

Culture, Tourism and Sport Board – update on current issues

1. Summary

This report updates members on current issues of interest to the Board which are not covered elsewhere on this agenda. Updates are included on:

- Taking Part survey and National Indicator baseline
- Sport and Physical Activity
- Licensing and Gambling
- The Arts
- Tourism
- Heritage
- Sector skills
- Cross-cutting issues from other policy areas

2. Recommendations

Members are asked to note policy developments.

3. Action

Secretariat/CLOA Advisory Panel as appropriate.

13 January 2009

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Specific Subject Areas

Taking Part survey

Benchmark figures for National Indicators 9, 10 and 11 were published by DCMS on 18 December. These Indicators correspond to:

- NI 9 - Use of public libraries
- NI 10 - Visits to museums and galleries
- NI 11 - Engagement in the arts

The full survey results can be found online at:

http://www.culture.gov.uk/reference_library/research_and_statistics/5607.aspx

The survey is based on interviews conducted between April 2008 and October 2008. This is the first time comparable data on cultural engagement at the local level have been collected and published. The report is accompanied by a workbook containing baseline estimates for each of the three cultural indicators for every upper-tier local authority in England.

Interim progress will be available in December 2009, using data collected between October 2008 and October 2009. Final progress will be assessed in December 2010, using data collected between October 2009 and October 2010.

Sport

Active People survey

Sport England's Active People Survey, published on 11 December, is the largest ever survey of sport and active recreation to be undertaken in Europe. It provides the baseline measurement for National Indicator 8 (Adult participation in sport and physical activity), which is a designated improvement target for over half of all Local Area Agreements. The survey shows that more than 6.8 million people aged 16 and over are now taking part in sport at least three times a week, for a minimum of 30 minutes, at moderate intensity. This figure contributes to a total of 11.73 million people choosing to participate in physical activity.

The fastest growth in sports participation has been among people in their twenties. The number of adults with a limiting disability doing sport at least three times a week has increased by 48,000 to 435,000. Participation has grown fastest in the Yorkshire

region, where the regular sports participation rate is 17.3%. There have been significant increases in all English regions except London and the West Midlands.

Free Swimming

On 8 December the Department for Culture, Media and Sport (DCMS) announced that 291 councils (82% from 354 eligible) have opted-in to deliver free swimming for the Over-60s, with 211 (60%) opting-in to the Under-16s part of the scheme. The Department has also now distributed an additional £3.4m to those councils that have signed up to deliver free swimming for the under-16s.

The LGA Group continue to lobby strongly for the underspend from the Over-60s part of the scheme to be distributed to Councils in the same manner as that from the Under-16s. We continue to oppose the use of these funds to support Free-Swimming Co-ordinators (FSC) employed by the Amateur Swimming Association. The LGA is also pressing for any FSC programme that does go ahead to be embedded within County Sports Partnerships, to ensure their objectives are met effectively, efficiently and in line with local priorities.

Physical Activity strategy

Following the Department of Health presentation to the November CTS Board, the Chair met with Dawn Primarolo MP on 12 December 2008 to progress the LGA's position. Our lobbying has so far ensured that the government will not try to duplicate or sideline existing local government-led structures for delivering increased participation in physical activity, and that County Sports Partnerships will continue to be funded to deliver on a wide physical activity agenda.

We will continue to engage with these issues both directly with government and through the new Physical Activity Forum. The 11 February LGA conference on Sport and Physical Activity will also be a great opportunity for councils to hear at first hand how the new Physical Activity strategy (now expected in January) will impact on them.

Change4Life

If current trends continue, the cost of obesity to the NHS is estimated to rise to £50 billion p.a. by 2050. In November 2008 Health Secretary Alan Johnson launched the Change4Life coalition of public and private partners. The Change4Life brand will be supported by, amongst others, ITV, which will broadcast a "Feelgood Factor" programme in association, supported by celebrities from the channel's most popular shows.

£30m has been allocated to nine areas with high levels of obesity which have been designated as "healthy towns". The NHS and local authorities in these areas will use commercial marketing techniques to reward people who adopt healthier lifestyles. The nine areas are Dudley, Halifax, Sheffield, Tower Hamlets, Thetford (Norfolk), Middlesbrough, Manchester, Tewkesbury and Portsmouth.

Licensing and Gambling

Licensing of lap-dancing clubs

The Policing and Crime Reduction Bill, published on 18 December 2008, will introduce powers allowing councils to be more proactive in the licensing of lap-dancing clubs. The bill proposes that such clubs should be licensed as “sex encounter venues” (SEV) rather than via the existing entertainment and alcohol licenses introduced by the Licensing Act 2003. The SEV category would allow councils to consider a wider range of local concerns when considering a license for a lap-dancing club.

