



MINUTES

Subject: Active Essex Q1 Board Meeting (Online)
Date & Time: Thursday 23rd July, 10:00-12:00
Location: Virtual, MS Teams

Chair: Dr William Bird

ATTENDANCE

Acronyms	Board Member Name	Board Position	Meeting attendance
WB	Dr William Bird	Chairman	Full meeting
BM	Bob McClintock	Board Member	Full meeting
AH	Angela Hutchings	Board Member	Full meeting
CR	Caroline Russell	Board Member	Full meeting
DD	Dan Doherty	Board Member	Apologies
SL	Scott Logan	Board Member	Apologies
FB	Fiona Bool	Board Member	Apologies
LB	Lee Bailey	Board Member	Apologies
EL	Emma Lewis	Board Member	Apologies
DS	David Sollis	Board Member	Apologies
	Active Essex Staff Name	Job Title	
HA	Holly Adams	Marketing and Communications Lead	Full meeting
JF	Jason Fergus	Director of Active Essex	Full meeting
HC	Hayley Chapman	Relationship Development Lead	Full meeting
AS	Amelia Slemmings	Intelligence Manager	Full meeting
RH	Rob Hayne	Strategic Lead Business Operations	Full meeting
SH	Sally Hoyle	Assistant Project Manager (Minutes)	Full meeting
LV	Louise Voyce	Relationship Development Lead	Full meeting
CL	Cheryl Lomas	Relationship Development Officer	For agenda item

MINUTES

Item	
1	<u>Welcome</u> Apologies Apologies were noted from Emma Lewis, Dan Doherty, Scott Logan, Fiona Bool, David Sollis and Lee Bailey. Noted that the Board was not quorate and some actions could not be signed off by the membership because of this. Conflicts of interest declared by the board as follows: WB - Founder & CEO of Intelligent Health and a regular public speaker for Active Essex Foundation on the Beat the Street Project. JF - Chair of Investment Committee, Board Member and EDI Champion at Sport England. No further declarations from other members of the board.

2

Matters arising:
No matters were mentioned by the Board.

Approval of minutes & actions from meeting held on 23rd April 2026.
AH made some small amends to the LGR section of the minutes. SH will circulate following the end of this meeting. All Board members agreed the minutes are accurate and signed off.

Actions taken from the previous minutes:

Item No./ Agenda item No.	Action	Lead/s	Progress
5	HA to share Implementation Plan with Board.	HA	Complete
5	HA to share Insight Pack with Board.	HA	Complete
5	HC to share most recent demographic full data 2025 with board.	HC	Complete - accessed here .
5	Active Essex to include a visual map of the LTOs currently being worked with.	HA	Complete
7	SH to add Shaping the Future of Sporting Events in Essex to the agenda for the next board meeting.	SH	Complete
9	Board membership to review risk register at the AE away day on Friday 19th June.	Board Members	Complete
9	SH to allocate more time to Finance & Risk agenda item for future meetings.	SH	Complete
11	SH to circulate Safeguarding case studies discussed at quarter three board with membership again.	SH	Complete
14	AS will continue to establish ways to represent all demographics/groups through Active Essex data collection.	AS	Complete
15	Active Essex to collate an events calendar in Greater Essex.	SH/AC/JF	In progress

Noted that the agenda and meeting from the Active Essex Away Day was well chaired by Caroline and agenda was well written.

JF - Action 15 (to collate an events calendar in Greater Essex) is as a result of the Essex Events meeting held with colleagues from 14 districts in February. This piece of work continues to be a work in progress for Sally, Alexa and myself. The new administration has a real interest in Assets and Events.

CR - There is a difference between events being brought to Essex for sport and then those events that are participation events. I am assuming the new administration are interested in both. I think it is important we are clear what we offer on both. It is not just local events but also National Events that we can highlight to the new administration. We also have spectator events. Layering them in that way starts to look at further opportunities and give the new administration a sense of how we operate at the moment.

Action: Jason, Alexa, Sally to continue to update the Greater Essex events and asset mapping spreadsheets.

3

Strategic Directors Report (JF)

New Administration 100 Day Plan

JF summarised the three key highlights of the new administration's 100 day plan:

Sport England Strategic Context (JF)
The Active Partnerships CEO Forum held in Manchester on 24–25th June provided clarity regarding Sport England's future operating model. The offer is a four year settlement. Active Partnerships will remain a core delivery channel within the national sport and physical activity system which is positive and exciting news for Active Essex.
We are due to receive the prospectus pack ready for applications opening on 1st September. Active Essex have seven to eight weeks to refine our application and submit by the deadline of 9th October. This will be assessed and we'll have a decision from the Sport England board by the December Active Essex Board.

