

11 November 2009

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:

- Children and Young People
- Play
- Museums and Heritage
- Arts
- Libraries and Archives
- Improvement
- Health and Well-Being
- 2012

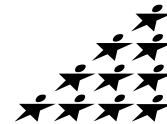
Recommendations

Members are asked to note policy developments.

Action

Secretariat / CLOA Advisory Panel as appropriate.

Contact Officer: Steven Skelton
Phone No: 020 7664 3074
Email: steven.skelton@lga.gov.uk



Update on Current Issues

Children and Young People

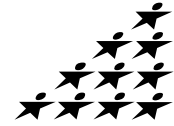
Vetting and Barring scheme

1. Timelines for the implementation of the new Vetting and Barring scheme, which will monitor all recruitment and practice of people working with or volunteering with children, have been published. The scheme, to be introduced in July 2010, is due to benefit from specific guidance for the sport sector.
2. The timeframe for registering with the Independent Safeguarding Authority is as follows:
 - 26 July 2010 - Those staff moving into roles which meet the regulated activity definition may register at a cost of £64 (volunteers will not incur a charge)
 - November 2010 - Registration becomes mandatory for new employees and those staff moving into jobs which are regulated
 - 2011 - Employees without any prior CRB check to be registered
 - 2012 - Employees with CRB's over 3 years old to be registered
 - 2013 - Employees with more recent CRB checks to be registered
 - 2014 - Any remaining Employees and those in controlled activities (i.e. staff who have frequent access to sensitive records about children and vulnerable adults and are unlikely to be staff working in leisure) to be registered

Play

Lottery-funded play programme analysis

3. A study carried out by research consultancy ECOTEC that assesses the impact of the £124m lottery-funded initiative to improve children's access to play has found early signs of success while highlighting problem areas for local authorities and delivery partners.
4. The study found that the Children's Play programme is helping children to access more play than before, including different forms such as sensory play and 'risky' or adventurous play. Other positive outcomes included improved local authority attitudes towards play, better interdepartmental working and improved relations between local authorities and the voluntary sector and other



Local Government Association

agencies, including local health trusts. However, local authorities found that the concept of free play, usually defined as the 'three frees' – free of charge, children free to come and go, and children free to choose what they do – was problematic. Not all activities have been offered completely free of charge. In addition, not everyone was able to benefit when play facilities were designed to be open and free to access. Some children, including disabled children, often needed more support.

Most children don't exercise enough

5. Most school children in Britain are not getting enough exercise to keep healthy, according to the British Heart Foundation. Many children are not meeting the recommended 60 minutes of physical activity a day, and only one in every eight children is getting that amount of exercise. Their report found that most children spend more time texting friends or surfing the internet than having a kick around at the park. They predict that almost 70 per cent of children will be overweight by 2050. The charity's report is based on the exercise habits of 1000 children aged between 8 and 15 years.

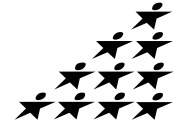
Museums and Heritage

The Art Fund Recession Survey

6. The Art Fund's second nationwide museums and galleries survey shows that predictions of the Great British "Staycation" proved accurate with half of UK museums and galleries seeing an increase in visitors between March and September 2009, including a fifth of museums who saw a rise in visitors of over 10%.
7. The survey shows however that public funding, investment income and corporate spending had all dropped in the last six months overall income for museums and galleries is currently holding steady due to the rise in visitor spending in museum shops and cafes. A third of the local authority funded museums that responded to the survey were experiencing cuts. The survey detected an increasing reliance on volunteers with 25% of museums saying they have had a recent increase in volunteers.

Adult learning – museums taking part in the Learning Revolution

8. Museums have promoted the range of informal adult learning activities on offer in October through the Learning Revolution Festival. Hundreds of events took place that highlighted the wide variety of learning that is taking place, giving people who are already taking part in informal learning a chance to celebrate what they enjoy and others the opportunity to try something new. The Festival is part of the Department of Business, Innovation and Skills Learning Revolution which sets out the government's plans for informal adult learning in England and highlights the real benefits of learning for enjoyment.



Diversifying the workforce through apprenticeships

9. A Creative Apprenticeship Scheme has now been developed by Creative & Cultural Skills (skills council for the creative and cultural sectors) in conjunction with employers, to ensure that both they and their apprentice benefit. There are pathways within this which are of particular relevance to the museums and heritage sector. MLA is contributing to the employment costs of 50 Creative Apprentices in the museums sector over the next two years to help get the scheme off the ground.

Ethics Committee verdict on Southampton City Council art collection sale

10. In September the Museums Association Ethics Committee ruled on Southampton City Council's plans to sell works of art from its collection to fund a new museum development. The committee advised that the council should only proceed if the proposals will significantly improve the long term public benefit of the collection.
11. The Council plans to sell valuable artworks to help pay for a new £15m cultural quarter. The potential sales have generated significant national debate and a range of views from major stakeholders including MA, the Art Fund, HLF and national galleries.