This bill addresses a loophole which councils have been lobbying to have closed. This change will do a great deal to boost local democracy; by ensuring councils can properly consider the opinions and concerns voiced by local people. The LGA will continue to lobby government to ensure that councils have maximum flexibility to take up these powers where they wish, and that local residents do not shoulder any additional costs that might arise from the new regime.

Gambling – betting shops

Following initial correspondence with DCMS, and with a number of concerned councils, Cllr Chris White met with Gerry Sutcliffe MP on 16 December to discuss the proliferation of betting shops in some local areas. Betting shops have always been a traditional part of the high street, but in large numbers they can prove detrimental to the development of an area and have a negative impact on children, young adults and vulnerable people. The LGA will continue to work with DCMS, Communities and Local Government (CLG), the Gambling Commission, councils and betting shop owners to ensure that the licensing framework and planning system gives local communities and their authorities’ sufficient power to address this issue.

Arts

Arts Council peer review survey

On 3 November Arts Council England (ACE) published a consultation document on proposals for self-assessment and peer review for its Regularly Funded Organisations (RFOs). The LGA and Arts Council wrote jointly to all local authority Chief Executives on 10 December to ensure that local government is fully plugged into the consultation process. Local Government and Arts Council England are two of the biggest arts funders in England, and two-thirds of RFOs receive funding from both the Arts Council and local councils.

The LGA is keen to ensure that local government views are reflected in the consultation responses and that the assessment process that is developed can support the priorities of both funders. Councils are encouraged to consider their response in conjunction with their cultural improvement work through the Culture and Sport Improvement Toolkit. The deadline for responses to the consultation is 23 January 2009. The LGA, in partnership with the IDeA, NALGAO and CLOA, will

continue feed into the Arts Council's work in this area on behalf of local authorities and jointly funded organisations.

Tourism

New Visit England Chair

On 19 December, Penelope, Viscountess Cobham was announced as the new Chair of VisitEngland. The announcement by DCMS will see Lady Cobham leading the new national body for tourism in England once it comes into operation on 1 April 2009. A Chief Executive is expected to be announced soon.

To date, VisitEngland has existed as an advisory board to the England marketing division within VisitBritain. Following consultation with the English tourism industry via the British Tourism Framework Review, the need for a separate and distinct body for tourism within England was identified.

Visitor economy and the recession

New research from VisitBritain and VisitLondon has revealed the opportunities and challenges in persuading Britons to holiday at home during the current economic downturn. Despite widespread pessimism about the economy in general, holidays are viewed as a necessity and are unlikely to be cut back altogether – but consumers are keen to save money and maximise value. Local Authorities can find a link to this research from the IDeA's Recession Checklist, available at <http://www.idea.gov.uk/idk/core/page.do?pagelId=9190749>

Heritage

The Department for Culture, Media and Sport have confirmed that the Draft Heritage Protection Bill will not be brought forward in the next session of Parliament, although they say they remain "100% committed" to heritage protection reform. English Heritage estimate that around two-thirds of the proposals put forward in the 2007 White Paper can be taken forward without the need for primary legislation; in particular via the revised Planning Policy Statement from CLG and its accompanying guidance.

The LGA continues to work with the Department and partners in English Heritage and local government officer networks to review the draft Regulatory Impact Assessment and to progress heritage reforms more widely.

Sector skills

Cultural Heritage Blueprint

The Cultural Heritage Blueprint (a workforce action plan for the cultural heritage sector) was launched in December 2008. The document was published by Creative

and Cultural Skills, the sector skills council for cultural heritage, and has been developed in partnership with employers and stakeholders across the sector. The action plan sets out a number of key recommendations to develop the workforce, including mechanisms to open up entry to the sector and improve leadership and management. The document reflects the workforce issues raised in A Passion for Excellence.

Creative Apprenticeships

The first round of Creative Apprenticeships are now underway. The apprenticeships have been developed by Creative and Cultural Skills, they provide an alternative route into the creative and cultural industries through work based learning. There has been strong support for the apprenticeships from museums and a number are now hosting apprenticeships, including The Collection in Lincoln, Birmingham Museum and Art Gallery, Manchester Museum and Art Gallery, Bradford Museums, Galleries and Heritage, Tate Liverpool and the V&A.

