

EXECUTIVE COMMITTEE MEETING MINUTES

Date:	Thursday 26 September 2024
Place:	Soane Space, Reading Town Hall , RG1 1QH
Times:	1030 - 1515
Participants:	CLOA Executive – Debbie Kaye, Donna Pentelow, Iain Varah, Jon Finch, Jonathan Cochrane, Julie Russell, Matt Partridge, Nigel Lynn, Paula Redway, Penny Greenwood-Parsons, Robert Campbell, Thorsten Dreyer, Vincent Paliczka, Ullash Karia, Zsuzsi Lindsay CLOA Business Manager – Heidi Bellamy
Apologies:	CLOA Executive – Caroline O’ Neill, Ian Jones, Mark Allman, Val Birchall LGA Observer – Ian Leete

	Item Description	Relevant business considered, facts noted, decisions taken and actions agreed
1	Reading Culture and Leisure service	DP - gave the Executive an overview of how culture and active wellbeing are being used to tackle inequalities in the town. Action – HB to circulate presentation with minutes
2	Minutes & matters arising	The minutes of the meeting 23rd April 2024 Wednesday were reviewed and agreed to be an accurate record. No matters arising were noted. New members of the Executive were warmly welcomed:- Jon Finch, Paula Redway and Ullash Karia.
3	Strategic Plans Culture sub-group	TD and JR each provided a summary report outlining the work of the Culture sub-group and Sport & Physical Activity sub-group in advance of the meeting. These papers set out progress to date on CLOA’s plans for the core sub-groups, liaison with Government and arms lengths bodies, collaborative work through the National Alliance for Cultural Services and the Place-based Physical Activity Network, issues to tackle and recommendations for next steps. This led to discussion on the following areas:- Position statements; it was generally felt that there was a need to prioritise these given the capacity of the Executive.

	<p>DK – suggested agreeing some key points outlining why CLOA is important, uniquely positioned, representative, impartial, community connectors, linked to the political, commercial and voluntary sector, and to highlight the strength of the network across England, Wales and NI.</p> <p>JR – agreed that formalising CLOAs clear position statements is a key priority. And there was a need to position the association as the first port of call for public culture and leisure feedback for LGA, the arms-length bodies and DCMS.</p> <p>Action – Each of the sub-groups to prioritise developing position statement that highlight who CLOA represent, why we are important and some key points for each strand of the sub-group work.</p> <p>The next topic was the question of balancing influencing key national cultural decision-makers v providing guidance and support for the various sub-sectors.</p> <p>TD – suggested that CLOA could encourage the relevant sub sector support body to develop guidance to address specific gaps and that CLOA could input and help cascade publications.</p> <p>RC - felt there was a role for CLOA in terms of aggregating the available resources in a one-stop shop.</p> <p>HB – advised that we have a Resources section on the CLOA website and also the LGA has a Culture Hub: good practice in cultural services and recently launched Active Communities Hub which highlights good practice in the delivery of sport, physical activity and leisure services.</p> <p>Action – HB to review resources section and add further content.</p> <p>JR – Eve Roodhouse, Interim Director of Strategy and Reform at LGA has advised that there is a membership body meeting of organisations such as ADASS, ADPH and indicated that CLOA might be invited to join.</p> <p>JR and VB met with CTS Board Chair, and it has now been agreed with LGA that CLOA can present at future meetings, so a shift from observers to active contributors.</p> <p>NL – reminded the committee that LGA used to fund CLOA and the association was held in high regard and there’s a need to rebuild those relationships.</p> <p>Action – JR to continue building a relationship with ER at LGA to support our work with IL and SR; CLOA to offer complimentary membership of CLOA to ER and SR.</p> <p>VP – reminded the committee that CLOA has allocated money for project work with partners, so in meetings these resources should be highlighted to push forward shared agendas. This can be used for extra capacity, consultant input and venue hire etc.</p> <p>Action – it was agreed to focus on strengthening relationships with National Bodies, ALBs/quangos, DCMS and Government Ministers moving forwards.</p> <p>RC – enquired about mechanisms for gathering members voices, these are powerful for lobbying purposes.</p>
--	---

