

MINUTES OF THE DERBYSHIRE SPORT BOARD MEETING

Date:	10 July 2017	Venue:	South Tower, University of Derby
In the chair:	Kath Mitchell	Minute recorder:	Margaret Blount

Item	Action
<p>1 In Attendance</p> <p>Board Member Kath Mitchell KM Mike Ashworth MA Paul Gill PG Paul Robinson PR Dean Wallace DWc</p> <p>Observer/Guest Russell Turner RT – Sport England Ilana Freestone IF – Derbyshire Sport Margaret Blount MB – Derbyshire Sport Andrea Stone AS – Derbyshire Sport Rachel Felix RF – Derbyshire Sport Katie Crockett KC – Derbyshire Sport</p>	
<p>2 Apologies Jenny Forbes JF, Sarah Fowler SF, Peter Smith PS, David Williams DW Adam Rigarlsford AR – Sport England</p>	
<p>3 Minutes of the last meeting held on 27 April 2017 Agreed as a true record</p>	
<p>4 Matters arising KM reported that the last joint working group meeting had been very positive, lots of synergy between the current two organisations to build on, moving forward.</p> <p>The transfer of funding from Derbyshire Sport to the Derbyshire Institute of Sport is still outstanding but is progressing positively. PR confirmed that Derby City Council had agreed to the transfer of their contributions and confirmation of this will be sent through in writing. (Since the meeting, the University of Derby and Derbyshire County Council funding has been transferred).</p>	PR
<p>5 Declarations of interest No declarations of interest</p>	
<p>6 Director's Report IF presented the report. Key points included:</p> <ul style="list-style-type: none"> • Following recent staff departures extra temporary capacity will be bought in to cover work if required. The most significant gap is around work with young people. A consultant will be recruited to provide some additional capacity until end of October. • Derbyshire Sports Awards will be held on 9th November at the Roundhouse, Derby College. Date to be circulated to all Board members. • Both the Derbyshire wide and Nottingham City Local Delivery Pilot applications to Sport England are through to the second round. (19 applications through, likely to be 10 awards made). They are very different to each other, hence hopefully should not be in direct competition with each other. • A joint application from Derbyshire Sport and Sport Nottinghamshire has been submitted for Sport England Satellite Club funding. This is a test of the new way of working. (Since the meeting, Sport England has confirmed that this funding 	MB