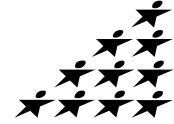
2012 Olympics and Heritage

12. The Heritage Lottery Fund have developed bespoke museum / heritage guidance relating to the 2012 Games, establishing a comprehensive grant framework for the Cultural Olympiad and a clear steer on how the HLF will manage its role and contribution within the context of 2012.

Funding for traditional skills

13. The Heritage Lottery Fund is investing £2.85 million in projects to provide training for traditional skills, including botanic gardening, stone masonry, and thatching. More than 220 additional places will be created, providing accredited work-based training with highly skilled crafts people and environmental specialists.
14. The projects set to benefit from the funding are under HLF's existing Training Bursary Programme. Launched in 2004, the £7 million programme has already provided over 300 people with on-the-job accredited training over a range of 50 skill sets. 89% of those who completed placements in 2008-09 went on to secure jobs in the heritage sector.

Arts



Unlimited

15. *Unlimited*, the UK's largest arts and disability programme was launched earlier this month by London 2012. The programme, with a total project fund of £3m, aims to celebrate disability, arts, culture and sport on an unprecedented scale and forms part of the London 2012 Cultural Olympiad.
16. One of the four pillars of the programme will centre on funding of around £25,000 – £50,000 as part of a £1.5 million commission fund to support high quality collaborations between disabled and Deaf artists and producers, and mainstream arts organisations. Proposals are therefore very much encouraged from disabled and Deaf artists, and disabled and Deaf led arts organisations, who wish to develop their work, strengthen their artistic practice, challenge perceptions and forge new partnerships with presenting venues and events

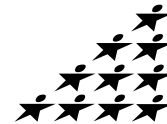
Police charging at open air events

17. A member of the panel has also raised the issue of police charging at open air events. The understanding is that ACPO guidance allows (if that is the right term) the police to both determine the level of policing and the charges made for that. The level and costs are often not known until after the event and consequently in some instances are more than the costs of the event. Currently councils are not inclined to talk on the record as they fear this could worsen their relationships with the police, but Southampton Mela for instance, has been cancelled due to the level of these costs. With 2012 on the horizon, this could become a considerable problem. DCMS say they are aware of this at sports events, but were not aware this is also affecting arts events. The 2012 Cultural Programmers also are aware. The Board should be aware of this and may wish to consider action, such as lobbying, as appropriate.

Improvement

LGA Group Local Government Improvement Project

18. There are a number of key programmes currently commencing from the Local Government Improvement Project.
 - IDeA are currently collating information from a range of local authorities and partnerships on their approaches to evidencing culture's impact on outcomes. The project will develop closer working with a number of local authorities and deliver a guidance framework for the sector.
 - IDeA support programmes are progressing across a small number of local authorities across England providing consultancy support for cultural services improvement programmes.



Local Government Association

- An e-survey to determine the impact of the DCMS improvement programme to date is being piloted before sending out across a large sample of local authorities. The survey is also seeking to test awareness of the range of NDPB improvement offers.

Review of DCMS National Indicators

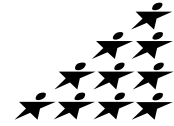
19. DCMS have completed their review of cultural National Indicators. The general consensus of the review was that the current set of indicators were a good basis on which to build in the future. There are however a number of significant issues about the definition and measurement of the current indicators, which would need to be addressed further in preparing for any new set in 2011.

The key findings were:

- The provision of consistent and robust data at local level for cultural and sporting participation has been well-received
 - DCMS, the Government Offices and its NDPBs were helpful in facilitating the LAA negotiation processes
 - Take-up of indicators was better than expected but often relied on a champion at senior level within the Local Strategic Partnership.
 - To garner greater take-up going forward, more evidence is needed on the contribution that cultural/sporting participation can make to the key social priorities of health, crime, education etc
 - Greater clarity is also required on how DCMS' strategic priorities translate to the local level - there needs to be an explicit link between national and local targets
 - A number of limitations were identified with the current indicators, notably the focus on adults instead of children, and the inability to link participation rates to locally-provided leisure facilities
20. The review findings will now feed into the wider review of NIs carried out by CLG. The direction of travel was probably outlined in the findings of the local incentives and empowerment project led by Sir Michael Bichard. It recommends that performance frameworks should be aligned across sectors and services to encourage greater local collaboration, and CLG should lead on reforming and where possible reducing the National Indicator Set (NIS) ahead of the next round of LAAs to support effective local prioritisation. The report finds that the indicators should be more relevant, outcome focused, cross-cutting and measurable.

Regional Culture and Sport Improvement Networks

21. Regional Culture and Sport Improvement Networks now exist in London, the East, East Midlands, South West, West Midlands, and North West. Culture London and Cultural Improvement Partnership (CIPEM) are the most developed partnerships, and the West Midlands and the East have recently secured RIEP funding to support the Network.

