**Minutes LJAG Committee meeting 13 June 2011:**

**Present:**

LJAG committee members: Anthea Masey (AM), Tim Gaymer (TG) (in the chair), Makeba Adero (MA), Elise Leclerc (EL)(minutes)

Council capacity building officer: Gerry Evans (GE)

7 Bridges volunteer: Walter Reed (WR), Kate

7 Bridges staff: Hannah Lambert (HL), Lois Acton (LA)

**Apologies**:

LJAG committee members: David Jobanputra, Julia Whitehead

**7 Bridges Festival feedback:**

Everyone present acknowledged the hard work of all volunteers and were keen to thank everyone involved, especially WR and AM.

**Feedback:**

All agreed the festival had been very well attended and had reached out to a variety of local residents. Lois said that numbers counted were around 1000 people over the course of the 3 days, and the rain had unfortunately affected potentially more visitors on the Sunday.

A explained that a lot of new connections had been made in the community, and that some groups had become aware of each other, which was a very positive outcome as part of the general aim of the festival.

It was noted however that the festival was not as successful as had been hoped in reaching the widest possible audience in particular the residents of the Loughborough Estate, the elderly and young people. One of the reasons for this was the short preparation time for the event, and the fact that the parade hadn’t taken place.

GE asked what the impact of the festival was.. LAsaid she was working on evaluating the impact of the festival but that the rain on Sunday had limited the number of forms collected. She would be trying to gather evidence retrospectively.

Another big impact was the very efficient branding of the 7 bridges identity, which is much more widely known than the LJAG brand, and should be capitalised on.

In terms of event coordination, HLexplained there wasn’t enough support for event coordinators and that if people had to leave there was no plan B, she felt LJAG didn’t have the capacity to deliver such a big festival at this stage, which had made it very stressful.

**Lessons learnt from the festival were:**

- A parade needs to be planned months ahead for road closures etc to be agreed.

- LJAG needs to look into its branding and presence as it was felt that there was very little visibility of LJAG on the Sunday, lessons should be learnt from SE5 Forum’s very efficient branding (gazebo, tee-shirts, banners, etc)

- Volunteers for LJAG evidence gathering should be agreed to ensure there are several people with clipboards going to speak to people about LJAG and getting their feedback. The recruitment of volunteers 3 weeks before (when the funding was agreed) made this virtually impossible.

- LJAG needs to be more structured in terms of governance, accountability and reporting with staff to avoid staff having several/unclear lines of reporting and accountability.

- The position of the 7 bridges project within LJAG needs to be reviewed in light of a misunderstanding with the 7 bridges volunteers, as staff weren’t sure who to report to: LJAG committee or 7 bridges volunteers.

WR explained that he believed that LJAG was acting as a holding company, finding funding but having no ownership of the project or role in the project as such. This was counter to what had been agreed in the committee meeting in December 2010 when WRhad agreed with the LJAG committee that the 7 Bridges project would be run by LJAG as opposed to solely supported/sponsored as had been the We are LJ exhibition.

GE felt 7 Bridges had been operating separately from LJAG while LJAG was accountable for the funding, and she felt that AMn was conflicted as both 7 Bridges volunteer and LJAG treasurer. AMclarified that she was first LJAG treasurer and that she was the liaison for the 7 Bridges project, but that there was no conflict as she felt LJAG was running the 7 Bridges project rather than subcontracting it.

- In order to deliver big projects, LJAG needs to recruit committee members, widen its base (e.g. through a membership approach) and have a volunteer recruitment and on-going support strategy.

-Kate suggested LJAG have stewards at every event to talk about the mission and work of the organisation.

- MA asked about the branding issue and the types of materials needed to have a better presence. LAasked how people can join LJAG and this wasn’t clear outside ad hoc volunteering. It wasn’t clear to her how people could join the LJAG committee either.

ELand TG explained that so far people had been told to join the yahoo list to hear about what LJAG was doing, as that had been the way LJAG had been communicating with local residents, but the list itself is independent of LJAG and acts more as a residents forum than an actual membership list (it is moderated by 2 non-LJAG people and MA(LJAG), but LJAG couldn’t stop the list as it didn’t set it up. Recent controversial messages on the list had also forced LJAG to formally acknowledge that the yahoo group wasn’t run by LJAG, only that LJAG supported its moderation for the benefit of the community and the survival of the list.