PE in School Sport (JF)
PE in School Sport is currently undergoing change. The investment into each primary school (Primary School Sports Premium) will be stopped at the end of the next academic year and that will go into a bigger contract of central funding at the value of £563 million. The contract for a National Delivery Partner is out to tender now. The role of the National Delivery Partner will be to support primary and secondary schools with delivery of PE, provide a national digital platform, and identify specific work that they need to do to

	support schools individually. I'm pleased to say that the Active Partnership National Team are submitting a bid in partnership with the Youth Sport Trust and the association of associates with PE. If they win that contract, Active Partnerships will be playing a strong part in that particular role around PE and school sport which would be advantageous for Active Essex. Every primary school currently receives on average about £11k a year to spend as they wish on PE and school sport. This new contract means that that money will stop and pooled into the central funding pot of £563 million. We want to make sure that that targeted intervention continues, that resources do get back into the schools that need them in Essex. Our team is working hard to input at a national level and we have had feedback to say how impressed colleagues have been with Active Essex in this space. I will continue to keep the Board informed of progress. CR - Does the new offering mean this is a nonspecific offering to each Primary School rather than locally specific for each school? JF - Yes, this is a potential worry. In the current model, the £11k meant schools could decide specifically how the money was spent. In the new system, the school will have to fill out a requirement of need which could as you say result in a 'vanilla offering'. CR - Do the Active Partnerships have to bid for the amount of money they want or is it on an allocation basis? JF - Yes, we have to apply. Everything will be wrapped around the Sport England six priorities. BM - How will the national delivery partner actually work? Do they have to delivery to a DfE specification? JF - Yes the delivery partner will have to deliver to a specification. There is a large focus on how the digital platform is first developed. Action: Jason will share further details of the Sport England specification with the Board as they become available. New administration (JF) Councilor Chris Hossack is our new Cabinet member for Public Health and also Sport and Physical Activity. William, Bob and myself met with Chris recently. It was a positive conversation, and Chris shared his passion for Sport and Activity. We are currently conducting a meet and greet series for Chris, with various Active Essex activities such as HAF club and NGB visits in cricket and football for example. We will move into phase two of meet and greets in September which will be more detailed. The 100 day plan shows the new administration's strong commitment to sport and the contribution sport can make to health and Wellbeing outcomes, tackling the qualities, but also of course, the aspiration of making Essex a national exemplar for sports participation and achievement. CR - Well done to Holly and Communications team for current work promoting Active Essex involvement in Commonwealth Games and the athletes' videos which I have seen circulating. HA - This is our team member Jack, who has done an amazing job and has a real flare for this journalist approach. WB - Thank you Jason. There is so much change going on and we will continue to balance the needs of our new administration with those of Sport England.
4	LGR/Devolution (AH) Current timelines AH - We are still working toward the structural changes order by the end of the year and the timetable central government has set. There has been a lot of change at central government level. There is no indication that this will change anything. Harlow posted yesterday that they are planning to start legal proceedings against central government but it is not currently clear what these proceedings are. From an officer perspective we are continuing to do what we need to do to keep things moving forward. From a political perspective there is a bit of an operational drag. Once the structural changes order comes into force, it contains a formal duty to cooperate, which means that there won't be any choice but for

