



**MEETING HELD ON FRIDAY, 10 SEPTEMBER 2010
HELD AT BROXBOURNE CIVIC CENTRE,
HOSTED BY BOROUGH OF BROXBOURNE**

MINUTES

Present:

Aidan Sanderson	Stevenage Borough Council
Adam Rigarlsford	Sport England East
Annie Hawkins	Hertfordshire County Council
Catherine Davis	Hertfordshire County Council
Christine Neyndorff	Herts Sports Partnership
Jo Copley	HACO Secretary
Carol Rigby	Welwyn Hatfield Council
Nick Denham	Hertfordshire County Council
Dave Cobb	Watford Borough Council
Steve Dupoy	Borough of Broxbourne
Ed Sandham	Hertsmere Borough Council
Will O'Neill	East Herts District Council
Paul Coates	Lee Valley Park Authority
Steve Crowley	North Herts District Council
Gareth Morgan	HRFWP
Chris White	LGA (Culture, Tourism and Sport Programme Board Chair)

Apologies:

Emma Norrington	Groundwork Trust
Glenda Wood	Hertfordshire County Council
Lesley Palumbo	Watford Borough Council
Nick Brooking	University of Hertfordshire
Sue Hughes	MLA East of England
Dan Buck	Lee Valley Park Authority
Vaughan Watson	North Herts District Council
Mike Barlow	Herts Leisure Trusts
Ian Orton	Borough of Broxbourne
Sue Topping	Hertfordshire County Council
Nic Holmes	Hertfordshire County Council
Dave Cove	Dacorum Sports Trust
Ian Holland	St Albans District Council
John Fuller	HRFWP
Chris Hope	Three Rivers District Council

ACTION

1. Welcome and Introductions

As Chairman, Annie Hawkins welcomed all those present, including the guest speaker Chris White and asked for introductions to be made. Apologies were noted.

Annie thanked Aidan Sanderson as outgoing chairman for his work over the past two years.

2. Minutes from last meeting 11 June 2010

The minutes were accepted with no change.

3. Matters arising and Action taken since last meeting

3.1 Vibrant Town Council Group

AH explained that this group were revisiting their terms of reference and this information will be circulated when ready. It has been organised that the group's minutes will be circulated with the HACO minutes in future.

AH/JC

3.2 Physical Activity Framework

CN noted that HACO had discussed and approved the Physical Activity Framework

4. Reports for Decision

Quality of Life Report 2010 – Culture Chapter (Paper circulated previously).

ND spoke about the details which needed to be in the chapter and that he may not have to work with last year's page restriction as the publication may be web based.

HACO agreed that the following areas should be highlighted:

Children's Play, Herts Youth Games, 2012, Culture and Community, Inspire marks,

It was agreed that information of the Active Peoples survey and Free Swimming would not included.

In addition the following officers agreed to email evidence to ND:

CN to email County Summary and case studies which could be included.
ES to email information on Arts and Culture and was happy to assist ND.
Information on Open spaces and play spaces should be included and ND agreed to speak to Sue Topping on this.

CN/ES/
ND/ST

ND requested for details on any good projects/case studies to be emailed over to him as soon as possible. Ideas included: Cultural Olympiad Weekend, First Impressions, the 2012 'Aston Model', Green Flag, and Partnerships.

ALL

All agreed that the introduction to the chapter needed to reaffirm the benefits of sport, leisure and culture.

The deadline for the information to ND is by the end of September for a Feb/march publication.

This final version will be put on the HACO website.

5. Subject Topic

'Art in a Cold Climate' (budgets and the need for the cultural sector to rise to the challenge)

Chris White: Chair of the LGA Culture, Tourism and Sport Board

Chris White made the following points in his presentation:

'Never waste a good crisis' – Britain is about to face extremely difficult times ahead with financial cuts and that this can be an opportunity to change things. The announcements by National Government in October will be shocking but LA's need to come through the other side in better shape.

The LGA are talking and being listened to by National Government and the LGA are making a case for Culture. They (the LGA) recognise that whilst they spend a significant amount of money on culture (ie library service, art galleries, theatres, sport and recreation) this is not widely known by their community partners and quangos.

