

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
- 2012 Games
- Tourism
- Museums, Libraries and Archives
- Heritage
- Social Enterprise

Recommendations

Members are asked to note policy developments.

Action

Secretariat / CLOA Advisory Panel as appropriate.

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Update on Current Issues

Sport and Physical Activity

Local government engagement with National Governing Bodies of Sport

1. On 1 September lead members from the CTS board, along with offices from the LGA, IDeA, CLOA and local authorities, met senior representatives from National Governing Bodies of Sport (NGBs) for a roundtable facilitated by Sport England. The purpose of the meeting was to establish amongst all participants:
 - A better understanding of the objectives of NGBs and LAs on both sides.
 - Greater clarity about key issues that need to be tackled for improved engagement between local authorities and NGBs
 - Suggestions for how NGB/LA relationships can be further developed
 - Agreement on next steps.
2. The new Sport England funding strategy puts the majority of central funding support for sports provision in to NGBs, totalling £480m over three years. The money is contingent on the NGBs' growing and sustained participation in their sports over the next four years, in order to meet the target of 1 million people more active.
3. Funding for NGBs is based on their Whole Sport Plan, which details the steps they will take to grow participation in their sport. The funding is allocated against performance, and can be withheld where participation targets are not met. This change in funding approach makes NGBs a key delivery partner for local authorities, and vice versa.
4. The meeting, conducted under Chatham House rules, was well attended and produced a strong steer from both sectors as to where to focus future joint work. A report from the roundtable is currently being finalised and will be shared with the board when available.

County Sports and Physical Activity Partnerships

5. A growing number of NGBs have taken steps to use new services provided by County Sports and Physical Activity Partnerships (CSPAPs). To help NGBs link up with local communities beyond their own clubs and networks, Sport England, working closely with the County Sports Partnership Network, has secured a set of core services from CSPs including:
 - Coach, club and volunteer development

23 4

- Key links to local Building Schools for the Future opportunities
 - Local knowledge management, information sharing and partnership brokering
 - Links to local government and other partners and the added value they can bring
 - Supporting NGBs to help them make best use of the opportunities offered by the Government's PE and Sport Strategy for Young People
 - Using their networks and relationships to advocate NGB priorities for the local area
6. These core services will ensure that there is a consistent, minimum level of support available to NGBs. Sport England is investing £10million per year in CSPs to make this happen.

Sport Unlimited

7. Sport England has recently announced that 177,358 young people have completed 10-week sports courses in the first year of *Sport Unlimited*, a £36m programme launched by Sport England last autumn. The programme aims to encourage young people between 5 and 19, who potentially would not normally be attracted to sport, to get involved by offering the freedom to choose the sports on offer. Early indications suggest that a third of the young people who took part in Sport Unlimited have gone on to join local sports clubs or continue their participation. Sport England is hopeful that the programme, which is currently funded until 2011, will make a significant contribution toward the Government's 5 hour sports offer for young people.

Physical Activity Alliance

8. Officers from the LGA and the Chief Cultural and Leisure Officers Association (CLOA) formed a focus group to input into the development of the Physical Activity Alliance, the new body created by the Department of Health *Be Active, Be Healthy* strategy for physical activity.
9. The group lobbied strongly to ensure that the Alliance adds value to local delivery, and does not move in the direction of establishing a new physical activity quango. Results from the full consultation will be available later in the Autumn, and the LGA will continue to use its place on the Interim Steering Group of the Alliance to ensure the voice of councils, as the largest deliverer of physical activity infrastructure, is heard.

Physical activity league table

10. On 13 August 2009 Andy Burnham pledged to make physical activity a "cornerstone of 21st century health", and launched an "international league table" which placed Britain in 21st place in Europe when levels of physical activity are compared.

11. As well as appointing a national “physical activity champion” within the NHS and developing cross-ministerial working on physical activity, the key DH interventions to promote physical activity are:
 - Investment in the Free Swimming Programme;
 - The nation-wide roll out of the *walking the way to health* programme, which uses led “health walks” to encourage people to be more active. This project is led by Natural England;
 - *Dance for life* – a sub-brand of Change for life designed to increase the numbers of people dancing. This work is led by Rod Aldridge (ex-of Capita), with leading dance celebrities such as Arlene Philips also engaged;
 - The NHS physical activity care pathway, which gives guidance to GPs and PCTs on how to “prescribe” physical activity to patients. This is likely to be launched in early Autumn.
12. Local government has a key role to play in promoting sport and physical activity and providing sports facilities and informal recreation in parks and open spaces. This has been recognised by many Primary Care Trusts who have jointly funded healthy living programmes. Given the pressures on sport and leisure budgets, it is important that this funding is maintained and where possible increased.

Review of physical activity guidelines

13. There is to be a review of the current Physical Activity Guidelines in the UK. This will focus on the preventative health benefits of physical activity for three population groups; Adults, Older Adults and Young People.
14. Led by representatives from each home country and supported by the British Heart Foundation National Centre, a group of national and international experts has been engaged to undertake a review of the latest scientific evidence and consider the implications for modifications and updating of the current UK Guidelines. In England this was last undertaken in 2004 and published in the Chief Medical Officer’s report “At least five a week”.
15. Further information on the work plan, the consultation process and the consensus meeting will be made available through regular emails. To register for these updates, please visit <http://bhf.mosaic-digital.co.uk>.

