

Meeting minutes

Subject Sport England Main Board

Date 14th May 2007 **Mtg** SEMB(07) 5.2

Location Victoria House, Bloomsbury Square, WC1B 4SE **Time** 10am

Chair Person Derek Mapp, Chair

Email Address alexis.freeman@sportengland.org

Present

CHAIRMAN
Derek Mapp

MEMBERS
Jack Rowell
Andrew Foster
Jill Ainscough
James Stewart
Mich Stevenson
Martin Thomas
Karren Brady
Michael Farrar

CHIEF EXECUTIVE
Jennie Price

DIRECTORS
Stephen Baddeley – Director of Sport
Mihir Warty – Director of Policy and Performance

DCMS
Paul Heron

OFFICERS
Alexis Freeman – taking minutes
Jane Clarke – Head of Communications

Meeting minutes

Subject Sport England Main Board

Page 2

	Item	Action
	<p>APOLOGIES AND DECLARATIONS OF INTEREST</p>	
1	<p>DM welcomed everyone to the meeting and gave apologies for Andy Worthington, Ged Roddy, Ashia Hansen and Philip Lemanski</p> <p>There was one Declaration of Interest registered:</p> <ul style="list-style-type: none"> • Martin Thomas declared that he had assisted in writing Camelot's submission. 	
	<p>MINUTES OF THE 17th APRIL MEETING & MATTERS ARISING</p>	
2	<p>There were no points of accuracy and therefore the Minutes were agreed as a true record of the meeting.</p> <p>Matters Arising:-</p> <p>Item 2 – DM confirmed that he and AF had held offline discussions with regard to AF's question re "strategic direction and purpose of public funding". He reiterated his view that the devolution of funding, as appropriate, to region was essential for achieving our participation targets.</p> <p>Item 10 – "Lobbying" this item will come to Board in due course as part of our Communications Strategy discussion.</p> <p>Item 12 – "Legacy Trust", DM confirmed that Sport England will await the outcome of the CSR before making recommendations to be considered by SEMB and RSB Chairs.</p> <p>JP gave an update on the Management Development Programme and confirmed we will stay with Telos until the coaching sessions for the Leadership Team are finalised and the June Awayday has been held.</p> <p>AF confirmed that meetings were taking place with the new Audit Committee Members, as part of their induction.</p>	<p>Alexis Freeman</p>

Meeting minutes

Subject Sport England Main Board

Page 3

	<p>DCMS bidding for more money for community sport - PH confirmed that the bid has been put forward but DCMS won't know the outcome for a while.</p> <p>Shaping the Future Conference – Members were informed that Regional events are now being held and the outcome of these will come back to a future Board meeting.</p> <p>AC to report back in July regarding the shortfall of lottery income.</p> <p>PH confirmed that it is still the intention for DCMS to arrange a meeting between SE, UKS and YST and the new Ministers (when appointed/if changed).</p> <p>JP gave an update on the Landscape Proposition which is being taken forward with intervention from the Minister. The aim is to decide where the lines of responsibility fall between UKS/SE/YST. This is a key piece of work and once the meeting has been held JP will report back to Board.</p> <p>AC confirmed that he is not able to create a KPI dashboard yet. He hoped that following the financial induction things would become a little clearer for Members.</p> <p>JA said that she had tried to get onto the SE Website to look at the Promoting Sport Toolkit and found it quite difficult. AKF to ensure all Board Members and RSB Chairs are sent a password in order to gain access if required.</p> <p>Awards for All – Further background information had been supplied to Members following the request for sign off of funding at the April meeting. JP confirmed that it would be difficult to rein back from agreeing this funding at this point, but going forward it needs a thorough review for further spend.</p> <p><i>Resolution: The Board <u>agreed</u> the award of £6,600,000.</i></p>	<p>Mihir Warty</p> <p>Ally Cook</p> <p>Paul Heron</p> <p>Jennie Price</p> <p>Alexis Freeman</p>
	<p>CHAIRMAN'S REPORT</p>	
<p>3</p>	<p>DM took Members through his Report.</p> <p>DM started by confirming the new process for distribution of Board Papers and the limited list of recipients. DM confirmed that papers would go in hard copy only to SEMB, Executive Group, RSB Chairs and Paul Heron at DCMS. RSB Chairs to discuss with their Regional Directors. After being ratified and specific sensitivities removed the minutes will be placed on the Sport England Website. After each</p>	