In order to survive, local government has to make public money go further. There should be no sacred cows and nothing is sacred.

It has to commission more and deliver less, making its money work more efficiently. These arrangements and arguments have to be done on a local level and not with national agencies.

CW posed a series of questions such as:

- Before we build another facility again – is it a service which can be housed anywhere else in an existing building?
- Do we need individual sector staff in every district? Can staffing be shared and jointly funded?
- To question the current make up of some of our cultural services, are they fit for 21st Century purpose and delivery? Can the service be shared cross District boundaries?

In response to being asked how CW could help with the championing of services at a local level, he spoke about appropriate papers going to appropriate boards. The case must be made locally and lobbied locally.

A discussion followed about sharing cultural service and AH asked if it would be worth looking at a half day to look at this? ES agreed to lead on this. ES proposed Wednesday 10th November 2010 and details will be sent shortly.

ES

A lengthy confidential discussion followed from the DC's about the situations they were facing and some of the cuts they may have to consider.

6. Reports for Information Only

a) Sport England

AR had previously circulated a report which covers the following areas:

3.1 Update on meeting with Sport and Olympics Minister Hugh Robertson

Hugh Robertson addressed staff at Sport England at the end of July setting out the coalition's priorities for Sport going forwards. The meeting was very positive with the Minister reinforcing his earlier statement (10th June) of Sport England's role (supporting sports governing bodies through the whole sport plans and delivering a mass participation sports legacy from London 2012), his commitment to reform the lottery (increasing sports share from 16% to 20%), to deliver structural reform (bringing together under one roof of Sport England and Uk Sport) and to deliver a renewed emphasis on competition in PE and sport within and between schools.

3.3 Economic impact of sport – new report published.

Sport England recently launched an updated report on the economic impact of sport. The work which includes national and 9 regional reports identifies that growth in the sport sector has outstripped the English economy as a whole over the past two decades.

The report has details of the impact in the East of England.

3.6 Making the case – new evidence on sports wider benefits

CASE, a joint strategic research initiative led by DCMS in collaboration with its arms length bodies, including Sport England, builds understanding of the drivers, impacts and value of engagement in culture and sport. Latest research from CASE was published on 21 July which includes key findings for sport showing that:

- Young people's participation in organised sport improves their numeracy scores, on average, by 8% above that of non-participants
- The participation of underachieving young people in extra-curricular learning activities linked to sport increases their numeracy skills, on average, by 29% above that of non-participants, and their transferable skills by 12-16%
- Sport generates substantial long-term economic value in terms of avoided health costs and improved health-related quality of life , e.g the total economic value generated by doing sport varies between £11,400 per person (badminton) and £45,800 per person (health and fitness)
- Engagement in sport has a positive and quantifiable effect on a person's perceived wellbeing
- A range of factors, including age, gender, alcohol consumption, childhood experience of sport, socio-economic variables, a limiting illness or disability, educational attainment, unemployment, TV and internet use, and the proximity of local sports facilities, are directly associated with people's participation

These findings help to strengthen the case for continued investment in

sport, and support policy makers and practitioners in making better informed decisions.

Visit the CASE website -

http://www.culture.gov.uk/what_we_do/research_and_statistics/7275.aspx for the full reports and summary documents.

3.8 Sport England support in times of change

A new Sport England web resource aimed at supporting local authority colleagues will be launched later this month. It brings together in one place the tools and guidance we and others have that will assist authorities addressing the challenges of:

- why invest in sport;
- assessing current and future need, what are the commissioning options / new models for delivery;
- ensuring the investment is productive and effective; and
- assessing impact.

3.9 Strategic Planning Framework

Sport England has recently launched a new framework for local authorities that set out an approved list of planning and leisure consultants to carry out strategic planning work providing a similar approach to that offered by OGC Buying Solutions and other framework agreements. Areas covered are: Strategic Planning; Needs Assessment; Playing Pitch Strategies; Town Planning Support; and Sport Specific Facility Strategies. Further information can be obtained at : <http://www.sportengland>

CN agreed to send a link to all HACO members so that they can access this data. Each DC has approximately 35 pages dedicated to it in the report.

