

## 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:

- Strategic issues
- Sport and physical activity
- 2012 Olympic & Paralympic Games
- Museums, Libraries and Archives
- Children and Young People

### Recommendations

Members are asked to note policy developments.

### Action

Secretariat / CLOA Advisory Panel as appropriate.

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## **Update on Current Issues**

### **Strategic issues**

1. CLOA and the National Culture Forum will produce a 'manifesto' in the new year and in time for the LGA/CLOA Conference at the end of March, which will stress the value of sport, arts, museums and libraries for their own sake but also demonstrate how they can and do help to achieve outcomes across most if not all corporate agendas.
2. The first such document, funded through NCF by the Improvement Partners, is nearly ready and focuses on how culture and sport help to address issues around adult social services and independent living. Papers will follow evidencing the impact on the crime agenda, health and educational attainment.
3. The Total Place agenda must take in consideration the role culture makes within our towns and cities and the economic impact of reducing funding for theatres and museums for example. The number of businesses who rely on these attractions bringing people to town centres must be better evaluated before funding decisions are made. More evidence is needed to ensure the full economic impact of any cuts in these services must be known for members to make informed decisions on priorities and impacts.
4. The economic climate remains challenging and there are concerns that in the leisure, entertainment and tourism sector 2010 will prove to be a more challenging year than was seen in 2009. Spending patterns are expected to reduce further and the cultural sector will, potentially, see severe restrictions imposed. Such a situation would best be countered by reinforcing the value of cultural services to cross-cutting priority issues such as safe and healthy communities and worklessness.

### **Sport and physical activity**

#### Active people survey and National Indicators

5. Sport England has published its Active People Survey 2008 – 09, covering the period between October 2008 and October 2009. The survey shows that an additional 115,000 people got involved in sport compared to the previous year. Headline findings are:
  - the number of men playing sport three times a week has risen by 176,000 to 4.203 million;
  - regular participation among non-white adults has increased by 98,800 to 713,800;

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- cycling and athletics have delivered a combined increase of over 240,000 weekly participants, and;
  - there is some concern around participation among disabled people and women. The number of adults with a limiting disability doing regular sport has decreased by 42,800 to 386,700 and regular participation among women has fallen by 61,000 to 2.727 million.
6. The figures cover the first six months the new four-year funding arrangements in which Sport England will invest £480 million pounds in 46 sports' national governing bodies. 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. The LGA has been developing relations with key NGBs, for example through round table meeting with partners, which Lead Members attended on 1 September 2009. Local Government and NGBs are now the two principal delivery arms for sport in England, although council funding, particularly capital spend on infrastructure, is far greater than that of other partners.
  7. Local councils, through their LAA targets linked to National Indicator 8 have signed up to deliver significant increases in participation in sport and physical activity. The cumulative impact of LAA targets, should they be met by 2011, would see increases of 950,000 people playing more sport, and around 350,000 people becoming more physically active.
  8. The Active People survey data is used to measure progress towards NI8. The DCMS, on 17 December 2009, reported on progress linked to this indicator and the other three DCMS cultural indicators<sup>1</sup> drawing on recently collected data. **Officers are still developing their analysis of this data, and will table a summary report to members at the 11 January 2010 Board meeting.**

## UK Guidelines on physical activity

9. The Department of Health (DH) has recently consulted on the UK Guidelines for the amount of physical activity needed to achieve general health benefits, which has been jointly commissioned by the four home countries.
10. The existing English Chief Medical Officer guidelines for physical activity were published in 2004 as part of the report '*At least five a week*'. Publication of new, revised physical guidelines in other developed countries, most recently in the US, has given rise to requests for a new statement by DH on the recommended dose of physical activity for general health benefits. In addition a complementary programme work is being taking forward looking at the development of guidelines for Early Years and Sedentary Behaviour.

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<sup>1</sup> These are NI 9 (Use of public libraries), NI 10 (Visits to museums and galleries) and NI 11 (Engagement in the arts).

11. The World Health Organisation is also coordinating a global process for the development of physical activity guidelines for adoption by low and middle-income countries. DH, alongside health officials from Scotland and Northern Ireland were observers at a recent event.

## **2012 Olympic and Paralympic Games**

### 2012 Branding

12. 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. A number of London Councils have now signed up for the right to use the London 2012 branding and others are in the process of agreeing the details with their legal departments.

### City Operations Group

13. 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 local authorities in order to effectively implement the programme. Communications with local authorities were discussed in some detail during this presentation and there will be a need for ongoing dialogue with all LA's over the next few months.

