC regarding speakers and promotional copy.</p> <p>Other potential topics were discussed including:</p> <p>PGP – suggested a further Moving Communities webinar.</p> <p>JR - added that systems working and Sport England local pilots would be useful.</p> <p>TD – suggested that both the Culture and Sport & Physical Activity action plans should align to our roundtable programme.</p>

		<p>Action - Chairs of the two sub groups, to review the action plans for roundtable options to show consistency in focus and support.</p> <p>VB – offered to talk to HE contacts about a roundtable and also suggested one with the incoming CTS Board.</p> <p>Action – HB to liaise further with incoming Executive to identify other potential topics and case studies for the Autumn/Winter series</p>
9	General Updates LGA update:	This item was taken earlier in the agenda.
10	A.O.B	<p>Timetable and process for elections to CLOA Executive Committee</p> <p>HB – advised that nominations forms will be circulated on 15 May detailing the process for re-election to the Executive Committee. These should be returned with the self-assessment form, which should be used to outline the contribution made in the last year. There is also a requirement to reflect on the contribution to progressing CLOA’s EDI commitments.</p> <p>Action – HB to re-circulate the self-assessment form with the minutes.</p>
	Dates of next meetings	<p>Dates of next Executive mtgs:</p> <ul style="list-style-type: none"> • AGM & Members conference - Wednesday 26th June, via Teams • Thursday 26th September, in person, Reading Town Hall