



MINUTES

Subject: Active Essex & Active Essex Foundation Engagement Meeting
Date & Time: Thursday 11th December 2025 10:00 to 12:00
Location: Com. Room 3, County Hall, Market Road, Chelmsford, CM1 1QH
Chair: William Bird

ATTENDANCE

Acronyms	Board Member Name	Board Position	Meeting attendance
WB	William Bird	Chairman / AEF Trustee	Full meeting
BM	Bob McClintock	Board Member / AEF Trustee	Full meeting
DD	Dan Doherty	Board Member	Full meeting
CR	Caroline Russell	Board Member	Full meeting
SL	Scott Logan	Board Member	Apologies
FB	Fiona Bool	Board Member	Full meeting
LB	Lee Bailey	Board Member	Apologies
AWS	Anne Wafula-Strike	Board Member	Apologies
EL	Emma Lewis	Board Member	Apologies
DS	David Sollis	Board Member	Full meeting
AH	Angela Hutchings	Board Member	Full meeting
KC	Katie Canning	AEF Trustee	Apologies
LN	Lee Norris	AEF Trustee	Apologies
RG	Cllr Ray Gooding	AEF Trustee	Full meeting
JA	Jenni Anderson	AEF Trustee	Full meeting
	Active Essex Staff Name	Job Title	
HA	Holly Adams	Marketing and Communications Lead	Full meeting
JF	Jason Fergus	Director / AEF Trustee	Full meeting
HC	Hayley Chapman	Relationship Development Lead	Full meeting
AS	Amelia Slemmings	Intelligence Manager	Full meeting
RH	Rob Hayne	Strategic Lead Business Operations / AEF Trustee	Full meeting
SH	Sally Hoyle	Assistant Project Manager (minutes)	Full meeting
LV	Louise Voyce	Relationship Development Lead	Full meeting

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Item	
1	<p><u>Welcome</u></p> <p>Apologies</p> <ul style="list-style-type: none">• Welcome all.• Apologies were noted from Lee Bailey, Anne Wafula-Strike, Emma Lewis, Scott Logan, Katie Canning and Lee Norris.
2	<p>Communications (HA)</p> <p>WB – A huge congratulations to all the team for a wonderful Active Essex Awards.</p> <ul style="list-style-type: none">• Update on social media engagement figures from AE Board meeting.

	<p>The algorithms are more favoured to individuals rather than organisations and businesses. There has also been a decline in the use of the platform 'X'. This is an ongoing conversation within the council. We in Active Essex are not using 'X' as much but we are continuing to use LinkedIn and Instagram.</p> <p>We are focusing this year on the fact that social media is not as widely used as other forms, such as press. We have spread the use of engagement across other channels. We know that KPIs and stats don't always tell the full picture. Moving forward we will articulate better the full picture.</p> <p>WB – The question we asked in the last board meeting was 'so what?'. That is why it is helpful to have a full picture with all narrative. It sounds like there is a global transition moment.</p> <p>CR – Thank you Holly that was really helpful. Are you noticing any change in website numbers? Are you experiencing disintermediation?</p> <p>HA – No we aren't experiencing a decline in numbers on our website. Hannah, our new Marketing Assistant joined in the summer and has brought a wealth of knowledge on SCOs and has made this as strong as possible.</p> <p>DD – Do you have to pay for these additional engagement opportunities?</p> <p>HA – Yes, we do we have done a series of paid advertisements for the Move with Your Mind campaign.</p> <p>WB – Thank you Hollie, that was a really helpful update.</p>
3	<p>The Ambition for Sport & Physical Activity in Greater Essex (LV, HA, HC) Feedback – Amplifying & Extending the AE Mission</p> <p>LV - Lots has happened since we last met for the board meeting in November. The important thing to remember is that we are a constant and we are here to continue to delivery what we do well.</p> <p>LV, HA and HC spoke to the following presentation.</p> <p>HC – Spoke to slide 7. Board asked to define the stakeholders (flag bearers, gatekeepers, allies and spectator) Active Essex should be focused with engaging with</p> <p>RH – Given the new announcement pushing back the mayoral elections for a further two years, will Tom (Walker) continue to be the Interim Chief Executive and what is the role of Southend and Thurrock in the combined local authority the longer there is not mayor?</p> <p>AH - Nothing has changed except for the mayoral elections have been pushed back to May 2028. Tom will still be the Interim Chief Executive. Tom is particularly focused on the Local Growth Plan. The government haven't said what is going to happen to the PSCC. The County Combined Authority (CCA) is still going to be in place as soon as possible.</p> <p>ACTION: Jason to pick up stakeholder task with absent board members.</p> <p>HC – Thank you to all for taking part in the exercise.</p> <p>DD – We have given you a picture of where these people are currently, but we may want to move them into other groups/boxes moving forward.</p> <p>HA – Yes this is a good point. We can utilise the ambition document as a vehicle to move people.</p> <p>CR – One of the risks maybe individual moves or leaves and we may need a link with the orngisations instead to not lose the connect.</p> <p>One thing you might want to think about in the ambition document is how you can attribute to Active Essex and what we do. Active Essex is the 'spark' and we need to define the energy that we bring.</p> <p>RG – Caroline makes a very good point. As more and more people work from home, I could see a level of support from Active Essex that could be offered to employers to help them sustain healthy workforces.</p> <p>WB - What are asking for each of the stakeholders? From the mayor we are asking for the 'will' and some money. We still don't know what that relationship (with the mayor) will be like.</p>