Cross-Cutting Issues/Themes

Children and Young People

77 local authorities are to receive extra funding of £25k each to provide **positive activities on Friday and Saturday nights** in neighbourhoods where crime and anti-social behaviour are a concern. Young people themselves will decide the activities on offer, which will include sports and arts activities. The extra funding will also apply to the 10 areas that are part of the Tackling Knives Action Programme. Further information is available online at www.dcsf.gov.uk

A two year pilot programme offering **free theatre tickets** to under 26 year olds has been launched by Arts Council England, with an additional £2.5m in grant aid from the DCMS. The programme will offer free tickets for at least one day per week in up to 95 theatres in England from February 2009. Further information is available online at www.artscouncil.org.uk

£62m has been awarded to 21 successful bidders across the country to help provide young people with exciting places to go where they can take part in a wide range of positive activities such as sport, dance and music. The funding is the first wave of money from the £202m **My Place programme** overseen by the Big Lottery Fund. Further information is available online at www.dcsf.gov.uk

Creativity, Culture and Education is the new independent organisation created by Arts Council England to take over Creative Partnerships. Creative Partnerships has worked with 750,000 young people and 2,000 schools across England since its formation in 2002. Creativity, Culture and Education will receive more than £75m between April 2009 and March 2011 from Arts Council England to ensure that young people benefit from creativity in their lives. Further information is available online at www.artscouncil.org.uk

Following consultation with over 9000 children and young people as well as parents, stakeholders and local professionals, the **National Play Strategy** was launched in December 08. Five key action areas have been identified. These are:

- providing more places to play, with £235m being provided for up to 3500 improved play areas and 30 new adventure playgrounds
- support play through childhood;
- address safety issues;
- establish child friendly communities
- embed play in local priorities.

Building on the 63 local areas that are already receiving funding, a further 89 local authorities will receive play capital and revenue funding from April 2009. Of these 10 new Play Pathfinders will receive £2.5m with the remaining receiving £1.1m each. The funding has been made available earlier to help support the economy and get better facilities to children sooner. Further information is available online at www.culture.gov.uk

Conferences and Events

LGA conference programme 2008 / 2009

The table below summarises the proposed programme of conferences for 2008/09 for the Culture, Tourism and Sport Board. Members' comments on the programme are welcome.

Conference Title	Summary	Date	Chair
Heritage	<p>To introduce members of local authorities to what the historic environment can do for them and certain changes they will need to be aware of. Some of the issues to be covered:</p> <ul style="list-style-type: none"> • Presentation of case studies where the historic environment has helped meet particular objectives which are beyond what are traditionally expected (economic prosperity, climate change etc). • A general update on Heritage Protection Bill and timescale, focusing on particular parts of the Bill which impacts on local authorities e.g. Heritage Partnership Agreements – examples of successful projects with local authority involvement. • Showcase Heritage Gateway – to encourage more local authorities to sign up their Historic Environment Records. This could also be an opportunity to provide examples of good practice in terms of HERs and discuss the implications of the draft Bill in terms of provision of HERs and staff etc. • Capacity Building – an outline of the proposed support EH will give to local authorities in terms of training and capacity building (could cover both training opportunities and HELM). 	3 February 2009	TBC
Healthier Communities: Unlocking the Potential of Sport and Physical Activity	<p>We know that councils across the country are passionate about getting people active. We know that increasing participation in sport leads to improved health and wellbeing outcomes. And we know that the government agrees, and is looking at how it can best support these goals.</p> <p>So this conference will be timely, as we start to digest the findings of the government's review of physical activity. We will also be starting to see the emergence of Whole Sport Plans flowing from the new Sport England strategy. There will be a wealth of best practice examples to accompany the new approach to sport and physical activity.</p> <p>The importance at local level though is to take these new structures and new strategies and to get people moving. Focusing on this outcome, the conference will help councils understand the new national and regional landscape - and how they can best join up initiatives and work with</p>	11 Feb 2009	<p>Cllr Chris White.</p> <p>Confirmed speakers include Dawn Primarolo MP, Jennie Price (Sport England) David Sparkes (ASA) and Dr William Bird (Natural England)</p>

<p>LGA Annual Culture, Tourism and Sport Conference 2009</p>	<p>partner agencies to deliver their goals, be they NI 8 improvement targets, local targets or simply as part of an understanding of the benefits of active people.</p> <p>Plenary sessions will feature contributions from key figures from local and national government, from Sport England and other sector agencies. Workshop sessions will explore specific issues in physical activity and sport Throughout, the conference will be about delegates contributing their ideas and expertise in search of some key common understandings.</p> <p>This conference – in association with CLOA - will explore how councils can work with partners to increase participation in culture, sports, the arts and tourism. A thriving local cultural, sporting, artistic, and tourist sector makes a valuable contribution towards healthier and stronger communities, as well as being important in its own right. Yet barriers – real and perceived – are still stopping our communities from fulfilling their potential. It will explore councils' critical role in unlocking talent and boosting participation across all abilities, from fun to excellence.</p> <p>Confirmed keynote speakers include Andy Burnham MP, Jeremy Hunt MP, Don Foster MP, Germaine Greer and Kate Hoey MP (in her capacity as the Mayor of London's sports commissioner).</p>	<p>17/18 March</p>	<p>Thistle Hotel, Brighton</p>
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