



CHANGING **1 MILLION** LIVES

MINUTES

Subject: Active Essex June Board Meeting
Date & Time: Friday 11th June 2021, 09:30 to 11:30
Location: Zoom
Chair: Azeem Akhtar

ATTENDANCE

Acronyms	Board Member Name	Board Position
AA	Azeem Akhtar	Chairman
BRM	Billy Ray Mansell	Youth Board Member
BM	Bob McIntock	Senior Independent Board Member
CR	Caroline Russell	Board Member
DD	Dan Doherty	Board Member
DS	David Sollis	Board Member
EL	Emma Lewis	Board Member
	Active Essex Staff Name	Job Title
CA	Caroline Adlem	Communications and Marketing Manager
GH	Grace Hilton	Marketing and Communications Officer
HA	Holly Adams	Marketing and Communications Officer
JF	Jason Fergus	Director
MH	Melissa Huggins	Sports and Physical Activity Operations Advisor
RL	Rachel Lewis	Relationship Manager
RH	Rob Hayne	Strategic Lead Business Operations
	Guest Name	Guest Organisation
JB	John Bromley	Public Health England

MINUTES

Item	Agenda Item, Notes and Actions
1	<p>Welcome</p> <ul style="list-style-type: none">JF advised that Sport England alerted the LDP Leads that there would be a Board Sprint session and they were very keen for attendance from AA. JF shared that this would be a good opportunity for them to tell their story.AA had an interesting conversation with Sport England about the LDP, their lessons learnt and discussed how they can look to move forward. AA advised that they were posed two questions; firstly around what struck them on things their pilot area had done and secondly what they had learnt from their pilot area which informs decision making. The key messages AA got across were that their award was given to them but they have been the enabler to unlock funding, build relationships and supercharge their work across the county. They also discussed the impact and plans for sustainability and leadership. AA wants Active Essex to continue to position themselves

	<p>to ensure they show that money has been spent in the right space. AA advised at the meeting that the LDP has informed their strategy and spoke about the fact they need to make sure they have the right measurements and right KPIs in place to ensure they are shown to be deserving of the funding. They will also be ramping up the sharing of learnings. From the learnings they have got they are keen to make sure they are collated and understood so when they do this in other counties they benefit from both the good and bad. AA commended the work that JF and the team does and urged the team to keep pushing to strive to achieve the very best.</p> <ul style="list-style-type: none"> • AA shared that Sport England wanted to understand what the Active Partnership's haven't been able to do because of Covid and also what they have had to change due to Covid. AA then urged the group to think about where the ethics of what they have been trying to achieve has been affected by the impact of Covid. • JF thanked AA for sharing feedback and expressed that it is good to hear the work from the team is recognised. He shared that he recognises that there is still more work to do on this journey. <p>Apologies</p> <ul style="list-style-type: none"> • Apologies noted from Anton Ferdinand and Anne Wafula-Strike. <p>Any Conflict of Interest on agenda</p> <ul style="list-style-type: none"> • CR shared that she has a new job and the announcement is embargoed until Wednesday 16th June. CR will be the new Chief Exec of Parkinson's UK. The Board congratulated CR on her new appointment. <p>Actions from the last meeting</p> <ul style="list-style-type: none"> • All actions completed. • BM advised that Cllr Graham Butland now has Hadleigh Park as part of his portfolio and suggested that it may be advantageous to speak with him to discuss how they can ensure the legacy of London 2012 remains at Hadleigh Park. JF agreed to pick up this conversation. <p>ACTION: JF to construct an engagement plan of how best to discuss collaboration in Hadleigh Park with Cllr Graham Butland.</p>
2	<p>Strategy – Fit for the Future</p> <ul style="list-style-type: none"> • HA advised that everyone should have received the draft strategy on Monday and informed the group that they are currently working through changes from the feedback at the moment. They are hoping to send the strategy to print on Wednesday. • HA advised that it is an exciting time for Active Essex, LDP and Active Essex Foundation (AEF) as this is the time they are looking to reenergise and reactive the county. The five priorities laid out in the strategy highlight how they want to land their work going forward. Collaboration and engagements from stakeholders and partners were brought in to collectively devise this strategy to ensure it can land in the county. • They will be planning to distribute the strategy to key partners on 29th June to make them feel united and part of the process. The official public strategy launch will coincide with Find Your Active Media Launch on 1st July. • They are currently creating a strategy video which will be key for use on social media platforms to give a visual and to grab people's attention as they know videos are the best of doing that online. • To land the strategy within the sector they have created a Partner Toolkit which will include assets and collateral for them to use. Also, the internal Active Essex team will have resources to utilise in meetings to help land the new strategy. • HA advised that they are working to ensure that the three entities; Active Essex, AEF and LDP are united under one brand so the branding guidelines are being revised to reflect this and will be

