

Culture, Tourism and Sport Board - Update on Current Issues

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:

- Sport and Physical Activity
- Community Cohesion
- Health
- Museums
- The Arts
- Tourism
- Heritage
- 2012
- Creative Industries
- Conference programme

Recommendations

Members are asked to note policy developments.

Action

Secretariat/CLOA Advisory Panel as appropriate.

Update on Current Issues

Sport and Physical Activity

Be Active, Be Healthy Campaign

1. "*Be Active, Be Healthy Campaign - A Plan for Getting the Nation Moving*" was launched by Public Health Minister Dawn Primarolo on the 11 February 2009 at the LGA's *Healthier Communities* conference. *Be Active, Be Healthy* establishes a new framework for the delivery of physical activity, aligned with sport, in the run up to the 2012 Olympic and Paralympic Games, and beyond.
2. Throughout its development the LGA has lobbied for government to recognise the commitment made by local authorities to supporting and increasing participation in physical activity, such as through Local Area Agreement targets.

Our sporting commitment

3. The LGA and Sport England will launch a joint publication at the Brighton conference. *Our sporting commitment* provides a framework to ensure both partners get the most out of joint working between local government and Sport England.

Sport England

4. Sport England has unveiled a £10 million investment fund that will create sporting opportunities for people in rural areas. The first in a series of themed funding rounds, it will open for business on 1 April 2009. People in rural communities are the focus of the first round because they face particular barriers to participating in sport, such as reduced choice in the sports available to them and transportation issues getting to and from facilities. Sport England's Active People Survey 2 shows that two thirds of the local authorities with the lowest sports participation rates are in rural areas.
5. Richard Lewis has been appointed the new Chair of Sport England. Mr Lewis has been involved in top level sport for over thirty years and will bring extensive sports management and development experience to the role. The Chair wrote, on 3 March, to congratulate Mr Lewis on his appointment.

Public Health Commissioning Network

6. The Department of Health has launched a "*Public Health Commissioning Network*" which aims to develop an infrastructure through which PCTs can share commissioning expertise and learn from others. It has also unveiled a £13.5m package to help combat poor health in deprived areas. This could potentially be used to support a wide range of physical activities.

Community Cohesion

7. On the 6 January 2009 The Department of Communities and Local Government, in partnership with the National Community Forum, published two good practice documents on community cohesion. The first is '*Guidance on a Meaningful Interaction: How Positive Relationships Between People Can Help Build Community Cohesion*'. The second, '*Cohesion Delivery Framework Overview*', supersedes the previous Cohesion Delivery Framework of 21 July 2008. Both documents provide useful case studies illustrating the vital contribution of culture and sport to community cohesion. The reports are available at:
<http://www.communities.gov.uk/publications/communities/cohesiondeliveryrevised>

Museums

Cultural Heritage Blueprint

8. On December 11 2008, the Cultural Heritage Blueprint was launched by Barbara Follett MP. It is published by Creative and Cultural Sector Skills Council but is a plan to develop skills across all of cultural heritage, from built heritage to museums to archaeology and conservation. The Blueprint was written on behalf of the sector by the Museums Association. The MLA will be providing £500,000 to fund fifty Creative Apprenticeships. Further information is available at: <http://www.ccskills.org.uk>.

Effective Collections Launch

9. The Museums Association is launching the full phase of Effective Collections grants and advocacy work (2009-12), following an evaluation of the programme to date and its pilot projects with museums. The main grant scheme will consist of four rounds of funding of up to £10,000 per grant to museums. The museums will be required to review their collections and make better use of them as a result. Further information is available at <http://www.museumsassociation.org/collections>

Arts

Arts Council England (ACE) reorganisation review

10. The review sets out how ACE will create a “better skilled, better supported and more effective organisation”. The main aim of the review is to deliver 15% administrative efficiency savings, as required by DCMS, which are to be reinvested in frontline arts organisations. The reorganisation review has now been published, and is in a three month consultation period, with changes implemented from April 2010.
11. Liz Forgan has been appointed as the new Chair of Arts Council England. Cllr Chris White met with the new chair on behalf of the CTS board, and reinforced the LGA’s desire to work closely with ACE both nationally and locally.

Arts Council Contemporary Art Strategy

12. Arts Council England is developing a National Strategy for Public Collections of Contemporary Art. The vision of the strategy is for public collections of contemporary art, across all of the regions, to be leaders in the collaborative use of collections for the maximum public benefit and to become models of international best practice. It aims to help the sector to maximise the opportunities presented by developing collections of contemporary art, and through their interpretation, display and sharing, to interrogate our understanding of the contemporary world and our place within it. A working group including representatives from national museums bodies is developing the strategy for launch later in 2009.

