

**MINUTES**

**Subject: Active Essex Board Meeting**

**Date & Time: Tuesday 24th October 2023, 09:30 to 16:00**

**Location: Writtle College- Main Hall, Chelmsford, CM1 3RR**

**Chair: Dr William Bird**

**ATTENDANCE**

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| **Acronyms** | **Board Member Name** | **Board Position** | **Meeting attendance** |
| WB | William Bird | Chairman | Full meeting |
| BM | Bob McClintock | Board Member | Full meeting |
| CR | Caroline Rassell | Board Member | Arrived at 12:20pm |
| EL | Emma Lewis | Board Member | Full meeting |
| SL | Scott Logan | Board Member | Full meeting |
|  | **Active Essex Staff Name** | **Job Title** |  |
| JF | Jason Fergus | Director | Full meeting |
| DC | Danielle Crawford | Sports and Physical Operations Advisor/ PA to Jason Fergus – MINUTE TAKER | Full meeting |
| RH | Rob Hayne | Strategic Lead Business Operations | Full meeting |
| HW | Hollie Wood  | Relationship Manager  | Item 7 |
| HC | Hayley Chapman | Relationship Manager  | Item 12 |
| HA | Holly Adams | Marketing and Communications Officer | Item 6 |
| GH | Grace Hilton | Marketing and Communications Officer | Item 6 |

**MINUTES**

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| **Item** |  |
| **1** | **Arrival and networking** * Board members arrived.
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| **2** | **Welcome** **Apologies*** Apologies were noted from David Sollis, Lee Bailey, Fiona Bool, Anne Wafula, Dan Doherty, Anton Ferdinand

**Any Conflict of Interest on agenda*** No conflicts brought from Board members.

**Chair Recruitment Update*** No updates shared
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| **3** | **Approval of minutes & actions from meeting held on Tuesday 25th July 2023.*****Decision Required - Approval of minutes:***Minutes approved by the Board. **Review of actions on previous minutes-**

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| --- | --- | --- | --- |
| **Item No.** | **Actions from 25/07/23** | **Lead** | **Progress** |
| ***1*** | ***To get all diaries sorted out for Board members with future dates.***  | ***DC*** | ***December date booked in for Weds 13th.*** ***Trustees will be joining us from 10am.*** ***Tues 23rd Jan- online meeting***  |
| ***2*** | ***Awards night meeting to be sent out to board members.*** | ***HA*** | ***7th Dec, sent out to all Board members***  |
| ***3*** | ***Away day- need to review location and who is invited.*** | ***JF*** |  |
| ***4*** | ***JF to get example topics on the document on future Board Format*** | ***JF*** | ***Booked in with new format- will be reviewed after a year*** |
| ***5*** | ***Send Conference invite (28th September) around to Board members.*** |  | ***Conference was sent out and achieved***  |
| ***6*** | ***JF to contact Cllr Gooding about attending the Scrutiny Panel regarding Devolution.*** | ***JF*** | ***Picked up on Devolution item*** |
| ***7*** | ***HA to share stakeholder map with Board members for review.***  | ***HA*** | ***Comms will be asking for Stakeholder maps back. SL mentioned that it is very complicated. Needs to be more simple.*** ***Item to be on the online meeting.*** |
| ***8*** | ***HA to add Awards night invite to diaries.*** | ***HA*** | ***Completed.*** |
| ***9*** | ***JF to provide update on Sport Welfare Officers*** | ***JF*** | ***To be discussed today.*** |
| ***10*** | ***JF is happy to start ongoing conversation electronically and put it in saved area for all to start using.***  | ***JF*** |  |
| ***11*** | ***SL to work with JF and team looking at future agenda.***  | ***SL/JF*** | ***Board members may be unsure what they can bring to the Board.*** ***Board members should be critically changed on what is the expectations from each board member.*** ***December meeting- bring in AE Senior Leadership team.*** ***EL said Away days to meet the whole AE team will be good.*** ***Senior leadership Team to come to next meeting.***  |

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| **4** | **Active Essex foundation** BM picked up this item and said that there was a very good foundation meeting last week. * Governance by Jamie Rhodes which shared about current ongoing polies which are being reviewed and completed.
* Crime preventati0on Conference on 20th Sep was very well attended. It has now enhanced our relationship with the police and made good contacts (Alan Webster)
* Mental health project has confirmed Funding.
* 2 staff post to appoint. Interviews on 9th/10th of Nov. Following same pattern as Jim and Suzanne’s roles
* Update on other activities and bids- HAF programme.
* Signed off account for the year.
* Next foundation meetings is to be in January 2024
* Video to be circulated to Board- ACTION