	<p>shared with partners too.</p> <ul style="list-style-type: none"> • The Find Your Active (FYA) behaviour change campaign is a vital element of the strategy as the strategy will act as the umbrella overarching the work being done on the ground with the FYA campaign. • The Board were invited to feedback their comments and questions which included: <ul style="list-style-type: none"> ➤ A discussion took place around if the five foundations for success should be at the beginning or towards the end of the strategy as they leave the reader wanting to know more. It was suggested to have the order to go Vision, Mission Lightbulb of Foundations. ➤ A suggestion was made to have a longer version with the Lightbulb at the front and an Exec Summary version that has the light bulb at the back. ➤ Climate change is a big driver for Active Essex so it was discussed how it would be best include this section in the strategy.
3	<p>Website Development</p> <ul style="list-style-type: none"> • GH gave an update on the new website that they are launching and gave the group a sneak peak of what the home page would look like. The group were advised that the team have been working with a company called Revive since January to create the new website which is not finalised yet but will be launched in line with the new strategy. • On the old website there was issues with navigation and it didn't look very modern so on the new website they want to ensure that the navigation is really clear for all of their different audiences such as education partners, those looking for funding's and club support. They spent a lot of time looking at the site map and the team were heavily involved in the website the whole way through. • They have included interactive features to make the website look more interesting and eye catching. The stat ticker will flick up when you land on the page. • When you go onto the new site, the banner at the top will signpost you to Find Your Active (FYA) as it ties in with the new campaign and will enable easy access to ways in which people can get active. • The three business entities are shown within the branding in their three colours, purple for Active Essex, blue for AEF and orange for LDP. This can be seen throughout the site on the log and news pages as well as the team being categorised on the 'Meet the Team' page depending on which entity/entities they work within. • There is a call to action on every landing page which will direct users to the new activity finder. Social media posts and latest YouTube videos are also being pulled through to keep the site current and engaging. • They will be launching the new website a few days before the 1st July to make sure it is ready and working in time for the launch. <p>ACTION: GH will send around the link to the new website on the testing platform and if Board feel there is anything missing they are to let GH know so it can addressed ahead of the go live date.</p> <ul style="list-style-type: none"> • The Board were invited to feedback their comments and questions which included: <ul style="list-style-type: none"> ➤ A discussion took place around if there was a way to reduce white space and increase the size of the front. It was advised that the website is compatible on all devices and white space will be reduced as much as possible depending on the users view on their device. Front size is set to 15. ➤ A question was asked around how people can find ways to get active and the group were informed that there is a drop down list at the top of the page which will signpost people to various ways to get active such as the YouTube channel, the Activity Finder and partner organisations who are running physical and online sessions. The Board were informed that on the new Activity Finder providers can upload their own activities which will then create a library of what is going on in Essex. ➤ John Bromley from Public Health England has been speaking to them about the navigation of the website to ensure it is customer friendly and easy to use for the end user.