	authorities to implement. WB - Are there any changes to timelines from going to local to unitary authority at all? AH - The timelines remain as they are originally were. There is no intention that there will be any kind of break in delivery, because up until the existing council ceased to be on the 1st of April, they still have the statutory responsibilities to meet. When the shadow councils are elected in May of next year, they will have a very limited and very specific set of powers, which is in relation primarily to things like setting a budget, agreeing a constitution, appointing chief officers and preparing and overseeing the implementation plan ready for vesting day. So, with the new councils, the five unitaries operate in shadow, it means that they're not functioning councils. So, in effective we are working to two key deadlines. WB - Thank you so much Angela, really helpful as always.
5	The Future Journey of Active Essex (RH) RH introduced the summary document of conversations and actions from the Active Essex Away day in June. RH - Is there anything the Board believes is missing from this document? WB - It is amazing how this was all captured and the document is so rich, thank you to the team. AH - In uncertainty all you can do is plan for uncertainty. We need to plan on multiple fronts. Costed options for best and worse situations, with optimum shades in between, so we have modelled as many outcomes and eventualities as possible. We can then understand what the impacts and risks are associated with each. I think that's the inevitable conclusion where we got to. CR - Building on what Angela said, the key area that we discussed that Rob's brought out was around full cost recovery. So making Active Essex an organisation that is not recognised through the work that we do, but also won't be a burden or have a financial drain on whoever ends up being our host. I think that that's captured really well in the work that Rob has mentioned and indeed we talked about the audit committee. Of course, one of the challenges that we discussed at the away day was around pensions. RH - We have had some conversations with the ECC Pensions Officers. If Active Essex decide to become independent, the ECC Pensions scheme are open to moving the team to the Active Essex Foundation. Therefore we would can continue to be part of the ECC pensions scheme. WB - Brilliant, thanks. There is clearly a piece on how we keep in touch with everyone who's making those decisions, keeping our profile up. What the next steps Rob? RH - So one of the other parts of the discussion of the audit committee was, do we bring some co-op members into the audit committee on a regular basis or on an 'as and when' basis because things will continue to change. When we do have something concrete decisions to work with, we need to make sure we've got the right skills and people at the table to help us do that. We have discussed how we use the skills of the board with that audit committee to move things forward. CR - Rather than set up something in addition to what we've already got, looking at the kind of the financial model, which is a major part of making us attractive. We feel that Angela would be best suited to this role. Angela's both legal background and the fact that she's also an existing Chief Executive that would really help argument, the discussions when we're looking at it from a financial lens. So on an ad hoc basis, that's what we were hoping that we could get an in-principle agreement, even if we can't agree today because we haven't got all the members of the board here. Action: Board members approval to co-opt Angela into the Audit Committee. WB - Angela does not have to make a decision now and we will take this action outside of this meeting for a final decision. Rob, what are the timelines for this process? RH - It is difficult as things keep changing. As Angela mentioned, it'll be interesting to see what central government come back with regards to the judicial review that that might give us a bit of a more certainty or clarity or not. I know a draft of the structural changes has gone to ECC Chief Executive, Nicole Wood. When this gets laid in Autumn we will know what the model looks like e.g. 3 or 5 authorities and the Mayoral piece floats alongside this. The audit committee meets ever quarter and access each item on a case by case basis. WB - Great, thank you Rob for putting this together.

	RH - We are also talking regularly to other Active Partnerships such as Devon, Suffolk, Norfolk. You will have probably seen 14 new authorities have announced their LGR plans so there will be more Active Partnerships coming into this space. Jason and I are keeping an eye on any best practice that is emerging.
Business as Usual	
6	Active Essex Foundation (AEF) (BM) BM - I think it is a good idea to circulate the AEF board minute to this membership ahead of each Board meeting. Action: Sally to issue AEF Board minutes to Active Essex Board membership. • The Active Essex day away was extremely useful and helpful. • £237k to come from Epping Forest Community Fund over 2 years to support projects in the borough. • Nina (Under the Radar Advisor) presented at the Police Fire Commissioner Conference recently. • We spoke about the Power of Movement Conference, • We have secured £750k of London Marathon Funding over the next three years. • We now have £1.6 million in the bank we were talking about investment opportunities. • We have agreed that we will maintain our external auditor, Edmund Carr. CR - On the AEF board do you have an accountant? BM - No. CR - There are financial changes coming for charities which will be enforced this year, called the Statement of Recommended Practice (SORP). I am happy to speak to Jamie on this as the foundation grows. BM - I think this is a good idea and I would be more than happy to discuss this and agree we need to be fit for purpose. RH - Definitely agree that we could share skills between Active Essex and Active Essex Foundation to support this. Action: Caroline to speak with Jamie from the foundation on financial changes to how charities operate (SORP). WB - Thank you very much Bob.
7	Finance (RH) Budget report • All on track after the first quarter with no challenges and staffing budgets on track. • As Bob mentioned, the income highlight is LMF have agreed to fund the Active Essex family for the next three years (£750k over three years to be awarded to AEF). There will be agreements sent to Bob and Caroline for signing soon. • As Jason mentioned earlier, the Sport England system partner application will open at the start of September. As a prediction, we estimate this could be between £600-£700k each year for next four years. • HAF is a three year contracted awarded by DfE to ECC. We are currently in the first year of the award. DfE reserve the right to change the funding agreement at any time. In 2028/29, ECC will no longer exist so there is a risk to how this funding will be awarded and disaggregated into three or five unitary authorities. WB - Thank you Rob. Audit Committee Report (CR) Risk register • Not much more to report as no further changes. • We need to start looking at the full cost recovery for Active Essex functions and build a longer-term model.

