

## **NORTH WEST SPORTS BOARD**

### **MINUTES**

Held on 27<sup>th</sup> March 2007 at Royal School for the Deaf & Communication Disorders

### **PRESENT**

**CHAIRMAN**  
Andy Worthington

**MEMBERS**  
John Townsend  
John Bell  
David Newton  
Anil Ruia  
Carole Hassan  
Colin Chaytors

**REGIONAL DIRECTOR**  
Stewart Kellett

**OFFICERS**  
Dave Hewson  
Karen Keohane  
Andrew Lee  
Alison Duckworth – taking minutes

NWRSB(07)            2.1 APOLOGIES FOR ABSENCE  
Apologies for absence were received from Pam Jervis, Steve Parry, Ann Hoskins, Phil Clarke and Dorian Dugmore.

NWRSB(07)            2.2 MINUTES OF LAST MEETING  
The minutes of the meeting held on 31<sup>st</sup> January 2007 were agreed as an accurate record.

NWRSB(07)            2.3 DECLARATION OF INTERESTS  
There were no declarations of interest.

NWRSB(07)            2.4 FINANCE AND PERFORMANCE SUB GROUP UPDATE  
With the exception of Anil Ruia, all members of the Regional Sports Board also attended the Finance and Performance sub group meeting. Anil was briefed prior to the main board meeting.

NWRSB(07)

## 2.5 REGIONAL DIRECTORS REPORT / DELIVERY PLAN REPORTING FOR QUARTER 4

The Regional Director presented an overview of his latest report highlighting key developments in the region since the last board meeting. The Delivery Plan 4<sup>th</sup> quarter update was also referred to in this item.

Over the last couple of years the Regional Sports Board has seen a gap in the alignment between national work and regional delivery. There is a view from the Chair of Sport England, Derek Mapp, that we will never be an effective agency unless the two become aligned. Over the last couple of months there has been a genuine attempt from the Chair to engage the Regional Chairs more and get a feel for how we get the centre to serve the regions. The Chair has matched up major departments in the support centre with the regions eg Stewart Kellett has been matched up with Legal and Audit. The idea is to agree how the 'centre' can serve the needs of the regions. Derek Mapp is keen that there is only one delivery plan, and that it is equally relevant to both centre and regions so we operate as one organisation.

The Regional Director then highlighted some of the targets in the Delivery Plan achieved by the North West.

The Chair of Sport England is really keen that the regions plug into MP networks to engage at a local level. A letter will be sent to all MPs in the region explaining the Delivery System and new structures to them, our role and investments – past and potential.

There has been a National Audit inspection in the region and the informal feedback is that there have been no fundamental breaches of practice on lottery. A further report will be submitted to a future meeting.

The Regional Director highlighted 5 recent conferences in the region and asked for member feedback. John Bell attended the BSF conference and described it as an extremely valuable exercise to raise awareness. Carole Hassan attended the Sport and Housing conference which also worked very well and a positive exchange between practitioners has been prompted that can be developed to expand into new markets.

There was a discussion around the regional commentaries and the Chair pointed out that we must maintain a strong relationship with Local Authorities and what they can do for community sport.

The NW Legacy statement will be launched on 11<sup>th</sup> May at City of Manchester Stadium, alongside the Paralympic World Cup with Lord Coe in attendance.

RD briefly listed a number of recent openings.

The Regional Director gave an overview of a National pilot programme at Orford Park in Warrington. Derek Mapp is trying to produce a model that reduces public sector dependency to resource the growth of sport. In his view there is not enough

commercial input and there is a way of enticing the private sector to invest. He then explained the model that is being applied at Orford Park. There is a large land holding where the college is being refurbished and agencies are being invited to re-locate a range of services and new opportunities. There is a potential £24m - £30m of investment. At the moment it is all dependent on the public sector finding the capital. Subject to a sustainable business case and an annual revenue dowry based on a 'commercial' model, the proposal will be considered by a range of funding bodies. The regional office is supporting the development phase of the model. The board recognised the need to support the model and its development. It is an ambitious project, and an excellent idea in support of Orford's needs which is a deprived area in the region. The social enterprise concept was considered as another key element of the project.

Recommendation – members agreed to support the proposals in the paper.