Meeting minutes

Subject Sport England Main Board

Page 4

SEMB a letter detailing the content of the meeting would be sent to each RSB Chair. Project Committee and Audit, Risk and Governance Committee to follow suit in this process. DM asked AC to confirm that the process for ARG Committee had been tightened up after the next meeting has been held.

DM gave an overview of the recent RSB Chair Quarterly meeting and some discussion ensued with Members.

JP/DM took Members through the three issues that currently face us.

- Participation is not our only target but it is our primary target.
- DM and JP commented that historically we have had a much wider focus and a lot of our money has not been spent on “Post 16s” and JP is currently trying to untangle what spend is where. It is becoming increasingly apparent that no more than 30% of our spend is actually going to the “Post 16” agenda. DM commented that it’s about getting the balance right as there may be occasions when it makes sense to agree to fund pre 16 years old if ultimately it is going to help us achieve our target. JP is to develop further as part of an overall review of Sports Funding Landscape with her Peers in YST/UKS.
- The board were appraised of work that is being undertaken to define sport indicators. There needed to be a conclusion of inclusion or exclusion of activities such as travel to work (walking and cycling) and recreational walking and cycling. We are now in discussions with DCMS.

PH confirmed that discussions are ongoing between DCMS and SE regarding a new PSA and a settlement must be reached by October 07 for the new PSA to be in place in April 08.

MF commented that we need to ensure we aren’t given a broader PSA target because of our background of “picking up” the areas that fall between the gaps. The challenge therefore is to achieve a satisfactorily clear PSA for SE so as to clearly define our work and prevent Sport England being the “bucket” of all other ill-defined requirements. There was agreement to this by all Members.

JP confirmed that she is meeting with her Peer group (YST and UKS) to discuss the landscape and will report back to a future meeting. Action JP. DM confirmed that DfES are now looking for a 4 hour offer of activity in sport and we need to be part of

Ally Cook

Meeting minutes

Subject Sport England Main Board

Page 5

	<p>that provision. Some of our clubs (primarily for post 16s) could be used for 12 year olds as well. It is very important that we create a better landscape and accept that responsibilities fall into different areas.</p> <p>DM told Members that the sale of “Olympic Lottery Tickets” is creating a very real problem for Sport England. The Big Lottery Fund and its beneficiaries, of which we are one, do not benefit from the sale of the Olympic tickets which is showing an increasing share of Lottery income. Consequently our Lottery income is currently showing significant decline which will affect our ability to fund future programmes.</p> <p>Members had a discussion around how we use our branding and if there are any opportunities for us linking up with some of the large stores to accredit other initiatives i.e. Boots or Tesco also possible links with events such as “fun run’s”. DM confirmed that when the Commercial Director was on board all of these options would be looked into.</p> <p>DM told members that he had given a presentation at the CCPR Annual Conference and he felt it had been well received. A copy of this presentation will be sent to Members.</p>	<p>Jennie Price</p> <p>Jane Clarke</p>
	<p>CHIEF EXECUTIVE’S REPORT</p>	
<p>4</p>	<p>JP took Members through her top 3 items not included in the report:</p> <ul style="list-style-type: none"> • JP informed Members that she has spent the last 6 weeks travelling around the regions and had found this time to be very well spent and extremely informative. She expected to complete her regional tour within the next 2 months. • As raised earlier at this meeting JP re-iterated that discussions around the Sporting Landscape were a key issue at the moment. • Currently at Sport England quality, quantity and structure of resource is not right so a significant reshaping exercise needs to happen and this will take a while, though of course there is a lot of good work going on with a lot of good people. JP believes that to get this right will take a year or so. 	

