



**Minutes of the Active Humber
Company Board meeting
10 January 2025
Virtual, on Teams**

Present Trustees/Directors

Richard Smith (RS)	Chair / Trustee
Chris Adams (CA)	Trustee / Senior Independent Director
Steve Curtis (SC)	Trustee
Rebecca D’Arcy (RD)	Trustee
Natalie Murphy (NM)	Trustee
Richard Skewis (RSK)	Trustee
Jane Stafford (JS)	Trustee / Welfare & Safety Director

Supporting Officers

David Gent (DG)	CEO
Nicola Massingham (NMH)	Director of Development
Gemma Armitage (GA)	Finance Manager
Lucy Playford (LP)	Marketing Manager
Luke Medcalf (LM)	Development Manager
Amanda Potter (AP)	Strategic Director, Y&H
Jo Heyworth (JH)	HR Consultant (<i>for agenda item 5</i>)
Laura Wilson (LW)	Governance Support

1 Welcome and Apologies

DG welcomed everyone to the meeting. There were no apologies received.

2 Declaration of Interests

There were no declaration of interests to record.

3 Board minutes of the meeting held on the 27th September 2024

The minutes from the board meeting held on 27th September were approved as an accurate record.

4 Matters arising and Action Log

The CEO provided an overview of the Board Action Log and the Board agreed that all actions have either been completed, or were on the agenda for further discussion.

5 HR Matters

5.1 Restructure

JH summarised the information shared in the paper with the Board, confirming that the final stage in the restructure process is the recruitment for the Programme Development Manager. This post is currently being advertised, applications are being received and interviews are scheduled to take place on 31 January 2025.

5.2 Pensions - Confidential Board item

6 Business Strategy

The Board noted and discussed the Business Strategy paper that had been shared and received a presentation.

6.1 Our planning process

DG confirmed that the strategy is still appropriate and there is clear direction for this year, but as the final year in the current strategy document an update is required.

DG shared the following key points:

- All images used in PowerPoints are of the Humber region, telling the story of the region nationally.
- The Cost of Living crisis is still an issue which is affecting people's ability to be physically active.

6.2 *Key current strategic issues*

- Devolution:
 - AP reported that both Devolution deals have been approved and will go to Parliament for formal approval, and Mayoral elections are expected to take place in May.
 - AP suggested that there needs to be consideration about how we advocate for sport/activity with the Mayoral Combined Activity.
 - Working with KADA.
 - Working with Active Lincolnshire and joining conversation with Mayoral Combined Activity.
 - AP confirmed that everything is in draft form until the Mayor is formally appointed. Where candidates have already declared an interest, work can be done to make contact with them to ensure involvement with sports and activity.
- Social Value
 - The Social Value report will be used to influence the devolution debate and make the case for greater levels of physical activity.
- Active Partnerships Chair & CEO meeting
 - DG reported that he and RD'A attended the AP AGM and it was the first time that both the Chair and CEO of Sport England were in attendance.
- Place Maturity Matrix and Theory of Change
 - DG confirmed that this will be discussed in more detail at the March meeting.
 - The intention is to invite Active Withernsea to the next meeting as their position is slightly further ahead.
 - The Theory of Change model needs to be created and will be a condition of funding.

RSK commented that one thing that prevents people from being active, is the cost of travel from home to the place where the activity is based. DG commented that within the Place bids this is addressed and the focus is on motivating people to walk or cycle to an activity - this will all be worked into the matrix. LM added that some of the focus needs to be on making local places and communities more active without the need to travel.

6.3 Progress made in 2024/25

The Board received a presentation and the following key points were shared:

- The Sport England 30 month review report has been submitted to Sport England, nothing has been heard back so the assumption is that the information shared was fine. DG/NM have provided feedback to Sport England that the format isn't the best in terms of clarity of sharing, especially with the Board.
- The focus over the next 6 months is to continue with the business plan. Tim Hollingsworth also asked for his thanks to be passed on to the Board.
- The business objectives for Quarter 3 and Quarter 4 were reviewed.

The Board queried if Mayors have areas of particular interest that they will then base their campaigns on? AP commented that some candidates are very specific on their campaign, others are not. AP will share links for candidates where they are available. AP also advised that Tom Hollingsworth, CEO, Sport England places a lot of importance on liaison with Mayors, the role of the Mayor and devolved decision making. It is known that Tom Hollingsworth is meeting with Mayors and this will continue to build relationships.