### UK Wide Operations

14. Operational readiness outside London will be coordinated by the Government Olympic Executive (GOE) and the first meeting of the UK Wide Operations Steering Group took place in December. The initial focus will be on the operational readiness of the nine venues outside London, but it will also coordinate the impact on localities across the UK who will host pre-games training camps and other events and celebrations. LGA officers emphasised that there are already very well established local forums which should lead local operational planning, with the GOE providing coordination on common issues and challenges, and a route into government.

### Games Time training venues

15. Negotiations started in late summer / early autumn 2009 with facilities in London that LOCOG have short listed as suitable facilities for Games Time training venues. The contracts and funding agreements are expected to be in place by March 2010.

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## TfL Clear Way workshops

16. 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. TfL are now going out to individual boroughs to discuss technical issues and considerations for LA's in relation to road use etc during Games time.

## Open Weekend

17. Following the success of the Open Weekend event that took place across London during the last weekend in July, the dates for 2010 have already been confirmed as 23 – 15 July and promoted to the LGA's 2012 networks. Open Weekend 2009 included 800 events held by around 500 organisations across the UK, including many councils. On-line registration for Open Weekend will open in February.

## Nations and Regions

18. Following a meeting between CTS Lead Members, and the London Organising Committee of the Olympic and Paralympic Games, we have agreed a number of actions to strengthen the engagement of councils with the Nations and Regions Groups (NRG). The NRG is made up of the chairs of regional partnerships that bring together representatives of bodies with an interest in legacy, including councils. Cllr Chris White represents UK local government on the overarching group, but improving the engagement of individual councils with their regional partnership is a key priority.
19. Whilst there are some regions, such as the East, which have secured excellent engagement from the councils in their region, this is not the case across all regions. In particular, we will be encouraging the regional 2012 partnerships to form stronger links with the emerging regional leaders' boards, where this is a gap. This is a priority because as we move closer to 2012, more and more opportunities will be channelled through the NRGs.

## **Museums, Libraries and Archives**

20. 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.
21. Hertfordshire is a good example of an Authority reaching out doing work outside of what some Councils would see as their focus. In addition to developing a Cultural Olympiad programme and also seeking host County and

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Borough status they have the new White Water Canoe Centre (WWCC) under construction, as well as the following initiatives:

- Business Breakfasts to get SMEs signed up for CompeteFor
- Work with hoteliers on tourism packages
- A programme to get schools signed up for Get Set (they have about the second highest sign up in numbers in the Country)
- A regeneration programme around the WWCC as there are some of the poorest wards in the County adjacent to the site.
- A community engagement programme linked to groups and parish Councils.

## New Designation Development Fund

22. The Museums, Libraries and Archives Council has launched the new Designation Development Fund, funding for Designated Collections - those recognised as being of national and international importance held in England's non-national museums, libraries and archives.
23. Through its regional teams the MLA will work with local authorities in particular to help ensure Designated Collections contribute to key agendas such as learning and skills and tourism, concentrating on the wide benefit they can bring to local communities. There is £1.5m funding from Renaissance for museums, and an additional amount for libraries and archives, which will be primarily directed towards four key areas of Designated Collections - care of collections, researching and understanding collections, making collections accessible and making collections sustainable.

## Renaissance in the Regions

24. With the latest phase of the nationally funded museum development programme well underway, Hub Museums, many of which are run by local authorities, are to be the focus of another evaluation exercise by MLA. Consultants are being commissioned to undertake three investigations to evaluate the implementation of Collections, Sustainability and Workforce Development activities at a number of the Hub Museums within the Renaissance Programme. This follows the Review of Renaissance, which was published in July and called on museums to strengthen leadership and proposed that leading museums should be recruited to head partnerships in the next phase of Renaissance – a key opportunity for the larger local authority museums services.

## New Heritage Lottery Fund £5million training grant programme

25. The Heritage Lottery Fund's new Skills for the Future programme opened to applicants on 2 December. This new £5million grant programme will deliver up to 1,000 paid training opportunities for people across the UK seeking a career in

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heritage. It will not only support traditional conservation training but also a wide variety of skills needed to engage people with heritage and utilise new media and technology. Local authorities are invited to apply.

26. There are also a number of discussions taking place with the Conservative front bench around a number of issues, two in particular of which are worth noting. The first is around Libraries and the second is about the future shape of the Lottery distributors - one suggestion in particular involves the merging of the Heritage Lottery Fund and English Heritage.