<https://www.youtube.com/watch?v=ndFZIoSv-Mc> JF added that the foundation picks up on things the Board cannot- getting funding and opportunities which the money is allowing us to get.BM added that Louise’s team have done a great job of managing the work and getting these opportunities. There is always pick support from the Active Essex Team at events. EL asked how do we share about the good work further? Share Quarter 2 report to EL- ACTIONBM added that we need to get the information gathered upon the successes of current staff to give to new members so they can use this to bring something to the team. RH added that despite JF and the Board not knowing who these groups were presenting at the conference, the relationship managers did.  |
| **5** | **Finance** * **Budget report**

Audit committee met on Friday and looked at. * BM picked this up and said current financial situation, no issues were shown at present.
* Metro bank currently have issues who is the Foundations bank- need to be considered as a risk. BM asked do we get another bank alongside?
* JF said that Jenni Anderson is going to give advice on what to do on this situation.
* Sport England issue in relation to governance- staff cost centres having to make sure we use the Grant money efficiently. Next 2 financial years are secured.
* RH said we need to look at forward plan for finances- December 2024 is the last HAF funded project. Need to look at getting award finalised by August 2024 if HAF is to continue in the current format.
* SL raised that all Local authorities are looking at financial strategies- he asked where are we in 2/3 years’ time? The next Government may have a new strategy. Is a workshop needed for what AE looks like in 2/3-year time? Looking at options that aren’t relying on the current funding model.
* JF added that County council are looking at who they can do business with. Mainly comes from Place budget. The Public health funding is very fenced off.
* The next step is that Lucy has already addressed that we use more of her budget if the organisation can show the positives to her of using it.
* SL challenged saying that it is on public health and AE to demonstrate the use of the funding.
* JF added that Lucy must demonstrate how the funding is being used.
* RH said there is 4 cost centres- ECC (rolling), Sport England (2027), LDP (2025) and HAF (2025) – New year a review will be needed to see if we have enough funding.
* JF said the biggest risk is HAF funding being stopped. Will depend on the Government. Kim L (MP) is spending lots of time going to lots of Sport clubs due to her interest.

**Audit Committee Report*** **Risk Register**
* **Governance code**

RH addressed that we need to add more examples. Head of Governance said that more evidence is needed to be provided.The tool works well itself if you are a LDP but if you are a hosted partnership, it doesn’t work as well. There are actions in place that are being looked at. SL added that its odd that we have 6 not met- should be going back to SE Board asking what has changed from last year to make it harder to meet?EL agreed with SL adding that she is questions if SE know what they are doing, and it needs challenging. How is every other partnership faired against this new criterion? RH to draft letter to Sport England (send to chair) asking for this to be reviewed- ACTION.System partner update on the 8th- can be used to hear from other colleagues. |
| **6** | **Communications update** HA and GH arrived at Board meeting to present**.** The Report is in the Board papers. The key topics below were shared with the Board.New campaign for children which got launched last month- Move with us. * System wide webinar which the Chair attended.
* Children led the webinar.
* Hosted by 4 young people in Rochford.
* Key 3 principles- FYA, positivity attitudes young people have with physical activity, young people’s lead of activity.
* Tiktok account has been created.
* About young people finding the right activity for them
* Move with us- <https://www.activeessex.org/move-with-us/>
* JF mentioned Lucy added that we need this campaign to be in schools- need to get relationships to be able to get this to be recognised.
* HA added they have been meeting with Sport England Comms team to provide feedback on This Girl Can and Move with us so it can be built on nationally.
* HA added that relationships need to be improved to see FYA grow
* SL added that everyone needs to be a part of system and it needs to be looked at why there are not Youth Committee connectors. There is not an Active Youth Voice
* RH said there is a resource issue as don’t have the money for this campaign.

Essex Activity Awards ceremony in December-* Categories- <https://www.activeessex.org/essex-activity-awards-2023/>
* 794 submissions were made with Health and Wellbeing, and Essex ActivAte Provider of the Year being the most popular.
* Panel committee met to decide. Votes close Sunday 29th October.
* It was important for us to share nominations with our local Find Your Active networks who are also hosting awards. These include FYA Braintree, Basildon and Southend.
* The Essex Activity Awards will be taking place at the new venue of Prested Hall on 7th December, and the marketing and communications team have been busy working behind the scenes to secure sponsors for each category, a headline sponsor, decorations, a paid social campaign, as well as the plan for the evening.
* Will be different to last year- Charlie Frost will be opening.
* HA said asked can Board members RSVP by next Friday.
* Chair asked what is the message we are trying to get across at the awards?
* HA replied saying that is it about celebrating people who help others find their active.
* SL asked that beforehand can Comms send a brief beforehand for who the Board should talk to and meet at the Awards.