CN

b) Herts Sports Partnership

Paper circulated previously. In particular there were several main points which were raised:

1. Sport England has approved its core funding to HSP which means they will be able to operate next year.
2. HSP are able to offer a wide range of services to LA which includes
 - Providing Interim staff cover
 - Marketing and communications Support
 - Staging special events
 - Consultation and research work
 - Support with the preparation of Strategies
3. Service to Sports Award 2010 – taking place on 20th September with over 100 nominations for the community category.
4. CN explained that under the Transferring responsibility for public Health to Local Authorities, there may be a great opportunity for HSP to gain funding support.

5. In collaboration with HCC, HSP are introducing a Coachmark Scheme for sports coaches operation in school.
6. Coaching matters – CN's report gives an update on this work and the 4th annual 2011 event in February.
7. Olympic Style Schools Competition – currently out to consultation is the idea to organise this new completion. It is hoped that this will revive the culture of competitive sport in schools and is part of the legacy for 2012. HSP explained that this event was not in competition to the HYG as the former concentrated on the elite.
8. Active peoples Survey - CN agreed to send a link to all HACO members so that they can access this data. Each DC has approximately 35 pages dedicated to it in the report.
9. Sport Unlimited –the report highlights the significant success of the project with a total of 12,458 5-19 year olds taking part in the county since the project began 2 years ago.

CN

c) HRFWP - Hertfordshire 2012

Paper circulated from JF with Agenda and noted. GM attended the meeting and brought our attention to the following items:

1. The success of the Business Breakfasts was noted, and particularly the success of the breakfast held at Hatfield House in June.
2. It has been agreed to offer each subscribing Partnership member an introductory tour to the Olympic Park during 2011/10/11 for individuals of their choosing. Details will be sent you shortly.
3. JF, as Herts 2012 Ambassador, will be attending the Commonwealth Games in New Delhi in October.
4. Subscription letters have now been sent out to all partners and HRFWP are facing a series of cuts which will be reported to HACO shortly.
5. The Get Set programme has been very successful and has now secured the registration of 73% of secondary and maintained schools.
6. Within JF's report is a list of key dates in 2010-12.

Following the report, there was a discussion on the cost of hiring facilities for the visiting teams; this was of particular relevance to Stevenage and Watford. HRFWP require an indication of cost do that they can start to look at the budgeting issues.

LVPA are currently looking at producing a brochure for the course and surrounds which will be a useful tool in promoting the area.

d) Culture First

Paper circulated previously. In particular there were several main points

which were raised:

Hertfordshire Position Statement:

A number of recommendations were outlined in the position statement presented to members at the last meeting, which provides the basis for local action in Hertfordshire, as below.

- Continued development of existing partnerships: as referred to in appendix 1 and the Hertfordshire position statement, Culture First will be supporting the development and strengthening of cultural consortia across the region. Hertfordshire has a number of effective partnerships but there may exist opportunities for these to be further strengthened. It may be appropriate for HACO members to consider how the group can celebrate success, revitalise its membership and raise its profile, particularly with a view to realising opportunities for culture and sport to work with other sectors (e.g. Adult Social Care). HACO members may therefore wish to consider revisiting the idea of holding an event for this purpose.
- Review existing delivery arrangements for Museums, Arts Development and Libraries: the Herts Museums Partnership has been engaged and the November meeting of that partnership will focus on reviewing the challenges and opportunities facing Museums services. The Herts Arts Partnership have expressed an interest in undertaking some mapping work looking specifically at how Arts Development services can better engage with Adult Social Care. This work is yet to commence but will be incorporated into the current work programme. Hertfordshire County Council's transformation programme presents some challenges to reviewing the Library service at the current time.
- Performance management support: following the Culture First event and a local Hertfordshire performance management event, some initial scoping work has taken place with Welwyn Hatfield and St Albans, to establish performance frameworks in those areas. At the same time the LGID have consulted on a national performance management model. The work being undertaken with the two authorities has currently not progressed but will be taken forward in the current months as it is closely linked to evidence and advocacy for sport and cultural services.

e) **Culture and Tourism Update**

Paper circulated previously. The following points raised were:

a] Herts Youth Games & Cultural Festival-Saturday 26 June

The cultural content of the games was successful and involved:

- Japanese drumming
- Dance and music on the stage in Club de Havilland
- Love to.... taster sessions in the hall which included trash art, beading workshops, planting seeds and face painting.