## **Children and Young People**

27. The 10 year old Healthy Schools programme has exceeded its target of getting 75% of schools to achieve Healthy School status by December 2009. The scheme teaches children about every aspect of being healthy from how you travel to school, exercise, school meals, obesity and anti-bullying. The scheme is to be widened to include closer working with local authorities, health services and the wider community opening up new opportunities for leisure and culture providers to target children and young people to promote healthier lifestyles.
28. Research surveys carried out for the NHS Teen Lifecheck have revealed that one of the major concerns for the 100,000 teenagers who completed the survey was losing weight (43%), more than significant than bullying (41%) and fitting in (32%). It is hoped that local authorities working with local PCT's and schools will respond to this by providing better targeted services for teenagers around healthy eating, exercise and sport.
29. DCSF research carried out to measure the levels of participation in organised sport among children and young people 5-19 has revealed that only 21% of 5-19 year olds take part in 3 or more hours of organised sport. 47% have done no organised sport with the problem being worse with girls, children from C2DE social groups and children who have a disability or are from a BME background. The research highlights again the importance for local authorities and their partners in using innovative and imaginative ways of targeting these groups.
30. The first ever National Year of Music which runs from September 2009 has called on local authorities and schools to get more young people involved in music. Building on schemes such as Sing Up, In Harmony and Music Partnership, the year long programme that will involve local authority arts services, schools and music organisations will encourage children and young people whatever their talent to get involved in all forms of music because of the proven positive effect it has on attainment, behaviour and self worth.
31. MLA's £300m Renaissance programme designed to transform England's regional museums – the majority of which are funded by local authorities – has reported on its impressive performance since 2006 in encouraging record numbers of children and young people to visit sites. Participation of Years 1-11

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has increased across all venues from 1.22m to 1.49m. School visits have increased from 676,580 to 900,136.

32. Strategic Commissioning has transformed the approach of children's, adult social services and health services to their delivery in the last few years and it is vital that the strategic commissioning process is understood and developed by the leisure and culture sector. MLA has produced a series of programmes designed to improve the strategic commissioning of work with children and young people in order to increase demand from schools for museum and archive education, increase the supply of museum and archive activities and widen access for teachers to museum and archive education. It includes a programme on developing workforce skills in strategic commissioning.
33. MLA, Arts Council, England and the Training and Development Agency for Schools have recently produced 'Culture for All' – a new guide for everyone involved in providing extended and cultural services for children and young people. The emphasis is on creating partnerships between schools, extended services and arts and cultural organisations in local authority areas to produce better activities for children and young people. The integrated approach highlights the continued importance and value of joined up work between leisure and culture providers at a local level.
34. Funding to create 2000 new jobs for young people in sport as part of the £1billion Future Jobs Fund has been announced recently. Skills Active will shape the qualifications, training and continuous professional development the young people will need. It will be delivered in partnership with the Youth Sport Trust, a number of national governing bodies for sport, the Princes Trust, the Dame Kelly Holmes Legacy Trust, Sport England and the county sports partnerships. The new jobs will cover areas such as coaching, leadership and sports development.
35. Encouraging teenagers to participate in leisure and cultural activities remains one of the major target group challenges for all local authorities requiring new methods and approaches that appeal to young people. Sport England and Facebook have created the first long term collaboration between Facebook and a government or public body in the UK. Facebook has created a new Sports Hub to target the 80% of young people who have a Facebook account to get involved in sport.
36. The powerful impact of professional sport in providing motivation and inspiration for young people has been well evidenced through the tremendous success of 'Playing for Success'. Premier League 4 Sport is a further scheme that uses the power and expertise of the Premier League to inspire young people to take up new sports. The project, delivered in partnership with Sport England and the Youth Sport Trust, is linking up the Premier League and local community sports clubs to:

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- attract 25,000 young people to 4 Olympic Sports – judo, badminton, table tennis and volleyball – from those who already love football
  - create 80 new sporting hub clubs
  - develop 320 satellite clubs on school sites
32. The scheme is part of the wider PE and Sport Strategy for Young People in which local authorities play such a significant role in finding new ways to help young people move from school sport to regular club participation.
33. Young people have challenged local authorities to provide them with better information about which organised activities are available for them in their locality. Research has revealed that while young people see organised activities as a good thing they are frequently held back from taking part because they do not know what is on offer to them suggesting that leisure and culture marketing needs to explore more imaginative and innovative methods of getting their message across to young people.
34. The research also reveals other factors that local authorities need to address if they are to persuade young people to take part in positive activities namely young people often see organised activities as something reserved only for very sport and talented kids, peer group pressure whereby teenagers prioritise friends and leisure time over taking part in activities and are often put off if their friends do not take part and some lack self confidence and self belief in their ability to take part.
35. A good example of a local authority website specifically targeted at young people and positive activities can be found in Leeds at [www.breezeleeds.org](http://www.breezeleeds.org)

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