Pedal power- * It’s been a busy summer for Essex Pedal Power, following the launch of the Basildon, Colchester, and Harwich & Dover court programmes. There have been compiled newsletters, created a summer competition, supported on a summer event, as well as design a new infographic dashboard to highlight the progress of each programme, as well as compile a blog on the Recycles project and a press release highlighting 2 years of the Clacton & Jaywick programme.
* Planning has begun for the first in-person LDP Away Day in October and we have supported colleagues with presentations.

Essex Activate- * 230+ activity clubs across the county have supported nearly 8,000 eligible young people this summer. Learnings from the easter programme suggested that messaging around summer needed to start earlier and be consistent until the end of the holidays, to ensure families were booking onto clubs all the way through.
* Bus stop adverts were displayed in Basildon, Tendring and Harlow for one week in July, showcasing the HAF offer in areas of deprivation. Paid social media ads were created with generic messaging and ran for 19 days, reaching more than 31,000 people with nearly 12,000 of them engaging with the ad. The Essex ActivAte website also reached nearly 60,000 views in July ahead of the summer programme, which shows the demand for the support.
* The summer survey told us that parents heard about Essex ActivAte mostly through radio adverts, which were created for the easter programme, therefore we will be piloting these again for winter. Essex ActivAte planning is now underway for the winter HAF programme, prioritising exploring different ways to reach new audiences.
* <https://www.activeessex.org/wp-content/uploads/2023/10/Essex-Thurrock-Summer-HAF-Programme-Infographic-2023.pdf>

Social media stats-* EL asked how to have the figures grew so much from last year?
* GH replied that research has been completed on the most popular posts that have been made.
* Instagram is a lot more reachable for young people.
* Comms Team have restructured since last year, each HA and GH lead on their own projects rather than sharing.
* Evaluation shared that there was a lot of repetition upon posts while now there is categorisation of posts to make sure there is a mix and additionally resharing of posts.
* Facebook is now the most viewed site.
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| **7** | **Safeguarding update** Sport Officer Welfare Briefing note from RH- The Whyte review 2022 into Safeguarding in gymnastics, has led Sport England to want to strengthen the network of safeguard officers available to support grass roots sports clubs and organisations. This will be delivered via the national network of Active Partnerships. To implement this, Sport England have invited Active Essex to apply for funding for the Sport Welfare Officers project up to the value of £382,200 from October 2023 until March 2027 under the ‘invited bids process’. Applications will be assessed against evidence of need, deliverability, measurement and impact and finance and sustainability. The aim is that these posts will contribute towards the project’s purpose to promote good practice and safe sport on a local level. We have submitted the attached funding request and job description as per the application guidelines. We will report back to the Board when the outcome of the submission is known – we are expecting to hear within the next 4 weeks.JF highlighted to Board that Jim Messenger, safeguarding lead, has recently retired. He was oldest member of the team. The board collectively thanked him for his work and wish him an enjoyable retirement. Safeguarding lead HW joined meeting and addressed the below- * Annual review next Thursday with Childs protection Unit. Next Board meeting David will bring action plan for sign off.
* AE are going to value the safeguarding system within the team.
* SL added that a connection needs to be made to create a network of clubs within Essex
* EL asked looking at the Risk register what is the biggest risk to us- What are the AE priorities?
* Chair mentioned we can’t send officers that haven’t had safeguarding training as what would the consequences be on AE.

Update to be provided in January about Welfare officers. Safeguarding is a rolling item.  |
|  | **Lunch break commenced at 12:25pm** |
| **8** | **People, culture, skills progress**EL picked up this item highlighting the points below- * EDI leaders programme was launched.
* Level 2 coach core programme- there is a challenge in drop out rate. Team is investigating.
* Outcome from the diagnostic tool?

JF added that a meeting occurred where the headlines were shared.* 6/7 years ago, organisation committed to QUEST.
* Stretch groups across the whole team. Everyone sits under one of them.
* Feedback from external parties was gathered and will be used to how this is used within the organisation.
* Head count has grown over 50.
* HC added that people get more comfortable within their stretch groups so raise more concerns. Survey is more anonymised, so people do not feel as comfortable.
* EL mentioned that she challenged some of the things that Hollie and Rachel pulled to one side from the results, we need a meaningful understanding of what the results are.
* Diagnostic tool outcomes still to come- will be looked at in the next Board meeting.
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| **9** | **Director’s report- Q2 update** JF picked up his item regarding the Q2 report, referring to the slides in the board pack which shows updated from the thematic themes-* Active environments
* Children and young people
* Health and wellbeing
* Sport and physical activity
* Strengthening communities

Essex and summer HAF projects- * Support was delivered to 12,000 young people and families.