	We think we've got all risks currently covered on the risk register. We would like to propose that an element of the Audit Committee is used to start looking at the financial modelling that will need to be in place for reorganisation and that we would like Angela to be our co-opted member. WB - Thank you Caroline.
8	Communications Update (HA) HA spoke to the New Marketing Strategy. - Shared New Marketing and Communications Plan. - We have worked closely with the Evaluation and Insight team on using data and insight to focus on our brand identity. - One of the key themes that came out of the Away Day was ensuring we are telling stories that best show our impact, as well as reviewing our audience journey and channel optimisation. - We have focused our efforts on our press releases as we know they have real benefit. - Active Essex continues to reflect and move with where the data and insight are leading us. - Stakeholder management has also been a focus, and we are exploring building a stakeholder map. We aim to have this ready to share at the November Board meeting. - Partnership marketing with the likes of Mind, for example, were powerful. - We have set KPIs from the Implementation Plan. This helps to raise awareness and understand engagement and behavior change. - Social media reach is a bit lower than we would have wanted. However, we usually see a big spike in engagement over the summer with Essex ActivAte. - Next quarter we will focus on the Sport Awards and the nomination and voting periods. - Press released impressions have increased this quarter thanks to Sir Bob McClintock and his recent OBE. - Website page views have been interesting to understand how long someone spends on our different pages. CR - How long is the average time someone spend per page calculated? HA - With updates to Google Updates we will be able to drill down on elements on the pages. CR - And the impact Bob has made with 4 million views. How are press impressions as opposed to social media impressions? HA - We used a platform Vuelio which provides us with analytics. WB - Thank you Holly. Are there any you are particularly proud of? HA - We are focusing on a marketing mix to ensure we focus our efforts in the right places.
9	Safeguarding Update (CL) CL spoke to the Ann Craft Trust framework which forms part of the Sport England agreement. I am in the process of completing their framework which ensures that any deliver is delivering Sport and Physical Activity to the right Safeguarding standards. There are 35 criteria to satisfy, with multiple pieces of evidence for each. There are two board related themes in the framework: 1.1 The organisation's board/management committee is committed to having a safe culture demonstrated through good leadership. It is open transparent and accountable to its stakeholders. 1.2 The board or management committee monitors safeguarding activity against an annual action/implementation plan and received regular updates. CR - The board has a nominated person in David who leads safeguarding and is responsible for providing the membership with updates. Action: David to guide the board through the Adults and CYP Safeguarding Policies, ensuring officers are discharged that duties that fall under Active Essex appropriately. CR - In term of statutory training, it may be worth reviewing. I know a number of us sit in organisations where there is already safeguarding training, but it may not be tailored to the level that perhaps we need for an Active Essex lens. So, I think ensuring that our board level training on safeguarding is up to date is also something that I would look to ensure that we do.