2012 Olympic and Paralympic Games

UK Operations

16. Officers have held discussions with the Government Olympic Executive (GOE) about the best way for local authorities to input in to "UK Operations". This describes the national structure being put in place to coordinate the impact of the Games on all public services, apart from security and resilience which is dealt with through separate pre-existing structures. "UK Operations" covers key local services such as rubbish collection, licensing, trading standards and local transport, which might be impacted upon by the hosting of the Games.
17. GOE have agreed to work through existing local resilience structures, initially with those local authorities outside London with 2012 venues in their areas, to discuss what planning has already taken place and if GOE or the London Organising Committee can help in any way. Some of those venues are existing football venues which are already used to hosting big events, but other venues are new and 2012 raises new issues such as a potential wider corps of "city volunteers" to provide a welcome to the Games at transport interchanges and other important locations. It is likely that GOE will run an event in the Autumn for local government about UK Operations. This process is already underway in London, where it is known as "city operations".

2012 Games resilience and scrutiny

18. As reported to the last CTS Board the LGA, working with London Councils and London Fire Brigade has successfully lobbied the Home Office for extra funding to support local authorities in England and Wales to plan for the impact of the 2012 Games on resilience and security. The funding (around £400,000 over three years) will be used to create a national coordination team consisting of two posts. The team will draw upon a national network of emergency planning officers from councils with an interest in resilience matters arising from the 2012 Games.
19. Our lobbying was in response to councils telling us that the 2012 Games will place considerable extra burdens on resilience planning in England and Wales, not just London, for which no extra funding has been identified. For example, there will be nine competition venues outside London, an as yet unknown number of pre-games training camps across the UK (including hosting high-profile nations) and transport hubs will experience an increased number of visitors.
20. LGA officers are currently finalising a proposal regarding the governance arrangements for the new team, and a fuller report will be circulated to the CTS Board.

Tourism

21. Recently released figures by VisitEngland suggest that **admissions to visitor attractions** rose by 2% from 2007 to 2008. North West England, partially driven by Liverpool's status of European City of Culture throughout 2008, saw the most significant rise in visitor numbers of 13%. Visit to Yorkshire / the Humber attractions (+7%) also saw a notable increase in 2008, driven by large increases to a small number of attractions, primarily in Sheffield and Leeds. London and West Midlands also experienced above average growth (+3%).

Museums, Libraries and Archives

Joint LGA / MLA Publication

22. The LGA and the Museums, Libraries and Archives Council are working together on a joint publication looking at the role of museums, libraries and archives in informal adult learning during the recession. The project will be funded by the MLA, and the work will be launched later this year.
23. As well as looking to celebrate the on-going achievements on informal adult learning in the sector, the publication will look to examine why this agenda is important and focus on relevant policy considerations. Looking forward, the publication will also examine what opportunities exist for better joint working and improved leadership, and will consider what impact changing working practices might have on the sector.

Renaissance in the regions

24. The Museum, Libraries and Archive's (MLA) *Renaissance* programme has been endorsed by a recent independent review as being the most significant intervention in English non-national museums since the Museums Act of 1845. The programme, launched in 2002, intends to provide funding for regional museum hubs to allow those museums to develop as centres of excellence and as leaders of their regional museum communities.
25. The work of the Review has helped to pave the way for *Leading Museums*, MLA's National Action Plan for Museums, which was published on 22 July 2009. *Leading Museums* envisages a future where excellent regional and national museums develop their collections in ways that reach beyond their walls and look to further engage and inspire people.

The people's record

26. With the Olympic and Paralympic Games taking place in London in less than three years' time, the MLA has published *The People's Record*, a culmination

23 4

of 29 projects supported by the MLA in attempting to chart and archive people's feelings towards the upcoming 2012 Games. The next phase will discover, create and celebrate community archives including documents, photographs, film, sound, oral history and artwork.

Heritage

Heritage open days

27. English Heritage will run *Heritage Open Days*, England's largest cultural event, between 10 – 13 September 2009. It is estimated that over 4000 places will open for visitors, free of charge, across England during the event, and around one million people are expected to participate. This will be the first year that English Heritage runs the event, with the Civic Trust having gone into administration earlier this year.

Social Enterprise

28. The Office of the Third Sector has published the cross government response to the recent Social Enterprise Summit. It details the next steps for the four departments who's Cabinet Ministers attended: Department for Communities and Local Government, the Department for Business Innovation and Skills, the Department for Work and Pensions and the Cabinet Office.
29. The Chief Leisure Officers' Association has drafted an advice note for DCMS on the basis that it thinks that they should have a say in this initiative: most if not all councils rely on 'trusts' to deliver services across culture, tourism and sport and CLOA thinks that the Office of the third Sector can learn a great deal from the Association's experiences in this regard.

Financial Implications

30. The updates in this report have no financial implications.

Implications for Wales

31. Implications for Wales will be discussed with the WLGA as appropriate.

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