Meeting minutes

Subject Sport England Main Board

Page 7

	REPORT FROM SPORT ENGLAND PROJECT COMMITTEE	
6	<p>Jane Clarke joined the meeting to take Members through the Promoting Sport Toolkit in order for them to gain clarity and give them comfort to agree the award of £300,000. JC gave an insight into the research that Sport England have done to ensure that we get best value for our money and a resource that can be widely used at a local level. This Toolkit will assist in ensuring our ambition of raising participation in sport is more widely known.</p> <p>JC confirmed that Sport England will be tracking usage and hope that all of the CSPs will be downloading and using the toolkit.</p> <p>JC confirmed that we need a good consumer proposition and this is work in progress. JC agreed to speak to the Head of Communications at Jill Ainscough's company to see if any best practice can be shared.</p> <p>Members requested feedback on this project in 8 months in order to review what's gone well and what hasn't.</p> <p>AF asked if Members could have a brainstorm on strategy, to include the Communications Strategy. DM agreed that once the CSP discussions are over we will do this, suggesting Oct/Nov, to be agreed by JP/DM.</p>	<p>Jane Clarke</p> <p>Jennie Price</p> <p>Jennie Price</p> <p>Derek Mapp</p>
	QUARTER 4 PERFORMANCE REPORT	
7	<p>Mihir Warty took members through the presentation which was circulated in the board pack.</p> <p>Members requested a copy of the Sport England Business Plan.</p> <p>Staff turnover was briefly discussed and it was agreed that the staff turnover is extremely high and needs to be addressed. Outside of this meeting a discussion with relevant Board and Executive members needs to be held to discuss benchmarking of salaries.</p> <p>KPI's will be reported to June Board meeting.</p>	<p>Mihir Warty</p> <p>Jennie Price</p> <p>Jennie Price</p>

Meeting minutes

Subject Sport England Main Board

Page 8

	SPORTS COACH UK	
8	<p>Stephen Baddeley joined the meeting and took members through the Board Paper. There was general agreement that improved quality of coaching and the availability of sufficient and appropriate coaches was critical to the development of sport in the UK, and that the coaching framework provided a welcome focus.</p> <p>However, the Board raised a number of significant questions, including:</p> <ul style="list-style-type: none"> • Questioning whether becoming the lead nation in coaching by 2016 (check date) was the correct aspiration • How the effectiveness of the strategy would be measured • Whether 7.5 million was a reasonable cost for the strategy, and if so whether it was appropriate for Sport England to contribute only the proposed 1.5 million. <p>Subject to further discussion and resolution of the above issues, the board endorsed the overall approach of the coaching framework. It did, however, stress the need for further development and discussion with Sports Coach UK, and look forward to receiving a further report in due course.</p>	Stephen Baddeley Jennie Price
	COMMUNITY SPORTS HUB	
	DM took Members through a presentation and discussion outlining Community Sports Hub and the part that Sport England hope to play in developing this concept throughout England.	
	ANY OTHER BUSINESS	
9	<p>A more in depth discussion on Olympics was requested and the potential of a Board to Board meeting with David Higgins.</p> <p>NB: Electronic sign off had been given for £45,000 to be awarded to Youth Sport</p>	Derek Mapp



Meeting minutes

Subject Sport England Main Board

Page 9

	Trust – this was not an additional amount, rather a typing error in the original submission agreed in December. Three board Members agreed this via email and it is therefore noted in this set of minutes.	
	DATE OF NEXT MEETING	
10	Next year's meetings will be circulated to all Members soon.	Alexis Freeman

A Freeman
April 2007