Under 26s Free Theatre Tickets

13. A Night Less Ordinary is Art Council England’s new initiative to get more young people into live theatre. The scheme was launched on 10 February 2009 and aims to give away more than half a million free theatre tickets to under 26 year olds all over England, with over 200 venues across the county taking part. Between 2008 and 2011 the Arts Council will invest £1.3 billion of public money from government and a further £0.3 billion from the National Lottery. An additional £2.5 million from the Department for Culture, Media and Sport will also be in place to support the scheme. More information on the scheme can be found at <http://www.anightlessordinary.org.uk/>

Our past, your future

14. Following the discussion on archives at an earlier Board meeting, LGA officers have worked with the National Archive and the Society of Archivists to produce a short guide to local archives which sets the ways in which local archives are supporting LAA outcomes and modernising.

Tourism

British Tourism Framework Review

15. The British Tourism Framework Review was officially launched at Visit Britain's Annual Stakeholder Event on 11 February 2009. The Review was commissioned by the Secretary of State for Culture, Media and Sport in late 2007, in light of a reduction in government grant-in-aid for VisitBritain. The review determines how VisitBritain should work with other agencies in the sector in order to deliver a number of strategic objectives, including securing the tourism benefits of the London 2012 Olympic and Paralympic Games. The full review is available at: www.tourismreview.co.uk.

Heritage

LGA Heritage Conference

16. The LGA Heritage Conference, '*how your heritage can work for you: making the most of the local historic environment*', took place on the 3 February 2009. The conference explored how English Heritage and local government can work together. It showcased best practice case studies and demonstrated where the historic environment has made a positive contribution to growth, and regeneration to the benefit of local people and the place in which they live. Copies of the available presentations from the day can be found on: <http://www.lga.gov.uk/lga/core/page.do?pagelid=1568874>

2012 Games

Councillor Network

17. About 35 councillors attended the 2012 Games network for councillors on 27 February. Delegates heard presentations from Nicky Hughes (LOCOG), Kian Garin de Loach (LOCOG), Hugh Sumner (Olympic Delivery Authority), Alan Bucknall (Government Olympic Executive) and Mike Hill (Kent County Council). Councillors were encouraged to establish contact with their NRG Coordinator if they had not already done so. Key points emerging from the day included the importance of wider infrastructure improvements, promoting the London 2012 website as a single source of latest information, raising awareness about the applications process for the Inspire mark, maximising the volunteering legacy and the importance of engaging district councillors.

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Beacon Status

18. Dorset County Council (lead) jointly with Weymouth and Portland Borough Council and West Dorset District Council; Essex County Council; Kent County Council; the London Borough of Greenwich; and the London Borough of Hackney have been awarded Beacon status in the theme "Using the opportunities of the 2012 Games to encourage communities to be more active". The LGA will be disseminating learning via its 2012 networks.

Nations and Regions

19. On Friday 24 July 2009, a simultaneous event "Nations and Regions Day", will be held in each nation and region, bringing together the "movers and shakers" of each region to celebrate the work of the NRGs. We are awaiting clarification from London 2012 about whether the Day is envisaged as primarily about stakeholder engagement or if there will be a community engagement angle.

20. We are mapping every local authority we have had contact with in relation to the 2012 Games in order to establish gaps in local authority engagement. This information will be shared with NRG Coordinators. The effective engagement of councils with Nations and Regions continues to be a priority for us and Chris White will be presenting an update to Nations and Regions members on 2 April.

Open Weekend

21. This year's Open Weekend will take place between 24-26 July 2009 and will be part of the celebrations to mark the three year countdown to the opening ceremony of the Olympic Games on 27 July 2012. In the February e-bulletin we asked councils to start thinking of events that could form part of the celebrations

Sponsorship

22. We will be pursuing meetings with relevant sponsors, building upon the local government we pulled together for Olympic Handover. Adidas is interested in working with councils to expand the "Adizones" that have been installed in four of the host boroughs (multi-use, outside community gyms). We are arranging for Adidas to speak at the the next 2012 Games network for officers, probably later June / early July.

Volunteering

23. Stephen Castle recently attended a London 2012 / Volunteering England seminar on volunteering and we are working to ensure that local government

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outside London is represented on relevant groups overseeing Games-time volunteering opportunities.

Education

24. The joint LGA / DCSF event about engaging children and young people with the Games on 23 March is full.

Creative Industries

Local infrastructure menu

25. The Work Foundation have been commissioned by LGA, funded by DCMS, to develop a local infrastructure menu for the creative industries - the work will cover the case for support, the options available defining infrastructure in physical, human and social terms (so it includes training and networks and interventions that don't normally fall into a definition of infrastructure), and the fit between the options and different types of local circumstance. The WF is currently gathering evidence and conducting a small number of interviews, including a member of the Board from each political group. Please contact Sarah Barnett at sbarnett@theworkfoundation.com if you would like to contribute any ideas or views to the project.

A passion for excellence - one year on

26. At the culture conference an update on the cultural improvement programme will be published.

Conferences and Events

LGA conference programme 2008 / 2009

27. The table below summarises the remaining programme of conferences for 2008-09.

28. A conference programme for 2009-10 is currently being developed. Members' comments on the potential future conferences are particularly welcome. Please contact Steve Skelton (as below)

Conference Title	Summary	Date	Chair
LGA Annual Culture, Tourism and Sport Conference 2009	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	17/18 March	Thistle Hotel, Brighton

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	<p>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>		
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