	<p>DD – In terms of the employer and the physical activity there is a massive incentive for employers to keep their workforce happy. The biggest public sector employees are the biggest leaders in this.</p> <p>AH – Our leisure services are in-house, so every employee has access to these services. But that is not the case for ever council employee. It is harder if you have an outsourced leisure provider.</p> <p>CR – People don't value anything for free. How do you galvanize the employers to do something different to engage audiences?</p> <p>WB – The corporate organisations are not as interested. No one has show what really works. It's the combination of company and community.</p> <p>ACTION: Hayley and team to take away board suggestions and come back with an engagement strategy.</p> <p>ACTION: Sally to share The Ambition for Sport & Physical Activity in Greater Essex slides with board.</p>
4	<p>Charity Fund Raising Event</p> <p>LV – Councilor Ray Gooding is the current Chair of Essex County Council. As part of this role, Ray gets announce a number of charities. He has chosen The Active Essex Foundation as one of his charities. There are different events that Ray will be going to next year that we can support.</p> <p>RG – I have chosen those organisations who support wellbeing through music and movement. I cannot see this event being a large money raiser. I would like to continue to raise the profile of those kind of activities.</p> <p>There will be a Civic Service next year. The first planning meeting is 11:30 on 6th January 2026. The event is due to take place in March.</p> <p>ACTION: Jason to attend event on 6th January with Cllr Ray Gooding.</p> <p>CR – Does there have to be a direct link to Active Essex or can it be linked with physical activity to help overcome adversity in other areas?</p> <p>JA - We might have to prepare one access point for people to go to. We probably need to have those soft asks in communications. Often people won't realise that AEF is a charity they can donate to. So, making it clear that there is somewhere to donate would be useful.</p> <p>WB – Do you have a Chairs website?</p> <p>RG – No, but this is something that we would like to develop.</p> <p>LV – Next year will be 10 years of the Active Essex Foundation so we might want to incorporate into this.</p> <p>JA – This links to the longevity of stories.</p> <p>RG – I sponsored a Youth Group in Saffron Walden to buy video and recording equipment so we could involve them in this event.</p> <p>WB – This is a good idea. We could have a fundraising reception afterwards.</p> <p>RG – It would be good to draw up a list of attendees.</p> <p>ACTION: Active Essex to work with Karen (Cllr Gooding's Democratic Officer) to secure a date and draw up a list of attendees for the fundraising event.</p> <p>JF – Is this the only time we can do something with you Cllr Ray Gooding?</p> <p>BM – A Big Team step challenge could be used a fund raiser.</p> <p>JF – Active Essex will take on responsibility for this.</p>

	ACTION: Active Essex Team to look at an event/ challenge as a fund-raising event on work with Councilor Gooding.
5	AOB JF – Thank you to all board member for your contributions over the whole year. WB – Thank you to you Jason and the team. We are so proud to be part of Active Essex as a whole team and the leadership.

Item No./ Agenda item No.	Action	Lead/s	Progress
3	Jason to pick up stakeholder task with absent board members.	JF	
3	Hayley and team to take away board suggestions and come back with an engagement strategy.	HC	
3	Sally to share The Ambition for Sport & Physical Activity in Greater Essex slides with board.	SH	Complete
4	Jason to attend event on 6 th January with Cllr Ray Gooding.	JF	
4	Active Essex to work with Karen (Cllr Gooding's Democratic Officer) to secure a date and draw up a list of attendees for the fundraising event.	AE Team	
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