	<ul style="list-style-type: none"> ➤ A discussion took place around websites in which can promote the activity finder for them to ensure as many people land on that website as possible when looking for local opportunities. An example was shared around using Essex Lifestyle Services to signpost patients to the NHS website. It was suggested that they need to work in collaboration to ensure that the Activity Finder is prominent on as many websites as possible. ➤ A question was raised around the use of Open Data and the group were informed that the team are working with Played to ensure these links are made to pull through leisure centre data as well as open sessions. ➤ A suggestion was raised as to if it would be possible to create a tool to compliment the Activity Finder with the ability to support accessibility and also with people getting to the activities on the finder. The group were informed that work is undergoing to ensure that all of the relevant categories are indicated on the activity finder around access and requirements as well as long term health conditions. There will also be a social prescribing part included in Find Your Active which will be embedded. ➤ A discussion took place around how they anticipate people to land on the website and if the use of Google engines would be valuable to make the website more prominent online. The group were informed that search engine optimisation is a big part of the work they are doing as well as ensuring they are speaking to the right people about collaboration. For example Essex County Council are launching a new Walking strategy and the Activity Finder will be an element of their new app. ➤ The climate change piece was raised and suggested that it has a bigger placement throughout the strategy due to this being a ten year strategy. This piece of work will become more prominent with time so they need to look ahead of the game to enforce this. <p>ACTION: MH to send across the updated strategy COP Friday 11th June to Board</p>
4	<p>Media Launch – Find Your Active (FYA)</p> <ul style="list-style-type: none"> • HA advised that they have done a lot of audience research with a company called Britain Thinks to work up the assets, messages and key target audiences for the campaign. This work was vital to ensure they could understand what the key motivators and key triggers were. It was prominent that inactive residents wanted to see people like them rather than celebrities who felt out of reach. It was evident that people in their community are more relatable and that is who they will be working with throughout the campaign. <p>ACTION: HA to circulate the next steps for ambassador roles to the Board Members who have put themselves forward.</p> <ul style="list-style-type: none"> • From research they found that the title Find Your Active resonated with the group and also found that the main emphasis of physical activity needs to be on the social benefits i.e. friends and family as this is a key motivator for inactive people to get active. • They also found that although they do need to mention the health benefits they do not need to keep reiterating it as people tend to already be aware of these. • HA highlighted some of the FYA ambassadors are already part of the campaign and advised that it is important that they capture everybody/ everyone in Essex in order for greater representation so they have a whole cohort of different ambassadors and different images to show there is something for everybody. • The Media Launch will take place on 1st July and they have identified activities to take place to represent their four key target audiences. They need to be mindful of numbers due to current Covid restrictions. If restrictions do not ease by 1st July they plan to stagger activities at the event. They have Walking Football taking place on the 3G pitch as well as an independent Fun Fit Club taking place indoors. On the grass a Daily Mile track will be mapped out and school children will be invited to do the Daily Mile during the event. A multicultural communities group are also coming down to the event to take part in the Daily Mile walk. Kelly Harman at Active Essex will also be running a session which will be live streamed to workplaces to ensure they can involve employees and employers too in the campaign to reiterate the importance of not becoming sedentary and a reminder to take regular screen breaks. A lot of promotional assets will be used throughout the location. There will be a Bat and Chat session taking place inside the centre too. • They are working with a PR agency called Genesis who will help to bring in Press and Media for

