

Leicester-Shire & Rutland Sport

Summary of Actions/Key Points to note of the Board Meeting

Held on Tuesday, 30th June 2020

No.	Item	Action	Owner & Due Date	Progress /Update
1	6c	Re-Purposing of Budgets: JB advised that for some of the Sport England funding re-purposing we haven't yet gone back to them and confirmed what we are proposing until after the Board meeting. If the report is accepted by the Board then further dialogue with SE will take place on what we are planning.	JB	
2	7	Marketing Campaign – JB/JS agreed to liaise with Public Health re any messaging.	JB/JS	
3	8	Emerging Recovery & Reboot Strategy - JB to send out the revised document after the meeting.	JB	

**Leicester-Shire & Rutland Sport
Minutes of the Board Meeting
Held on Tuesday, 30th June 2020 – Teams Meeting**

Board Members Present:

Nicky Collett	Board Member
Dr Mary Hardwick	Board Member
Sue Houghton	Board Member
Joanne Cholerton	Board Member

Advisers to the Board Present:

Andy Reed OBE	Chair/Specialist Adviser
Stuart Lindeman	Specialist Adviser
Bill Cullen	Specialist Adviser

Leicester-Shire & Rutland Sport Team in Attendance:

John Byrne	Active Partnership Director
Noel Haines	Assistant Active Partnership Director
Jo Spokes	Sports Development Manager
Dave Stock	Manager (Strategic Relationships)
Ali Clements	Economy & Sport Growth Manager
Lydia Lane	Marketing & Comms Officer
Teresa Dalby	Business Support Manager

Item	Minute	Owner & Due Date
1	<p>WELCOME & CHECK IN</p> <p>Welcome given to Joanne Cholerton, as a new Board Member.</p>	
2	<p>APOLOGIES</p> <p>Apologies were received from Bev Smith – Chair, Mike Sandys - Vice Chair, Bill Cullen, Barry Thompson, John Sinnott CBE, Andrew Beddow, Simon Cole, Martyn Ball, Ben Solly, John Richardson & Sam Ruddock</p>	
3	<p>MINUTES OF THE LAST MEETING</p> <p>The attendance of Board Members at this meeting is not quorate and therefore the Minutes of the last meeting held on the 15th May 2020, are outstanding and will be carried forward to the next meeting in October 2020.</p>	JB
4	<p>MATTERS ARISING</p> <ul style="list-style-type: none"> Page 5 SOS Fund: NH updated and confirmed that the funding closed on the 21st May. LRS awarded £73k across 54 organisations, broken down as – 30 community sports clubs, 12 charities, 12 sole traders or micro businesses. We received 78 applications overall with 24 being unsuccessful. <p>The Sport England Community Fund has been paused at present. Leicester, Leicestershire & Rutland have had 153 successful applications which is £555k in total which represents a good spread of funding to try and support clubs and organisations during this time.</p> <ul style="list-style-type: none"> Page 5 – LA & Leisure Contractors - DS/Joe Hall are currently working with local authority colleagues re costs in relation to the costs of leisure centres 	

with lost income or costs associated with that during the initial phase of lockdown which is £6m in the County and £2m in the City. The figures are estimates across 3 time periods. The latter time period from Sept 20 – Mar 21 is a moveable beast and is based on uptake and capacity. This figure may move up or down. Reviews are taking place on a fortnightly basis with CSCOPS but it is thought that the lost income and costs are likely to be within these figures.

BC – closure of leisure centres is a massive issue both locally and nationally. We are still awaiting any Government announcement or commitment to funding that if it does not come forward it will be a question of viability. If this is not resolved nationally then some LAs will stop leisure services.

There are legal sensitivities with the first phase piece of work being for districts to provide LRS with numbers. LRS have agreed not to share individual district numbers any wider but a cumulative figure only. The risk register is also being reviewed fortnightly and will update on any negotiations. LRS do have access to the consultants who have been appointed for those districts. This work will give insight on how things are going and that most contracts are safe at this stage with the risk being relatively low of contract failure. Public money will bail a lot of current contracts out.