	CL - It would really strengthen our application to Ann Crafts Trust if we had this Board Safeguarding training booked in the diary. The training is a two-hour long virtual session and is free. Action: Cheryl to circulate Safeguarding training for Board members to book onto. Action: Board members to approve both CYP and Adults Safeguarding Policies. BM - Is SEND separated out in term of how to Safeguard this group? CL - No, not currently. AH - What is the interplay between Safeguarding and the Prevent duty? Where would we escalate to in an emergency? CL - We don't cover Prevent training at the moment but we can add this to our iHasco training. Action: Cheryl to add Prevent training to our iHasco training. *For those who are present, the Board approved updated Adults and CYP Safeguarding Policies.* WB - Brilliant, thank you Cheryl.
10	People, Culture, Skills Progress (HC for EL) Hayley summarised on behalf of Emma: - Resilience Plus Programme launches from September. This is funded in combination with Place Partnerships and the London Marathon Foundation funding that we're receiving. The programme focuses on building organisational resilience and capacity. It's been a programme that we've run over a number of years, but we have continued to adapt it so that it focuses on organisation stages of development and ensuring they receive the right support at the right time. - Launch of the Local Skills Improvement Plan for Greater Essex. We are members of the Greater Essex Skills Board. The positive news is that Active Essex and the sport and physical activity sector is now referenced within the Local Skills Improvement Plan (LSIP) report and also is embedded within the key action plan as well. This means we are embed ourselves across the LSIP where we didn't have representation before in those plans and action plans. This is a positive opportunity to build and support our presence in the sector within the local skills improvement plan for Essex. - There is a consultation currently taking place bringing our skills board together because there will be a new T level for sport created. The consultation is for anyone with an interest in post-16 education in England. There is no T level for sport currently, so this will be a new opportunity for young people that will launch for 28-29 academic year. - CIMSPA would like to bring a Sport and Physical Activity Work Academy Programme or SWAP to Essex. This will hopefully be launching in the next six months.
11	EDI Update (HC) Hayley summarised the EDI update as follows: - Work has begun with Adult Social Care (ASC) colleagues to develop a Right to Move Roadmap. The roadmap aims to: - Embed movement conversations within ASC practice and Care Act duties. - Connect residents to trusted local opportunities to be physically active and improve wellbeing. - In partnership with Sport for Confidence, Active Essex developed and launched the belonging in Action e-learning programme. More than 100 delivery partners have already accessed the training. - July Active Essex Team Away Day. We brought each Huddle group together to focus on their huddle activity with an EDI lens. 10,000 Black Interns Programme, which is a national programme we've mentioned previously, we have directly recruited Meg, who has started her 12-week internship with us. WB - Hayley, thank you as always. CR - Brilliant on both the Skills and EDI. Please can I have a conversation outside of the meeting about the Right to Move Work. Action: Hayley to schedule meeting with Caroline re Right to Move.
12	Q1 Directors Report (LV) LV spoke to Q1 Outcome 2026/27 Vibe report shared on screen which is generated using Monday.com. The report clearly summarises key highlights and key challenges and performance against KPIs in real

	time. This new report is particularly efficient and reduces the hub and communications team time and effort compared to previous formats. Highlights this quarter include: - Active Essex have started to work on a new digital health coaching app that is being piloted nationally. - As part of the Healthy Behaviors Project, we have eight Social Prescribing pilot projects taking place across Essex. To date we have worked with 50 different individuals. - Essex ActivAte (HAF) has started this week. We are funding 240 clubs across Greater Essex with an additional 70 specialist clubs being funded by ECC. WB - Brilliant, well done. I love this format. It's clear and it pulls all of Active Essex into one document.
13	AOB BM - I attended a recent training course where Benedict's Law was discussed. This is a new national school allergy safety bill coming into force in schools across England. It may be a good idea for Active Essex to do an audit and see if we are touched by this law. Action: Sally to add Benedict's Law to the agenda for the November Board next meeting.
	Close Meeting was closed at 12:03. The next meeting will take place on Tuesday 3rd November 2026. Venue TBC.

Actions from meeting

Item No./ Agenda item No.	Action	Lead/s	Progress
1	Jason, Alexa, Sally to continue to update the Greater Essex events and asset mapping spreadsheets.	JF/AC/JF	In Progress
3	Jason will share further details of the Sport England specification with the Board as they become available.	JF	In Progress
5	Board members approval to co-opt Angela into the Audit Committee.	Board Members	In Progress
6	Sally to issue AEF Board minutes to Active Essex Board membership.	SH	Complete
6	Caroline to speak with Jamie from the foundation on financial changes to how charities operate (SORP).	CR	In Progress
9	David to guide the board through the Adults and CYP Safeguarding Policies, ensuring officers are discharged that duties that fall under Active Essex appropriately.	DS	In Progress
9	Cheryl to circulate Safeguarding training for Board members to book onto.	CL	In Progress
9	Cheryl to add Prevent training to our iHasco training.	CL	In Progress
9	Board members to approve both CYP and Adults Safeguarding Policies.	Board Members	In Progress
11	Hayley to schedule meeting with Caroline re Right to Move.	HC	In Progress
13	Sally to add Benedict's Law to the agenda for the November Board next meeting	SH	Complete

Upcoming scheduled meetings

Date	Time	Title	Face to Face/Online	Status
Tuesday 3 rd November 26	09:00-16:00	Active Essex Board	Face to Face (venue TBC)	Scheduled
Tuesday 1 st December 26	10:00-12:00	Active Essex & Active Essex Foundation Engagement Meeting	Face to Face (venue TBC)	Scheduled
Tuesday 26 th January 27	10:00-12:00	Active Essex Board	Virtual MS Teams Meeting	Scheduled