	<p>the event. Also, they will have a videographer who will be taking clips from throughout the event for them to use on social media.</p> <ul style="list-style-type: none"> • They have decided on the Melbourne Stadium venue as it is within an area that people can access as well as activity levels being a little bit lower in that area of Essex.
5	<p>Launch Weekend – Find Your Active Open Weekend</p> <ul style="list-style-type: none"> • RL advised to ensure the launch didn't sit in isolation they felt they needed to do something to create some buzz and some noise. The weekend aspiration was to get everyone up and about doing something throughout those days however when they looked at their target audience they realised that those individuals may prefer to use their spare time during the week for exercise and therefore they decided to extend the Open Weekend series to an Open Week. They are looking at how we can activate settings such as care homes etc. When working with the whole team they found that activity providers were all able to offer something different such as open sessions, availability to talk about sessions, ability to promote the campaign to their clients. • A virtual toolkit is being produced and shared with clubs as well as the promise of a physical pack which will be sent in the post later in June. The pack will include options for how clubs can open up their facilities whether it is for classes, for questions or to just promote the campaign. So they expect to see differences on the launch week going forward. • They are using local ambassadors for filming opportunities as well as using the hashtag as one way for them to be involved. There will be other ways in which people can get involved online as they are aware that not everyone uses hashtags. • They have set themselves a target of 56 minimum activities but they want a minimum of four open sessions across each of the localities in Essex (14). • The Board were invited to feedback their comments and questions which included: <ul style="list-style-type: none"> ➤ A question was raised around information to clubs and the Board were informed that the clubs involved have been updated to advise that the Open Weekend has changed to an Open Week. ➤ A request was made to ensure that the film and clips aren't just of groups and clubs and that they are able to portray footage and stories of how individuals have got active on their own whether it be at home or outdoors. The Board were advised that they will have a virtual offer for those who aren't comfortable going out to Open Week sessions.
6	<p>Activation Resources</p> <ul style="list-style-type: none"> • The Board were informed that June is all about enabling access across our county and working with partners through communications and use of toolkits to work in collaboration on this behaviour change campaign. They are hoping that between the team they will be able to speak to everyone across the system. • In July they will shift their focus to the media plan which will involve activity which will be targeted and will be linked with geographical data. They will be using means such as Smooth Radio as they know that will reach their target audience as well as burst on ITV as they are easy to target. The Board were also advised that there will be a direct mail will be going out to all houses in Essex to inform this fantastic opportunity which will also enable them to gather people's details and interest. • There are various media bursts within the campaign which were highlighted to the Board. • The Board were shown the budget allocation for the campaign and were advised that the allocation for PR will help get interest for local content into newspapers which is one of the means of promotion they have prioritised. They will also be working with pharmacies to ensure they are able to signpost. • A question was raised around if it was possible to benchmark the allocated funds to other organisations who have run similar campaigns. The Board were advised that they have been

	<p>working with Join In who have run something similar and their input has helped with allocating budgets and other campaign elements. Caroline has also shared with some internal colleagues at Essex County Council who have given input.</p> <ul style="list-style-type: none"> • John Bromley, Public Health England, has a lot of experience with behaviour change campaigns and has have been really helpful in creating the framework which includes identifying the key audiences, interventions and positive/negative impacts. From John's advice they know that as this is a year long campaign that will allow them time to continue with interventions which are going well and to also stop interventions which aren't working and readdress the focus. This will also enable them to shift funds to areas of work which are proving to create results. • A suggestion was made to add an additional column around the reach to quantify what the money is trying to achieve, and they advised that a simple table to show how they have commissioned these services would also be useful. CA informed the Board that this work is being done to cover volume ethics and is happy to share with the group. • Phase two is not yet scheduled and is an unplanned element of activity but it has been agreed that the target audience for this will be children and young people. • There was endorsement from the Board to share a well done to all of the team involved in the Find Your Active campaign. • RH advised about resources for the campaign, he said that the funds would really help to get the campaign into their local areas and he envisages this will help to create the stories and wider outcomes that the groups can achieve through this work. RH emphasised the importance of evaluation in this long piece of work and also advised that spend in various media areas will be one of the main things for the campaign in order to reach target audiences. They are currently trying to make the process for disseminating funds as easy as possible to apply for and the Relationship Managers at Active Essex are supporting this by working with local partners. RH advised that they are keen to spend half of their resource envelope on getting funds into the community in order to get people more active. • A question was raised as to where the funds for Find Your Active originated and the Board were informed that following the business case for recovery for Essex physical activity has been agreed as the number one priority so nationally from central government this funding has been allocated.
7	<p>Roles and Responsibilities</p> <ul style="list-style-type: none"> • JF referred to a conversation which took place at the previous Board meeting around the Roles and Responsibilities document which will highlight allocations for the Board. JF then shared some slides to highlight their thinking around both the Board Supporter Role and also suggestions for those to be allocated against each theme. JF advised that he feels it makes coherent sense to link these roles with the Active Essex streams of work. JF confirmed with the group that his role and that of the team will align directly with the Delivery Plan and the day to day functions of the team will be overseen by JF and RH. The Board Supporter Role was described on the slide. • JF advised that they have provided the opportunity for check and challenge throughout to ensure that as Board Members the group are clear and understand how their role can align with the workstreams and work along side the Risk Register. • RH advised that in the Risk Register they have identified the risks but the section which was missing the list of Owners and Sponsors, therefore they have started to allocate these but the group will still see a few gaps due to not having a completed Board yet against their Skills Matrix. RH advised that they have governance and processes in place to ensure they can use Board advice and support before risks escalate as they have a priority to keep risks low. • It was suggested for the group to always consider the Risk Register as a live document that they can always add too and if anyone feels there is a risk that should be on there they should always suggest it to be added. • EL put herself forward for the CYP Board Lead and offered that she is happy to sit in within the supporter role for the interim. She has managed some work around swimming for schools and