	<p>application has been successful, £381,325 from Oct 17 to March 19).</p> <p>KM reported on a recent meeting with Natural England who are looking to work with partners around the health and wellbeing agenda. KM to host a meeting with Natural England and invite IF and SF to attend.</p>	KM												
7	<p>Sport England – CSP Role and Future Funding</p> <p>RT updated the meeting on the recent communication from Sport England re: future role of CSPs and the maximum level of funding available, conditional on a submission of an acceptable action plans/award application.</p> <p>For Nottinghamshire/Derbyshire:</p> <table border="1" data-bbox="204 629 1337 837"> <thead> <tr> <th data-bbox="204 629 491 667">01/10/17–31/03/18</th> <th data-bbox="491 629 770 667">01/04/18–31/03/19</th> <th data-bbox="770 629 1050 667">01/04/19–31/03/20</th> <th data-bbox="1050 629 1337 667">01/04/20–31/03/21</th> </tr> </thead> <tbody> <tr> <td data-bbox="204 667 491 705">£278,640</td> <td data-bbox="491 667 770 705">£557,280</td> <td data-bbox="770 667 1050 705">£557,280</td> <td data-bbox="1050 667 1337 705">£557,280</td> </tr> <tr> <td data-bbox="204 705 491 837">Action plan to be submitted by Sep 17</td> <td data-bbox="491 705 770 837">Application for 3 year funding to be submitted between Sept – Dec 17</td> <td data-bbox="770 705 1050 837"></td> <td data-bbox="1050 705 1337 837"></td> </tr> </tbody> </table> <p>4 key functions for CSPs have been identified:</p> <ul style="list-style-type: none"> • Primary role helping land 'Towards an Active Nation' (SE strategy) • Sport England funded programmes • Locally funded and commissioned work • Extended workforce role for some individuals in some CSPs <p>Expressions of interest to pilot the extended workforce role have to be submitted by 31/07/17.</p> <p>Application to be submitted for transitional funding for coaching work for 01/10/17 to 31/03/18. The Derbyshire Sport coaching lead will work with colleagues in Sport Nottinghamshire to submit a joint application for this funding.</p> <p>RT reported that Sport England is still working on outcome measures for CSPs. IF has offered to be involved in these discussions. The Board will await the publication of these measures before progressing further discussions on outcome/impact measures.</p> <p>The Board can see the significant potential in the extended workforce role being proposed by Sport England and agreed to submit an expression of interest.</p>	01/10/17–31/03/18	01/04/18–31/03/19	01/04/19–31/03/20	01/04/20–31/03/21	£278,640	£557,280	£557,280	£557,280	Action plan to be submitted by Sep 17	Application for 3 year funding to be submitted between Sept – Dec 17			IF
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8	<p>Marketing Update</p> <p>Strategy and rebrand</p> <p>RF and KC presented the draft Marketing and Communications strategy which has been written with support from Perfect Motion. The strategy details that Derbyshire Sport needs to communicate with two audiences:</p> <p>Customers</p> <ul style="list-style-type: none"> • National stakeholders – Sport England, NGBs, government • Local funding partners – Derbyshire County Council including Public Health, Derby City Council, all tier 2 authorities, University of Derby • Other regional/county/city stakeholders – PDNP, CCGs, EMCC, D2N2, other business groups/networks • Local – town councils, local business groups, SMEs • Community – parish councils, local community groups, schools, doctors' surgeries 													

Consumers

Priority target consumers detailed in 'Towards an Active Derbyshire' are:

- Residents doing less than 30 minutes of activity per week (the inactive) with a particular focus on:
 - Women and Girls
 - People from lower socio-economic groups
 - Young People age 5-18
 - Those with a physical or mental disability or illness
- Residents who are already engaged in physical activity and sport (the core market)

Points raised in the discussion included:

- The strategy describes the process, - how we plan to work – but should include more about what is our message and what outcomes are we aiming to achieve.
- The communities identified in the Local Delivery Pilot need to be amongst the specific communities targeted.
- Everyone working in those specific communities and groups need to be briefed and on board to deliver the same message to residents (whole system approach).
- Messages need to be localised to specific communities and groups and based on local insight.
- Need to decide on the right message and the right medium for the specific target community/group and this will vary.
- Active Derbyshire will be the name of the organisation but this is not the campaign. Further work will be commissioned to develop a campaign.
- Once developed, what communities/groups can we work with to spread the campaign message effectively and clearly on our behalf?
- Where possible pilot campaign ideas before any major launch.

This Girl Can

AS gave a presentation on the work she has been leading, with support from the marketing team, on the This Girl Can project in Ripley and Pinxton. This work is funded through a small award from Sport England. It is very resource intensive in terms of staff time, hence difficult to replicate across a county but this approach has produced significant learning about these two communities and this learning will be fed into the Local Delivery Pilot planning work.

It has involved:

- the collection of local insight by spending time in communities talking to residents and organisations working there, including focus group consultations with women and young girls and using this insight to
 - develop localised branding and marketing messages
 - determine the most effective ways to communicate in that community including recruitment of unofficial 'local champions' to spread the work in their social networks, friendship groups, streets.

In Ripley social media worked well to generate Party bookings. In Pinxton social media was not as effective and more bookings have come through handing out leaflets on the streets, in primary school book bags etc.