We are looking to have performance and activity areas around the site next year to maximise audiences.

b] Two Years and Counting-Saturday 24 July

HCC worked closely with colleagues in Broxbourne, and we combined the unveiling of the refurbished Eleanor Cross with a four hour programme of

cultural events on a stage in the town centre to celebrate the countdown to the Games. We 'gift wrapped' the cross in a huge bow in the Olympic colours, which caught the public's attention. The event showcased the best young talent in the District e.g. winners of Pop Luck, Young Song Writer, Herts Got Talent and attracted an audience of over 2000. Local community groups offered taster sessions that ranged from trying your hand at kayaking, salsa, line dancing and weaving. The aim is to grow the event for 2011 & 2012.

c] Ofest at Paradise Wildlife Park-Sunday 25 July

Paradise Wildlife Park hosted Ofest which involved singing performances and the Shaolin Monks. The public were challenged to beat the pro at tennis, putting and keepy-up. We had a good turn out and the day was successful. Again we are looking to grow this for next year, unfortunately due to the time of year we did not manage to get any of our Young Talented Athletes along. Each of these Open Weekend events were attended by Mark Richardson Olympic Silver medallist, who was interviewed on the stage, did question & answer with the public and had numerous photos taken. Having an Olympian there certainly made a difference to both events and added great value. We gave out a huge amount of marketing materials at both events about the Games coming to Herts, so again very successful as awareness raising events. Mark also did photo shoots at Urbathlon in Hoddesdon and at Celtic Harmony in Brickendon where he tried his hand at archery. We achieved good press coverage on the Open Weekend activities. We had 19 Open Weekend events taking place across Herts in total that were registered with LOCOG. Several of our images can be seen on the Rising to the Challenge site.

f) Lee Valley Park Authority

It was agreed that LVPA should be included on the regular report updates.

Paul Coates explained that LVPA were able to offer support to LA as much of their work overlapped and welcomed discussions with interested officers.

He explained that the handover for the WWSC had been delayed for a month. However the management of the facility was now in place. The three officers are currently working from Myddelton Hose but will be on site as soon as possible. The officers are:

Centre manager: Simon Ricketts

Ass Managers: Paskell Blackwell and Calum Ferris-Lay.

7. Any Other Business

7.1 Culture First Event

ES explained that this event had had to be cancelled due to poor response. Both he and Adam felt this was down to the timing of the promotion.

In light of the new government cuts, ES and AR suggested looking at a November event for officers to discuss the future shape of culture. It was felt that this should be contained to officers only and then combining officers and members at a local level. Finally, this type of debate/event

would go to officers and members at a regional level.	ACTION
It was agreed that ES and AR would work up some ideas to bring together offers at a county level to discuss ideas. These will be circulated in the near future. Chris White said he would be interested in a facilitating role.	ES/AR
Both CR and AH felt they may be able to access facilities freely and would contact AR/ES with information.	CR/AH
ES proposed Wednesday 10 th November 2010 and details will be sent shortly.	ES
7.2 Round the Table	
AS proposed that the agenda for the next meeting would be changed to include 'round the table' first where officers could give a quick update from their organisation.	ALL
7.3 HACO Subs	
SC explained that HACO subs would be being circulated again and that there would be no increase.	ALL
8. Summary of Action Points	
3.1 Vibrant Town Council Group	
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4.0 Quality of Life Report 2010 – Culture Chapter	
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6.0 Sport England/HSP	
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ES proposed Wednesday 10 th November 2010 and details will be sent shortly. All to note date and give consideration as to who they will bring with them to add value to the discussion.	ES All to note date
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9. Dates and speakers for future meeting	
Friday 10 December hosted by East Herts. Confirmed speaker John Ainsworth – Make Sport Fun, looking at market segmentation and mapping work.	
Dates for meetings in 2011 Friday March 11 th – JC to ask the University to host the event Friday June 10 th Friday September 23 rd	JC
Suggested future speakers: Heather Allen – leading on Volunteering Strategy from HCC Cultural Strategy for Young people (Jill Barber) Olympic Update (John Fuller)	