- Page 5 – Walking & Cycling. DS met with Lee Quincy today re the walking/cycling element of Active Travel and is also in touch with Ian Veers and Janet in the County and the City. Lee is the conduit into the local infrastructure for walking/cycling plans. The first tranche of funding is £300k. This funding is primarily around pop up cycle lanes and temporary infrastructure. Tranche 2 funding is a bigger sum in excess of £1m for which the bid process will commence in August 2020. We need to be involved in those discussions and the connection of leisure service colleagues. SL asked that we consider talking to schools about the leisure element of cycling so that we have something more meaningful from the funding which may last a little longer and the outlay on school sites would have little outlay.
- Page 7 – Item 11 – Tackling Inequalities Fund. JB confirmed that we have received £80k this week. 5 projects were submitted and 3 have been confirmed to date. Sport England to be commended on their flexibility and the speed on distributing the money. This funding has given LRS an opportunity to access organisations we would not normally have had access to.
- Page 7 – Physical Activity Survey – JS advised that the sample size of the survey was 2,000 residents across Leicester, Leicestershire & Rutland and their values towards activity during Coronavirus. Dominique Lammie has put this information into a spreadsheet and is looking at the quantitative numbers. She has also undertaken qualitative results which shows that there are lots of message with people spending time with family and friends, walking, being outdoors and informal play activities being huge.

There are also messages around safety and informal activities with not much information on traditional activities and that they would only go back to traditional activities if it was safe to do so. The figures have been shared with the districts and they are in the process of analysing them which will hopefully be used to shape commissioning plans moving forward. We have used some of this messaging for the new active campaign and to reboot

planning moving forward.

5 **DECLARATIONS OF INTEREST**

None.

6 **REVISED BUDGET 2020-21** (including reserves and re-purposing of funding streams).

- (a) NH confirmed that LA invoices have now been sent out which have been received positively.
- (b) The LRS 2020/21 Financial Report Period 2 was circulated to Board Members prior to the meeting and is available on the Extranet. NH gave his thanks to both Richard Garner, Finance & Grant Management Officer and BT for the compilation of the report.
- (c) Re-Purposing of Budgets: JB advised that for some of the Sport England funding re-purposing we haven't yet gone back to them and confirmed what we are proposing until after the Board meeting. If the report is accepted by the Board then further dialogue with SE will take place on what we are planning to do although generally Sport England do not usually support Marcomms work and a lot of our proposals are in this area of work.

JB

NH - since the last Board meeting on the 15th May 2020 JB has led conversations with Board Members and the wider sector partners including Public Health City & County, CSCOPS and Transport & Environment. There are two clear priorities, (1) the Marcomms function and (2) further investment into systems leadership – collaborative leadership, which would come to £140k in order to be able to deliver. We have had an indication from Sport England that they are being flexible on how to use and devolve funding locally with the Active Partnerships primary role being part of this process and programme funding/extended workforce funding would be available until 31st March 2022 for £600k. This has given us some re-assurance that Sport England are behind the network.

Of the £140k above, £100k would be for Marcomms. LRS would be looking at £47k from the Sport England grant for the extended workforce, £32k from the Children & Young People programme and re-purposing of the Go Gold underspends together with £15k that was originally allocated to SOS fund in May and £8k in existing budgets. Some of these monies will also be used on the active environment which would support the collaborative leadership programme.

- (d) Enterprise & Innovation: LRS are forecasting a decrease in income of £7,280 because of reduced desk hosting income. The decision was made as a gesture of goodwill not to charge hotdesk partners during Covid 19. The expected expenditure is the same for this period. There will be an overall surplus for this area of work of £10k.
- (e) Restricted & Operational Reserves: Table 5 on the report. NH advised that the reserves figure has now been confirmed by LCC.

The pension increase and pending salary award will have a rolling effect on the figures. Financial year 2022/23 will need an uplift of £86,296 if LRS wind up at that time. At this stage this is not a concern.

Recommendations

7.1 – Board Members approved the 2020/21 current estimated income and expenditure projections, (including the re-purposing of budgets to deliver the new indicated priorities).

7.2 – Board Members & Advisors noted:

- (a) the associated use of reserves for the above time periods.
- (b) that the detailed analysis of current budgets is available on request.

7

MARCOMMS

- JB advised that LRS have secured a social marketing agency, Creative 62 and we are now working with them on the options available for the campaign.
- Presentation given by JS on the proposed campaign to obtain acknowledgement from the Board in support of the proposals.
- Phase 1 – this will be based on activity outdoor, gyms opening, walking, cycling active travel etc – however, this is now in a different place owing to the Leicester extended lockdown.
- LRS want to create a campaign with vision which is emotive and taps into people’s values with personable, relatable images for people across LLR. The campaign is not to tell people what to do but to nudge them into making their own choices. With the new restrictions in place in Leicester today we wanted to get view from Board on the images and the two alternatives. We are also proposing to move the campaign back two weeks or to have two versions of alternative messages that are a little bit softer and which we can then tailor more to the extended lockdown easily with the messaging and nothing stops me after the restrictions have been lifted?
- It would be a social media campaign and runs alongside collaborative leadership
- BC advised that following earlier meetings with Government that the lockdown will revert to a tight lockdown in Leicestershire as it was pre 15th June. Mixing households cannot be done and it will be very limited in terms of what people can do with no non essential travel.