In both locations the launch 'Party in the Dark' events have been very successful and the feedback from the fitness instructors involved in the Ripley event (the first event) is that new people who attended the Party are now attending their classes. Detailed evaluation is to take place to see how many of the women, new to exercise, who

	attended the Parties, continue to exercise regularly.																
9.	<p>17/18 financial report MB presented the financial paper. The figures presented were based on income and expenditure of the current Derbyshire Sport team and the current hosting arrangements. This budget will be replaced once the new company is established. The following table summarises current projections against budget projections.</p> <table border="1"> <thead> <tr> <th></th> <th>Budget 17/18</th> <th>Projected year end 17/18</th> </tr> </thead> <tbody> <tr> <td>Total income</td> <td>1,810,046</td> <td>1,835,971</td> </tr> <tr> <td>Total expenditure</td> <td>1,714,766</td> <td>1,721,503</td> </tr> <tr> <td>Overall Surplus / Deficit to carry forward to 18/19</td> <td>340,462</td> <td>359,650</td> </tr> <tr> <td>Redundancy Reserve</td> <td>120,189</td> <td>120,189</td> </tr> </tbody> </table> <p>The Board noted the current financial position of Derbyshire Sport.</p>		Budget 17/18	Projected year end 17/18	Total income	1,810,046	1,835,971	Total expenditure	1,714,766	1,721,503	Overall Surplus / Deficit to carry forward to 18/19	340,462	359,650	Redundancy Reserve	120,189	120,189	
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10	<p>17/18 Performance Management reporting format MB presented a proposed format for a Board performance management report.</p> <p>The Board agreed to the proposed KPIs to measure progress towards the KPIs in the county strategies, detailed in Section 1 with the revision that all the listed KPIs are also broken down into the priority groups of</p> <ul style="list-style-type: none"> • Female • Lower socio economic groups (NS SEC 6,7,8) • With a Limiting disability. <p>It was agreed that this KPI list should be revised to include Sport England measures for the Local Delivery Pilot projects once published.</p> <p>Some amendments were agreed for Section 2. Reduce the finance measures to a single KPI – income v expenditure</p> <p>It was agreed that this KPI list should be revised once the new company is operational.</p> <p>Section 3 is not required by the Board. It is the responsibility of the Director to monitor progress toward the annual delivery plan.</p>	<p>MB</p> <p>MB</p> <p>MB</p>															
11	<p>Progress on transition to new organisation IF reported that all arrangements are in place for the new company to be set up on 20 July 2017. The interim Board of Directors of Active Partners Trust will be the chairs of both Derbyshire Sport and Sport Nottinghamshire plus two additional board members from each Board. For Derbyshire Sport SF and DW are both willing to take on this role.</p> <p>There will be a need to make some initial appointments to the Active Partners Trust, primarily John Krafts, to act on behalf of the Trust during this consultation period in negotiations with Derbyshire County Council and Nottingham Trent University. Additional appointments may be required to fill some staff shortages. Any new appointments will be temporary, transparent and open to existing employees to apply.</p> <p>MA expressed concerns that the timescales are very tight for 01/10/17 transfer. KM is</p>																

	<p>keen to ensure everything possible is done to meet the deadline, given the time it has taken to engage in discussions.</p> <p>The Board approved SF and DW for the membership of the shadow board of Active Partners Trust.</p>										
12	<p>AOB There was no AOB.</p>										
	<p>Dates of future meetings</p> <p>Board Meetings</p> <table> <tr> <td>Tuesday 19 Sept 17</td> <td>18:00 – 20:00</td> <td>Room S303, South Tower, University of Derby</td> </tr> <tr> <td>Monday 15 Jan 18</td> <td>18:00 – 20:00</td> <td>Room S303, South Tower, University of Derby</td> </tr> <tr> <td>Monday 23 April 18</td> <td>18:00 – 20:00</td> <td>Room S303, South Tower, University of Derby</td> </tr> </table>	Tuesday 19 Sept 17	18:00 – 20:00	Room S303, South Tower, University of Derby	Monday 15 Jan 18	18:00 – 20:00	Room S303, South Tower, University of Derby	Monday 23 April 18	18:00 – 20:00	Room S303, South Tower, University of Derby	<p>New date</p>
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