NWRSB(07)            2.6 PLAN FOR COMMUNITY SPORT IN THE NORTH WEST  
2008 – 2013

Dave Hewson, Head of Performance and Improvement, updated members on this paper which was recently presented to the main Sport England board. The paper outlines the process which is intended to be followed to enable the production and launch of the 2008 – 2013 Plan for Community Sport in the North West.

The 'Shaping the Future of Community Sport' conference was due to be held in London on 27<sup>th</sup> March. It is a refresh of the framework for sport and the principles to include new drivers such as 2012 and Building Schools for the Future. A stakeholder consultation event is planned for late spring / early summer with ongoing electronic consultation over the summer. The officers intend to have the broad content of the next plan by the end of the summer and signed off by the stakeholder group. It is the intention to launch the new plan between late Autumn and early 2008.

NWRSB(07)            2.7 SHAPING THE DELIVERY PLAN & PRIORITIES FOR  
2007/08

The Regional Director introduced this paper which is described the approach taken by the organisation to interpret the delivery needs of regions better and to get all nine regional boards to focus on the things that we will be judged on by government and our major stakeholders. The Chair of Sport England is seeking to empower the regions further and wants a tighter definition of what we do. The Chair has brought a stronger focus to the organisation.

The Regional Director highlighted the activities for the Board to consider under Sport England's four strategic priorities. They promote a particular focus under

- Embedding the delivery system
- Strategic Planning and Investment

- Promoting Sport England
- Being an efficient and effective organisation

The Regional Director also highlighted Appendix 4 showing the break down of participation targets which has a simplicity that makes sense to people at a local level. The RSB Chair reiterated how vital the local partners through the Community Sport Networks (including local authorities) are to help us deliver our targets. The investment focus will be to get the sports sector in better shape to deliver participation and the cross cutting benefits across health and the Respect Agendas.

Over the next few months further decisions are required to agree a range of other targets relating to the infrastructure to deliver our participation including clubs, coaches, facilities and sporting pathways. These are identified in the measurement matrix in appendix five. The table will be populated with national and regional targets identifying how we will be measured.

Members debated investing in the 'delivery system' and finding alternative means of getting people active. A debate on the challenges of adopting market development and/or market penetration strategies developed. The organisations target is 3 x30 minutes of sport defined in the red booklet provided as part of the report, with the emphasis on improving the sports sector offer to achieve this. Hence the emphasis was on investing in clubs, coaches, volunteers and facilities to support this. Other settings and broader challenges to tackle the participation blockages were discussed. A balanced approach was recognised in terms of influencing a range of organisations to create the growth conditions for participation. Members discussed work to be done to target participation in the workplace and ways of linking different networks and agencies to work together to bring people into sport.

The biggest change in the region will be the work around National Governing Bodies. The region will have greater responsibility for a number of National Governing Bodies and it will be the region's responsibility to nurture these particular sports on behalf of the organisation.

#### NWRSB(07)            2.8 COMMUNITY CLUB DEVELOPMENT FUND

This item was covered in the Finance & Performance meeting.

#### NWRSB(07)            2.9 COMMUNICATIONS REPORT

The organisation has identified a broad national communications plan. There is an enhanced focus on improving the profile of Sport England, the understanding of our role and making friends with major opinion formers. The exposure of our successes as national stories out and PR engagement with MPs is a priority. The paper outlined the national thrust of the plan and identified in more detail the approach we are taking in the region and how it aligned with the corporate priorities. The regional strategy looks at internal communications and asks members how they would like to receive information and be supported in 2007/8.

It was agreed that Jordan Russell, Communications & Knowledge manager, would call all members to ask their opinions about communicating on behalf of and with all board members.

NWRSB(07)            2.10 ROLES & RESPONSIBILITIES OF THE REGIONAL  
SPORTS BOARD

The Chair and new Chief Executive of Sport England are to review the roles and responsibilities of the Regional Sports Boards and a national paper will be presented at the next board meeting.

**Date & time of next meeting:**

11<sup>th</sup> May 2007 (morning allocated for the launch of the NW 2012 Legacy Launch and Paralympic World Cup, afternoon allocated for Board business, details to be confirmed)

**Venue:**

City of Manchester stadium

A Duckworth  
April 2007