

REGIONAL SPORTS BOARD

**MINUTES OF THE PREVIOUS (SECOND) MEETING HELD
ON 10 March 2004, Charles Halle Room, Bridgewater Hall,
Manchester**



(04) 3.2
Third Meeting

PRESENT:

Board Members: Andy Worthington, Anil Ruia, John Townsend, Carol Hassan, Chris Carr, Carol Gustafson, Pam Jervis, David Newton, Ann Hoskins, John Bell.

Sport England Officers: Stewart Kellett, Karen Keohane, Dave Hewson, Julie Lane, Sharon Burns, Steve Bunyan.

Apologies: John Ashton, Phil Clark & Colin Chaytors

Guest Speakers: Jane Luca & Vicky Matthews from Granada Television.

MEMBERS AGREED TO

Approve the minutes of the previous meeting as a true record

Officers explained that the reports on work in progress would be submitted to a subsequent meeting owing to the volume of items at this meeting.

1 DECLARATION OF INTEREST

1.1 Anil Ruia declared a vested interest in the ITV Campaign as he is a board member at Granada.

2 ITV NETWORK CAMPAIGN

Jane Luca, Controller of Regional Programming gave a presentation to

the Board on the ITV campaign 'Britain on the Move' to help the nation to tackle obesity. The campaign is geared up to raise awareness about the benefits of being more active and promoting ideas that can be fit into everyday life.

Jane gave a range of examples to use through their programming schedules for daytime, evening and children's television and the links to the sport, physical activity and health networks that can help to underpin the campaign. A strong partnership was developing in the North West with Sport England and Department of Health support. The national campaign is being launched on 29 April with two evening programmes, with possible Board input on the day. There will be a wave of programmes and links with events and high profile developments to get 'Britain [north west] on the Move'.

The presentation was very well received by the Board and following a range of questions the chair thanked Jane and Vicky Matthews for their presentation and their work to gear up for the campaign.

MEMBERS AGREED TO

- 2.1 Endorse support for the ITV 'Get Britain on the Move' campaign

3 THE NORTH WEST PLAN FOR SPORT 2004-2008 – FIRST DRAFT

The report provided a summary of the draft plan and the process for completion. Following vigorous debate the feedback was noted to help reshape the plan and help identify ideas for action against our participation targets and developing the sporting infrastructure to support the anticipated growth. The report highlighted the connections sport has with health, economic prosperity, education and stronger and safer communities

A large number of observations were made by the members, a summary of the commentary is below:

There is a problem with the title 'Improving Education'. There is a need to strengthen the overall message that the plan is about the North West. There is confusion with the depiction of sport and physical activity when reading the document. The plan needs to be stronger in evaluation. There is a further opportunity to maximise the potential of the higher education sector and should be recognised in the plan.

The chair thanked the officers for preparing the plan and covering the consultation requirements, and Board Members for their invaluable contributions before and during the meeting.

MEMBERS AGREED TO

- 3.1 Endorse the first draft plan

- 3.2 Encourage officers to progress a second draft of the plan subject to the feedback at the meeting and the ongoing consultation process between now and the next board meeting.

4 DEVELOPING AN INVESTMENT STRATEGY

This report highlighted the key issues affecting the Board in terms of new lottery distribution responsibilities, management of expectations against a backdrop of finite resources and the need to lever external resources into the sector. The formulation of an investment strategy aligned to the delivery of priorities in the Regional Plan for Sport will be key to effective delivery. Officers proposed the formulation of an Investment Strategy in its broadest sense that would look beyond the Sports Lottery Fund.

MEMBERS AGREED TO

- 4.1 Establish a short-life investment sub-group to resolve issues identified in this paper.
- 4.2 Incorporate a communication strategy as part of the groups terms of reference

5 RESEARCH & DEVELOPMENT PLAN

Following debate at the first Board meeting officers proposed to take a strategic approach to research and development in support of creating a better evidence base and knowledge network to help us better understand the market place and aid policy development and decision making. Officers explained that some work is already underway and a range of ideas were floated in the report to draw member input.

MEMBERS AGREED

- 5.1 For the requirement of a strategic Research and Development Plan for the North West.

6 DEVELOPING A MODEL FOR PHYSICAL ACTIVITY

The Board Chair reported significant progress with the Local Government Project Board for Health to gain national endorsement for a support structure and mechanism that pushes physical activity higher up the health service agenda. The presentation identified how the structure and potential resources would cascade through the regions into the Strategic Health Authorities and the Primary Care Trust network to reinforce the need for, and delivery of, physical activity strategies. This would coincide with the considerable momentum of the work aligned to the Investment for Health Plan.

In support of the presentation Board Members suggested a strengthening of a “bottom up approach” to take account of the different and existing health & physical activity partnerships at a local level.

Progression of this model is likely to be considered by the proposed “Physical Activity Task Force”

MEMBERS AGREE TO

6.1 Endorse the broad principles of the report

7 DATE & TIME OF NEXT MEETING

7.1 Dates were agreed as follows

7.1.1 Friday 25th June 04

7.1.2 Tuesday 7th September 04

7.1.3 Wednesday 1st December 04

7.1.4 Thursday 17 February 05

7.2 Chair thanked colleagues, the board and staff for attendance.