- Quarter 4 objectives were also highlighted as shared in the paper.

6.4 Recommendations

The Board noted the content of this report and approved the following recommendations:

- 6.4.1 *Key current strategic issues* - Noted the work being undertaken around
- a) Devolution
 - b) the key issues facing Active Partnerships and
 - c) that a further report be brought to the next meeting on how the board should best respond to the Sport England - Place maturity matrix and theory of change work.
- 6.4.2 *Progress made in 2024/5* - Noted that the
- a) The Sport England 30 month report was submitted and a further report be made to to the next board meeting on the changes to this process.
 - b) Note the progress made in Quarter Three 2024/25 against each of the 12 business objectives and
 - c) Agreed the Quarter Four actions to be undertaken as stated in the paper.
- 6.4.3 *2025/26 Business Plan* - Agreed the outline business plan as stated in the document Business Plan 2025/26 with proposed revisions
- 6.4.4 *Measurement, evaluation, learning & Impact* - Noted the ongoing work being undertaken across measurement, evaluation, learning & Impact across a) the system, b) Active Humber and c) the projects we deliver.

7 Advocate

7.1 The board considered the paper that had been shared and received presentations from LM.

7.2 Insight and Learning

The activity levels in Children and Young People were discussed and shared via a presentation. It was highlighted to the Board that over 50% for Young People aren't meeting the required levels of activity. RD'A queried if a good sample size is still obtained? NM does not believe that the sample size has changed over time, the data is collected in the community via the SGO and AH employees, but it isn't clear how this might compare to other areas.

7.3 Influence and relationships

7.3.1 *Lundy Model of Consultation*

LM gave a presentation to the Board on the Lundy Model, highlighting the four stages of consultation within the model. It was noted that the model links to the Physical Literacy work, where the focus is on think/feel/connect - the four parts of the Lundy Model synchronise with this, space is needed to ensure people can feel comfortable to connect and share. LM confirmed that a further update will be provided in September 2025.

7.3.2 *Trauma Informed Approach*

LM delivered a presentation to the Board on the Trauma Informed Approach. It was noted that movement can help to heal trauma and again that the links with physical literacy are clear with this approach. LM stated that as Active Humber aren't a frontline service, they are advocates of this approach and will offer support and training to sports clubs as he is able to deliver relevant training in the community. LM confirmed that a further update will be provided in September 2025.

7.4 Promote

LP gave a presentation to the Board providing an update on all marketing activity and on the work that is being undertaken to implement the Marketing and Communications Strategy.

7.5 Recommendations

The Board noted the content of the shared report and presentations and approved the following recommendations:

7.5.1 *AIC minutes* - Noted the minutes of the AIC meeting on the 12th November 2025.

7.5.2 *Insight and learning* - Noted the recent Active Lives Children and Young People results.

7.5.3 *Humber Advocacy document* - Noted the work to produce this document and the final version be brought to the March 2025 meeting for approval.

- 7.5.4 *Sport England senior persons* - The CEO to continue to attract senior Sport England persons and others to the Humber.
- 7.5.5 *Lundy Model of consultation* - Agreed that Active Humber use this model How we do consultation as appropriate in all the consultation we undertake as an organisation.
- 7.5.6 *Trauma Informed approach* - Agreed that Active Humber will also us a Trauma informed approach within our collective decision making.
- 7.5.7 *Marketing & Communications* - Noted the work being undertaken to implement the Marketing and Communications strategy and the presentation and report made to the board.

8 Inactivity

The Board noted the contents of the Inactivity paper, and received a presentation on Place from DG, NM and AP.

8.1 Place

The Board received a presentation highlighting the following key points:

- Place based working - all four places are in the top 10% from Sport England
- Place Partnerships - everywhere is West Yorkshire, South Yorkshire and the Humber
- Place Universal Offer - York and North Yorkshire
- Place Cluster - Sport England developed these to focus on enhancing support and development for place based working
- Active Humber were invited to bid for funding to support cluster work and funding has been approved for £23,875 and needs to be spent by March 2026. There will be a plan to delivered themed events over the next 12 months.