If we are going to do this then it needs to reflect what can be done in a tight lockdown environment. If we carry out a wider campaign the timing would have a negative reaction and increase public frustrations. There is a nervousness from Public Health and Las that there are some burning embers beyond the firewall around the city. Areas that could ignite on the back of spread of Covid 19 beyond those boundaries. We cannot encourage cycling from city outwards etc as this would jar with the Public Health message which will dominate over the coming weeks.

JB agreed to liaise with Public Health re any messaging.

- Rutland does sit outside of the main lockdown – MH supports what BC saying and that if we sent something out now that would have a negative impact. We should use this time to plan and create a consistent message and then move forward later for a bigger impact. We can wait.

JB

- JC advised that she is a marketing advocate but that the £100k should be agreed as long as the expenditure is targeted and informed by insight. Primarily there should be KPIs at the front of this work for impact etc and what should continue and starts and as a measurement tool to see how effective the £100k has been. JB/JS confirmed that this was the case and that the Active Together programme would be reinvigorated.
- Proposed three messages are (1) My Way, (2) We Can Do This, (3) Nothing Stops Me

LRS thoughts are for Option 2 – We Can Do This?

AR – suggested that as we have some time it might be worth market testing these three concepts? Use focus groups and get opinions.

JS/LL

NC 'Nothing Stops Me' is a strong message – is it usable for the future? MH agreed with NC.

Question was asked by MH that we seem to be going through an evolution of emotion and changes throughout Covid 19. Three months ago survey results may not be valid today?

There is an opportunity to grab people that weren't there previously as things are changing all the time during the evolution of the time period. JS thought that this is correct and by tweaking things we would be able to respond where we can but keeping the look and feel the same but working behind the scenes to make sure that there are the resources available which can be adapted.

MH – there may be a 'I can't cope with this anymore' and I am now going to try something new rather than get out and walk, is this the time to try?

SL we also jump on the back of the Sport England national campaign/message. Lydia Lane, Marcomms, there is an opportunity to bring in local people with local stories and draw them in as we move along with links to the Undefeatable campaign with Sport England. The proposed style will fit.

BC advised that the Government will give councils linked to this lockdown additional comms funding – positive strand compared with negativity of lockdown – is there a conversation with the City and County that we could have and link to the recovery effort and the lockdown as a positive aspect to last night's announcement. JB to explore.

JB

8 EMERGING RECOVERY & REBOOT STRATEGY

- JB to send out the revised document after the meeting. The revised document is an action plan which underpins the scoping document that DS shared at the last meeting and the framework document. This action plan will replace the current Business Plan.
- The items in blue are from the reboot framework, green items have been developed by LRS Officers along with the Senior Leadership Team. We have tried to make sense of it and make it more readable and to bring together the framework with actions and the big headline priorities.

JB

AR agreed that it would need to be very fluid. JC most Active Partnerships are going through the same things is there some learning to be shared amongst the network? JB advised that they are and there is some learning but not sure that the reaction is happening quickly enough and has not facilitated some of the hot topics that they should do. The East Midlands Active Partnership Directors are sharing information and some colleagues on national groups are also sharing. The Active Economy along with a few others are moving ahead and sharing with Sport England. LRS are probably working a bit on our own agenda at times but continuing to use the same language that resilience forums link into is important.

9. **ANY OTHER BUSINESS**

Last Friday, 26th June 2020 would have been the School Games with a usual target of reaching 1,000 young people and is one of LRS' signature events. This year we have created a Virtual Games offer with a 1.00 pm deadline for activities on the 26th June. 2,896 young people engaged with this event which was run by Liam Drake, SDO and supported by Lydia Lane, Marcomms, with some good radio coverage and has been a success story for LRS. The results were announced on Monday, 29th June 2020.

10. **FUTURE BOARD AGENDA ITEMS**

- Minutes of the Meeting 15th May 2020

13 **DATE & TIME OF NEXT MEETING(S)**

LRS Board

Friday, 30th October 2020, 9.00 am – 12.00 noon at SportPark

LRS Business, Oversight and Audit Committee

Wednesday, 7th October 2020, 2.00 – 4.00 pm at SportPark