JF highlighted that it is getting easier now there is a system to use. * CR added that the slides are very enticing to read and asked that is there a sun of all these things? Is there a one thing to say this is what we delivered? There is lots of data, but have we lost the guide.

JF replied saying we have a base plan through the implementation plan- is key that this gets linked back to the board.Chair added that a map could be good to see where all these things are happening. Using postcodes to see how inactive they are. We need to know at some points have we attracted the right target audience. SL addressed that Chris Boardman from Active Travel come for a visit. Where is the evidence that there are less people in A and E, in hospital, in prison due to them being active? This is what needs to be shown to the Government and Chris. CR said that is it near impossible to try do/ show this. SL said it is about replication. It is about doing what we have done in areas that have improved in other places. CR added that the interventions we are doing are long term. Is the NHS the best place to look at? Chair responded we need to look at how we use the information we must show how we are making improvements to communities. * JR added that Roger Hurst stood up and said he invested in what we do and is interested. This shows how we are contributing to the Social Matrix. He has his own way of measuring things that the home office wants him to use.

EL added that we are sitting here to trying to fix a problem that Sport England can’t fix. We should start looking at local levels to be able to compare based on the intervention of each activity. RH added that that the NHS want to do what we do not how we do it. * JF said it is about using the systems money as Sport England is not the answer to the problem. It is about the way AE have worked to lever relationships, which Chris agrees with.
* SL added It is not about sport solving problems, it is the smaller things of creating places more active etc.

 JF added that he is going to take away. * Dashboard on how to present data better.
* Cost benefit analysis piece to show examples where our intervention has saved a certain sum on money, with stories.

This will be presented back to Board for board members to then take it forward to necessary places and for JF to take to Sport England Board. |
| **10** | **Placed based expansion.** JF picked this item up and said there is a meeting today with Sport England Comms team and AE comms team about Sport England doing their Place Based Launch happening next week. * Great opportunity as a partnership and a board
* Will be good connections attending.
* More detail will be shared once comms report back to JF.

Chair mentioned that this is great news. |
| **11** | **EDI Plan Update**HC is the advocate.HC shared her slides and picked up how there has been ongoing work with the Race Equality code on the ongoing timeline. This has then benefited us by- * Connected to the PFA ‘On the Board’ Programme
* 19 staff attending the Leading for Renewal programme.
* Improving data collection
* Improving recruitment policies

EDI aims- * To be representative of Essex population

Action plan- * Each organisation will publish clear ambitions and create a Diversity and Inclusion plan.
* Be published on organisations website with annual review.
* Be agreed with Sport England

Added that there is a want to have a better connection with Board. Anne and Fiona have linked with Hayley and Stretch groups. Moving forward- * EDI have added a standing item on Board meetings.
* A new Active Essex recruitment policy
* Re introduce Youth Board members
* Creation of stakeholder strategy
* Creation of send steering group.
* Deliver and publish 2024 staff and board survey.

Discussion commenced after the presentation, which raised the below points- * EL agrees with it being a standing item.
* CR mentioned that she was in an external meeting which spoke about EDI and mentioned that Active Essex was mentioned as an organisation who has adopted and taken EDI seriously.
* SL added that is it tokenism to put on AE Board meetings. Time keeping is an issue already. Shall it just stay on the whole day Board meetings?

Slideshow to be shared with minutes. |
| **12** | **Devolution update** **JF gave a verbal update**  |
| **13** | **AOB**EL asked JF how did the Future of Leisure Officers Group meeting go- * Officers said it was a very good event.
* Next steps were discussed.
* Swimming pool fund was very over subscribed
* Updates from localities were received.
* ToR was reviewed. A couple of changes need to be made before sending out.
* Lucy W from public Health to start joining in the future which she has agreed.
* Date to be set in January for the first Future of Leisure Partnership Meeting
* Chairman tbc
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|  | **Close*** Meeting closed at 15:20
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**ACTIONS**

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| **Item No.** | **Action** | **Lead** | **Progress** |
| **1** | **AE Senior Leadership to be brought into Decembers Board meeting.** **Away day for the whole team to meet the Board.**  | **JF** |  |
| **2** | **Video to be shared to Board which was shown in AE Trustee Meeting** [**https://www.youtube.com/watch?v=ndFZIoSv-Mc**](https://www.youtube.com/watch?v=ndFZIoSv-Mc) | **DC** |  |
| **3** | **Share Quarter 2 report from Trustee Meeting to EL** | **DC** |  |
| **4** | **Idea of Workshop to look at AE future funding- with external members to be invited, to be looked at.**  | **JF** |  |
| **5** | **RH to draft letter to Sport England (send to chair) asking for this to be reviewed** | **RH** |  |
| **6** | **RSVP to Essex Activity Awards ceremony by Fri 3rd Nov**  | **ALL** |  |