- Coastal work is now being recognised as an area of its own and Sport England are creating a Coastal Communities Group.
- The four places updates were as follows:
 - East Riding of Yorkshire: is now a Place Partner. Focus is on Withernsea, Google and Bridlington with Active Withernsea staff remaining in place.
 - Hull: Place Partner, received £650k funding and are making good progress.
 - NE Lincs: awarded £410k in a Sport England development grant which will not be formally accepted until it has been through the Cabinet on 15 January. Part of the funding will be used to fund a Project Manager position and an Evaluation and Learning post. NM confirmed that a small working group will be set up to meet bi-weekly to manage work until Project Manager is in post.
 - N Lincs: one of 80 places. Whole of N Lincs is part of place expansion. Nothing will move forward until the first meeting which is scheduled to take place in March/April.

8.2 The Board approved the following recommendations;

8.2.1 Place - Sport England expansion - Noted all the current work on this and a further report be made at the next Board meeting.

8.2.2 Place - Yorkshire & Humber regional cluster - Noted the progress being made and a further report be made at the next Board meeting.

8.2.3 Place - 4 Areas - Noted the work taking place in each of the four Local Authority areas and a further report be made at the next Board meeting.

8.2.4 Workforce - Noted the work taking place to achieve the business objective of 'Workforce'.

8.2.5 *Environmental sustainability* - Noted the work being undertaken on environmental sustainability at a local to national level.

9 Inequalities

The Board received the paper and received a presentation from LM on the Trans Inclusion Policy.

9.1 *Trans Inclusion Policy*

LM provided an update on how to approach inclusion for trans people in sport/activity advising that a separation is needed between participation and competition. Active Humber's focus is on participation. The purpose of sharing this policy and providing an update is to re-energise the policy and re-commit to it.

The Board thanked LM for bringing this to the meeting and for reviewing this within the organisation.

9.2 *Recommendations*

The board noted the contents of the report and approved the following recommendations:

9.2.1 Noted the work being undertaken in the areas of Children and Young People, Adults and Inclusion .

9.2.2 *Trans inclusion Policy* - to note there is no change to our trans inclusion policy and will continue to monitor what is happening in this area of policy.

9.2.3 GSC - Noted the work being undertaken in the areas of Children and Young People, Adults and Inclusion .

9.2.4 Opening School for the Future - Noted the work being undertaken through the Opening Schools for the Future programme.

9.2.5 Inclusion support - Noted the work being undertaken in this area.

9.2.6 DIAP - Noted the ongoing delivery of the Diversity and Inclusion Action Plan.

10 Exemplar

The board discussed and noted the contents of the Exemplar report.

10.1 Board Recruitment Process

The Board were advised that the recruitment process has been completed and three candidates were recommended for appointment. The Board all approved the recommendation and ratified the appointment of three new Board members with a four year term starting on 1 February 2025.

10.2 Finance

GA reported that Active Humber is in the financial position expected. The budgets will be reviewed in line with the Pension decision discussed earlier in the meeting and the movement of money discussed at GSC has been completed.

10.3 Movement Fund

NM reported that there aren't currently any investment partners and these are likely to be confirmed in the new financial year at some point. Active Humber are ensuring that they have a presence at local eventing and communicating locally where appropriate.

10.4 Multi Sport Funding

NM confirmed that this is likely to be part of the Movement fund and therefore this will reduce the funding pots that are available.

10.5 Recommendations

The Board noted and approved the following recommendations:

Governance

10.5.1 GSC minutes - Noted the GSC minutes of the 12th November 2024

10.5.2 Board recruitment - Agreed the possible appointment of further board members.

10.5.3 Welfare and Safeguarding - Noted the actions that have been undertaken as outlined in this paper.

Finance, Investment & Business planning

10.5.4 FAC minutes - Noted the minutes of the FAC of the 12th November 2024

10.5.5 Finance Manager report - Noted the Finance Managers report and how the funds of Active Humber are being invested.

10.5.6 Investment - Noted the funding arrangements around the a) the Movement Fund and b) Multi Sport Funding.

11 Any Other Business

There was no other business.

12 Date of next meetings

The next meeting will take place on 21 March 2025, and will be an extended meeting starting at 9.00am - 1.00pm.

13 Board review

The board discussed a) How are we performing as a Board? And b) What do we need to discuss further with the CEO? The board were delighted with the content of the board meeting.



- 14. Close of board meeting** - the board meeting closed at 12.30pm.