**Decisions made:**

- LJAG governance: all agreed that LJAG governance should be more structured and that all decisions regarding any project funded by LJAG should be made at committee meetings on a monthly basis. Exceptional decisions could be taken outside committee meetings by e-mail if it included the 2 co-chairs and treasurer (and be quorate: 3 people).

- As the 7 Bridges project is currently being funded by LJAG, this applies for all future 7 Bridges activities funded by LJAG (Awards for All and LFN-funded animation in schools).

**Action point:** **As 7 Bridges liaison manager, AM to ensure Walter understands and is happy with this, and if not discuss alternative options with the LJAG committee at the next committee meeting.**

- It was agreed there should be 2 events to help widen the base of LJAG, and a clear strategy for a membership of LJAG.

**Action point: A thank you event for volunteers to be organised at the Cambria on Friday 8 July: WR to ask the Cambria and TG to ask JW if she can invite volunteers on her database. LJAG committee members to attend to speak about LJAG and encourage people to become members.**

Aim of the event:

- thanking volunteers

- recognising faces

- encouraging people to join LJAG committee

**Action point: A bigger event for people reached through the festival to follow-up and find out if interested in joining LJAG and/or becoming volunteers: Marcus Lipton Youth Club to be approached for a date in mid-July (Lois). LJAG committee members to attend to speak about LJAG and encourage people to become members.**

Aim of the event:

- following up and further evaluation of festival (gathering evidence)

- recognising faces

- encouraging people to join LJAG committee/membership

**Action point: LJAG to look into a forward strategy now that local community groups have been engaged, and Faith-based groups were considered as the next priority to reach out to a wider base.**

**Action point: LJAG to write out specific role descriptions for committee members, with responsibilities and time commitment: monthly meetings.**

**Action point : More committee members needed for LJAG: Segen and Nicholas who organised the Loughborough Estate big lunch to be invited, as well as other people interested such as Kate and possibly Ed Parkes(who to invite? Invitation at separate meeting or at wider base/volunteer events?)**

**Action point: the LFN Tuesday e-mail to be used to ask other forums how their membership works (who?)**

**Awards for All 7 Bridges Project update:**

AM gave an update on the Mosaic project in schools run by Tamara Froud and all agreed this was a good project, approved by the committee retrospectively .

It was noted that there needed to be a Project Manager (potentially LAto make sure all the Awards for All requirements were met (CRBs, policies, etc) and that LJAG committee had approved all activities and communication materials sent out as part of this project. EL gave AMthe Awards for All letter of acceptance and the very strict logo guidelines, to be used on all LJAG and especially Awards for All funded materials (including forms, press releases, tenders etc). Currently AM is managing the Awards for All Project .

**Action Point: AMto contact Awards for All in the next couple of weeks to rectify the contact name. This was originall stated to be WR as it was mistakenly understood that he was on the LJAG committee. It was also agreed that we should ask Awards for All if the delivery period of the project could be extended to enable LJAG to deliver the community volunteering events later in the year (currently scheduled to be run before September, which all agreed was undeliverable with the current LJAG capacity).**

**Action point: as current Awards for All Project Manager, AM to speak to WR about his plans as part of the A4A application (video and artists brief?) and how to put them forward for committee discussion and approval at the next meeting before confirming them from this point on.**

**AOB:**

- Marketing: LJAG and 7 Bridges and LJAG websites: there is funding for the 7 Bridges (as part of an LJAG run project) and LJAG website to be developed further:

 **Decision made:** All agreed that committee members (and more specifically MA) should have access to the website admin passwords if the funding is to be used for both websites, and that MA should be shown how to update and work on the 7 Bridges website as well as the LJAG website in line with LJAG’s line of accountability.

**Action point: as 7 bridges liaison Manager, AM to speak to WRabout this and ensure he is happy with this. If not alternative options will be discussed at the next committee meeting.**

- Basement Jaxx track:

LAexplained she needed LJAG committee to agree on whether the soundtrack could go on the websites of all the groups that had taken part in the recording.

**Decision made**: all agreed the soundtrack could go on the websites of all the groups that had taken part in the Basement Jaxx recording.

**Action point: LA to ask the Basement Jaxx manager about rights to the song, potential royalities, and formalising the permission to use the song on websites in writing.**

**Next meeting: TBC: 4/5 July**