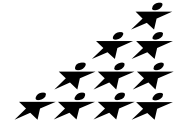


22. Building on improvement priorities developed from local authorities' engagement of the Culture and Sport Improvement Toolkit, new work strands will focus on:
 - working with Children's services
 - Heritage Change programme
 - London Events network and training
 - Marketing Culture for the Visitor economy
 - Fundraising capability
23. Current programmes include transforming London's public library service and improving access to cultural data, and facilitating self assessment and peer supported improvement.
24. In the East Midlands, CIPEM are currently funded to March 2010 (seeking funds to continue). Current projects include
 - reissuing Elected Member Briefing Packs
 - written guidance for the Cultural Sector on CAA following our CAA conference earlier in the year
 - Regional Leadership course for aspiring cultural sector senior managers
 - regional conference with an efficiencies focus on 4 November

Good practice

25. Leicester and Leicestershire are about to launch an outcomes and evidence framework for the county, districts and city to provide a shared set of data. Nottingham and Nottinghamshire have a shared framework in place operating since April 2009.
26. All five sub regions in East Midlands committed to joint use of CSIT at the sub regional level following Northamptonshire's joint CSIT pilot and joint improvement plan.
27. In the East, a number of local authorities are investigating options for shared services through a libraries "backbone" project. The Culture and Sport Network for the East are seeking support to develop the project through RIEP funding.
28. The Lancashire Chief Leisure Officers Group has led the development of a county wide improvement programme, based on a co-ordinated approach to the Culture and Sport Improvement Tool, using a peer-review model. The implementation of the programme "A Passion for Excellence in Lancashire" is just beginning, and an approach has been made to the RIEP for funding. A similar process is about to begin in Cumbria.

Health and Well Being



Physical Activity Guidelines

29. National discussions are taking place to review the current health guidelines on physical activity recommendations, after new international evidence indicated a possible variation in the message. This project is being coordinated and funded as a collaborative initiative by representatives from the Departments of Health in each of the home country Governments (England, Scotland, Wales and Northern Ireland) and the British Heart Foundation National Centre on Physical Activity and Health (BHFNC).
30. To initiate the process, small working groups have already been established involving national experts and representatives from similar international processes recently undertaken in the USA and Canada. These working groups have prepared background papers which will present suggestions for what modifications and improvements should be considered to align the UK physical activity guidelines with the current scientific evidence. The last set of guidelines in England, published by the Chief Medical Officer, was embedded within the publication of "Five times a Week", and it is timely for a review and update.

Let's Get Moving Commissioning Guidance launched

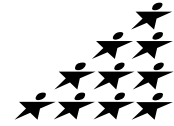
31. The new Let's Get Moving (LGM) physical activity care pathway is based on the principles of the NICE public health guidance 2006: Four Commonly Used Methods to Promote Physical Activity, which endorses the delivery of brief interventions for physical activity in primary care as both clinically and cost effective in the long term.
32. The launch of LGM provides a unique opportunity to embed the promotion of physical activity at the very core of the NHS, offering a major opportunity for health professionals to make a significant difference to the health of our nation. The Secretary of State for Health would like PCT's to consider the benefits of including physical activity in their 2010/11 commissioning proposals.

2012 Games

33. Following the agreement with LOCOG that all London councils can now refer to themselves as 'Host Boroughs' the branding agreement for use of the London 2012 logo was given to the City of London legal team in July 2009 (on behalf of all London councils). Following this initial review, negotiations have opened up with the IOC legal department about some of the conditions of use of the London 2012 logo.

Games Time training venues

34. Negotiations started in late summer / early autumn 2009 with facilities in London that LOCOG have shortlisted as suitable facilities for Games Time training



Local Government Association

venues. The contracts and funding agreements are expected to be in place by March 2010.

City Operations Group

35. A presentation was made to the London Councils 2012 Lead Officers Group by the GLA and LOCOG in September 2009. The presentation highlighted the areas of focus of the City Operations Group and the need for considerable co-operation with London LA's in order to effectively implement the programme. Communications with LA's was discussed in some detail.

TfL Clear Way workshops

36. In October 2009, TfL delivered a number of workshops for London LA's with 2012 Leads and Transport Officers to open up discussions about the requirements and constraints of the Olympic Route Network across London.

Artists Taking the Lead

37. The artists for the London regional project have now been selected from the shortlist. They are Alfie Dennen and Paula Le Dieu and their project is the 'Bus-Tops'. The *'Bus-Tops' proves that the Olympics will breathe new life into all corners of the capital, transforming the previously unloved tops of bus shelters into a London-wide digital canvas for artists'*.

London 2012 Borough Landmark pin badges

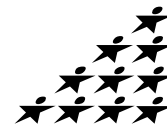
38. Voting for the Landmark pin badge competition concluded on Sunday 18th October and the results are currently embargoed and will be officially announced by LOCOG as part of a regional press announcement on 31st October to mark the 1000 day countdown to the start of the Olympic Games in 2012.

MLA update

39. London Museums Hub announced its partners for 'London: World City' project which is part of the national *Stories of the World* programme, one of the major projects of the Cultural Olympiad. Lead partners in London are: the Horniman Museum, Geffrye Museum, Museum of London & Docklands and the London Transport Museum.

London Councils update

40. David Brownlee joined the London Councils team on 1st September as Head of Culture, Sport and 2012 Legacy. David was previously at Arts Council England in various roles including Director of External Relations in the East Midlands.



Local Government Association

Prior to ACE, David was Head of Arts & Entertainment for the London Borough of Lewisham.