	Sport & Physical Activity sub-group	<p>HB - advised that this can be achieved by making calls for examples and case studies via the bulletins, writing blogs on specific issues and asking for feedback, curating roundtables on current topics, making better use of Members LinkedIn forum and devising surveys to explore issues.</p> <p>It was agreed that the sub-groups should look at plans through two lenses - lobbying nationally and supporting members to achieve balance.</p> <p>IV – mentioned that he has been invited to a meeting on 7th October 24 with Chris Bryant he can't attend, however JR is in London and will go.</p> <p>Action - IV to send details to JR</p> <p>DK – spoke of parallel challenges for the Swimming Alliance and asked to meet with JR, VB and TD to learn from their experience of driving national collaboration plans. This needs to include Donna Pentelow as Vice-Chair and lead for physical activity sub-group.</p> <p>Action – DK to arrange a meeting with JR, VB, TD and DP to share learning.</p> <p>Action - DP to arrange physical activity sub group meets for CLOA</p> <p>JR – updated the Executive on the progress to convene a leadership network around physical activity resulting in PPALN and the publication An active wellbeing service: a movement for change.</p> <p>There remains a challenge around getting organisations focused on system change, collaborative work that allows a pivot towards active wellbeing. There is a need to work differently and move away from competing for resources. The approach is still emerging, some places are struggling, but this shift is embedded in others, so a more consistent offer is needed across the country. Good range of representatives attending PPALN and the next event on 6th November will progress this work further. There are plans for a further think-piece on community engagement and the asset base, as these topics have government support.</p> <p>Action – All Executive members involved in PA and Wellbeing to try to attend the event.</p> <p>Action – All to circulate the PPALN publication, to help ensure this reaches adult social care, public health and children's services.</p> <p>Action – JR to write to the other professional associations and take opportunities to speak at relevant events.</p> <p>DK – asked about connectivity with DfE. Previously in parliament there had been a school swimming and water safety bill, so there is an opportunity to engage. The physical activity sub-group can consider if this is a priority and who could lead on this dependent on capacity to take something forward.</p> <p>JR – agreed that we need to have links across as many government departments as possible, but even securing consistent DCMS support was hard; it would be important to secure better dialogue with LGA so we're not trying to do it all ourselves.</p>
--	-------------------------------------	--

	Strategic Relationships	<p>PGP – involved in Moving Communities, Sport England see this as key to shifting the dial on inactivity. Recipients of the Swimming Pool Support Fund all have to be using the system. CLOA’s input is valued and our voice invited, so as the data becomes ever more complete and therefore valuable we need to remain in the space.</p> <p>DK – clarified that, in contrast to the PPALN, the CLOA S&PA sub-group is a more internally focused mechanism to ensure that information is shared and messages agreed.</p> <p>JR – flagged up the issue of making sure that everyone can attend or contribute to the sub-group, with busy work commitments, and the intention to vary the days/times.</p> <p>In order to ensure that there is resilience and capacity to deputise in meetings, the lead roles with strategic partners were reviewed. Changes were made to better draw on the expertise within the committee and use the available capacity to best effect.</p> <p>Action – HB to re-circulate the grid, so there is clarity about who is leading with each strategic body.</p>
	Events programme Roundtables	<p>HB – advised the committee that since the last meeting in April a further two roundtables had been held:-</p> <ul style="list-style-type: none"> • An Audience with Professor Daisy Fancourt on 21 May 2024, which focused on the relationship between arts and cultural services and health outcomes. This attracted 57 attendees. • Preparing for your Council’s 2025/26 budget discussions on 11 June 24. Chaired by NL the session included case study examples from IV and JR and attracted 41 attendees. <p>The discussion progressed onto planned roundtables and the development of content</p> <ul style="list-style-type: none"> • Higher Education roundtable – this has been proposed in response to a number of academic institutions wanting to interface with CLOA and LGA and the potential to tie in our priorities with their applied research programmes. VB - advised prior to the meeting that a smaller group discussion with the CLOA Executive, Evelyn Wilson - English Civic Unis and Birmingham Local Gov Innovation representatives would be a better approach than hosting an open access round table. Date tbc. • DP - advised that they have a close relationship with Reading Uni. • Active Wellbeing Network event no 4 – 6th November (all Exec members with remit invited and needed to get messages out) <p>Action HB – request that LGA invite DP, UK, PR, PGP, IV and IJ.</p> <ul style="list-style-type: none"> • An Audience with DCMO Dr Jeanelle de Gruchy – 21st November. JR will Chair this event and we have a pre-meet scheduled with

	AGM & Conference	<p>her Private Secretary in early October. Currently only 5 people registered.</p> <p>Action HB – to add into comms messages that members are invited to bring their DPH.</p> <ul style="list-style-type: none"> • Cultural Compacts – rescheduled for 2nd December, as it clashed with an LGA/Culture Commons event on ‘The future of local cultural decision making’. JC is leading this event and all speakers including Chairs of three cultural compacts and Rebecca Blackman, Director, Audience and Engagement at ACE. Currently only 12 people registered. <p>Action – HB to issue a ‘roundtables round-up’ on a week when there is no ebulletin to drive sign-up.</p> <p>Other topics were discussed and offers to develop content around the following were made:-</p> <p>RC – offered to Chair a session on Sustainable Tourism, referencing doughnut economics and drawing on examples from Amsterdam and Brecon Beacons in Spring.</p> <p>DP –noted that some of the topics suggested in feedback on the AGM & conference would make good roundtables.</p> <p>JR – felt that it would be prudent to develop content linked to the 5 government missions.</p> <p>Action – sub-groups to review plans and formulate priorities for topics.</p> <p>HB - had circulated a report based on the feedback from the survey following this years AGM prior to the meeting.</p> <p>The Executive discussed the recommendations in particular the benefits of virtual v in-person events. It was noted that cost of travel, efficiency of time, accessibility and reduced carbon footprint were important for many. However, networking was a key component of CLOA membership and helped aspiring leaders connect with those who might help mentor them on their leadership journey.</p> <p>DK – suggested that instead of having an in-person conference, we could revert to adding a networking event onto an Executive meeting. This attracted unanimous support and it was suggested that it could be themed or used for gathering feedback. We could also invite Principle Sponsors Xn Leisure and Playfootball to attend. The latter missed the June 24 AGM and so it would be good way to build the relationship.</p> <p>Agreed - the conference will be virtual, but the April 25 Executive mtg will be open to members and sponsors. It was also agreed to format the AGM conference content around a half-day of around 3.5 hours duration.</p> <p>CON – had previously suggested ‘The role of culture and physical activity in supporting community cohesion’ in the wake of the summer riots.</p>
--	------------------	---