	<p>also supported the primary sport premium scheme.</p> <ul style="list-style-type: none"> • DS sits on a youth charity and put himself forward for the Duty of Care role. • AA advised that they are scoping out the Duty of Care role and will share with the board. <p>ACTION: AA, JF, BM, RH and Jim Messenger to have a session on Duty of Care and to update the Board afterwards.</p> <ul style="list-style-type: none"> • It was suggested that risk AE19 should include the success of Find Your Active, given the investment that has been placed with the campaign. It was also suggested to add the same focus on tackling inequalities moving forward to detail how they will mitigate those risks. • The Board were reminded that they need to ensure that the Safeguarding Lead needs to be picked up following John Wood's departure. • A suggestion was made to learn from other organisations governance codes and prescriptive methods to sense check their own. AA updated the Board that Essex Cricket Board are currently doing some work on this. <p>ACTION: AA to touch base with David Mahoney, Chair of ECB to see what he is able to share around Duty of Care and then feedback to Board.</p> <ul style="list-style-type: none"> • It was suggested that it would be helpful to learn from other Active Partnerships as comparing themselves with similar organisations would make sense. It was advised that safeguarding is a risk that you manage proportionality and as Active Essex are a giver of funds they need to match themselves with similar organisations who have the same values and processes as them. It was thought that Active Essex is a bigger picture organisation so they need safeguarding which is appropriate for their type of organisation. • BRM advised the Board that as he is the only Youth Board Member at present he would be interested in the opportunity to shadow a Board Member to engage and learn about their role. <p>ACTION: MH to share the updated Risk Register as well as details of Supporter Roles with the Board.</p>
8	<p>Any Other Business</p> <ul style="list-style-type: none"> • Due to not all Board Members being able to make the 9th July Board meeting it was agreed to reschedule to another date early-mid July. <p>ACTION: MH to send a doodle poll to Board to reschedule the July Board Meeting.</p>
9	<p>Close</p>

ACTIONS

Item No.	Action	Lead	Progress
1	JF to construct an engagement plan of how best to discuss collaboration in Hadleigh Park with Cllr Graham Butland.	JF	Ongoing – verbal update to be given at meeting
3	GH will send around the link to the new website on the testing platform and if Board feel there is anything missing they are to let GH know so it can addressed ahead of the go live date.	GH	Achieved
3	MH to send across the updated strategy COP Friday 11 th June to Board	MH	Achieved

4	HA to circulate the next steps for ambassador roles to the Board Members who have put themselves forward.	HA	Achieved
7	AA, JF, BM, RH and Jim Messenger to have a session on Duty of Care and to update the Board afterwards.	AA/ JF/ BM/ RH	Achieved
7	MH to share the updated Risk Register as well as details of Supporter Roles with the Board.	MH	Achieved
8	MH to send a doodle poll to Board to reschedule the July Board Meeting.	MH	Achieved