		<p>the wording and approved publication of the document on our platforms.</p> <p>Action - ZL to put on LinkedIn as part of #NationalInclusionWeek2024</p> <p>Action – HB to upload on the dedicated EDI webpages, create a news article in next ebulletin and push out via X.</p> <p>TD – suggested that it would be timely to update the membership on the EDI work via the ebulletin or a blog.</p> <p>Action – ZL & TD to liaise and provide content to HB for cascade.</p> <p>The EDI working group was refreshed with ZL, JR, TD, VB, DK, CO’N and PR also volunteered to join. It was agreed to ask Carol Stewart, previous VC, to continue as part of the group.</p> <p>Action – ZL to convene the next EDI working group meeting.</p>
6	General Updates LGA update:	<p>IL – sent through a summary of the work that has been undertaken by the CTS team over the last few months:-</p> <ul style="list-style-type: none"> • Published their budget submission, which includes highlighting the funding pressure that culture and sport services have faced. It includes the recommendations made in An Active Wellbeing Service. The funding gap over the next 2 years is £6.2 billion. • Published an infographics on culture funding, which has been very well received including with civil servants. • Published research findings on how councils are supporting women and girls to be active, including a bank of case studies. The next call for evidence will be on young people. <p>Action – HB to liaise with IL and put a call out via the ebulletin.</p> <ul style="list-style-type: none"> • Held a webinar for culture and leisure services on responding to the violent disorder with supportive reading resources. LGA has also published a guide on supporting young people in lower income areas to be active. CLOA supported this discussion and panel. • Officers have been briefing on Parliamentary debates now that it is back in session, including ones on a national library strategy and short term lets. They have also supported sessions on physical activity, libraries, and creative industries at various party conferences. • There will be a session on physical activity and on creative industries at the LGA’s annual conference in October. The CLOA chair was invited to speak but is away, and the chance has been offered to a chief exec member of the Place-Based Physical Activity Leadership Network (Ian Fytche). • Responded to the consultation on the National Planning Policy Framework (to be published shortly) and called for better recognition for creative clusters and hubs, and more connectivity to promote physical activity. They will also be contributing to the review of the curriculum.

		<ul style="list-style-type: none"> • The CTS team have been helping DCMS engage with councils as they develop their proposals for the register of short-term lets. • LGA improvement programmes for both Arts Council England and Sport England have been confirmed, and are available for booking for both councillors and officers. They will also be re-running their visitor economy training for officers. • CLOA will be presenting at the first CTS Board of the year on 7 October. • Mission-driven government will be important in framing central lobbying. The CTS teams are focusing on Support the NHS and Breaking down Barriers to Opportunity, with six months each on Take Back Our Streets and Kickstart Economic Growth.
9	A.O.B	<p>HB – advised that we have secured a new Principal Sponsor – Playfootball, a specialist recreational football company providing a complete solution for all-weather sports pitch owners. The arrangement will commence on 1st October 23. You can find out more by viewing the Playfootball digital brochure here.</p> <p>As a Principal sponsor our commitment is to ensure that they have access to senior decision-makers, so HB suggested that they are invited to give a short presentation at the next virtual Executive Committee meeting in January.</p> <p>Action – HB to invite Steve Bennett to the January mtg to present after the formal business.</p> <p>TD – collated a response to the NPPF consultation with support from DP and JR, highlighting the challenging loss of cultural spaces and planning for sport and emphasising the need to think about planning positively for other community spaces, mindful of the contribution planning can make to health and childhood obesity.</p> <p>Action – HB to circulate with minutes</p> <p>Action – TD to draft a blog</p>
	Dates of next meetings	<p>Dates of next Executive mtgs:</p> <ul style="list-style-type: none"> •Thursday 30th January 25 0930-1300 via Teams •Thursday 10th April 25 1030-1500 in person <p>Action – HB to identify a venue and promote to membership</p> <ul style="list-style-type: none"> •AGM and members conference – tentatively agreed for morning Wednesday 18th June 25