

*Local Government Association*

## culture, tourism and sport board

agenda

**Thursday 27 May 2010**

**1.00pm**

Rooms 7.1 & 7.2

Local Government House

Smith Square

London SW1P 3HZ

To: Members of LGA culture, tourism and sport board

cc: Named officers for briefing purposes

[www.lga.gov.uk](http://www.lga.gov.uk)

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Local Government House, Smith Square, London SW1P 3HZ

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DO NOT STOP TO COLLECT PERSONAL BELONGINGS.

DO NOT RE-ENTER BUILDING UNTIL AUTHORISED TO DO SO.

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### Further help

Please speak either to staff at the main reception on the ground floor, if you require any further help or information. You can find the LGA website at [www.lga.gov.uk](http://www.lga.gov.uk)

**Please don't forget to sign out at reception and return your badge when you depart.**

## **Culture, Tourism and Sport Board**

Thursday 27 May 2010

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There will be a meeting of the **Culture, Tourism and Sport Board** at **13.00** on **Thursday 27 May 2010** in Rooms 7.1 & 7.2, Local Government House, LONDON.

### **Apologies**

Please notify your political group office (see contact telephone numbers below) if you are unable to attend this meeting, so that a substitute can be arranged and catering numbers adjusted, if necessary.

**Labour:** Aicha Less: 020 7664 3263 email: [aicha.less@lga.gov.uk](mailto:aicha.less@lga.gov.uk)  
**Conservative:** Angela Page: 020 7664 3264 email: [angela.page@lga.gov.uk](mailto:angela.page@lga.gov.uk)  
**Liberal Democrat:** Evelyn Mark: 020 7664 3235 email: [libdem@lga.gov.uk](mailto:libdem@lga.gov.uk)  
**Independent:** Group Office: 020 7664 3224 email: [independent.group@lga.gov.uk](mailto:independent.group@lga.gov.uk)

### **Attendance Sheet**

Please ensure that you sign the attendance register, which will be available in the meeting room. It is the only record of your presence at the meeting.

### **Location**

***A map showing Local Government House is printed on the back cover.***

### **Contact**

Paul Johnston (Tel: 020 7664 3031, e-mail: [paul.johnston@lga.gov.uk](mailto:paul.johnston@lga.gov.uk) )

**Carers' Allowance:** As part of the LGA Members' Allowances Scheme a Carer's Allowance of up to £4.93 per hour is available to cover the cost of dependants (ie. Children, elderly people or people with disabilities) incurred as a result of attending this meeting.

**Hotels:** If you wish to stay overnight in London, discounted hotel rates are available through the Local Government Travel Club (consult your own authority for information.) Alternatively, accommodation can be booked through Hotelzon, tel. 01962 844004, fax 01962 860974.





**Culture, Tourism and Sport Board**

Date: 12.05.10

**Culture, Tourism and Sport Board - Membership 2009/2010**

| <b>Councillor</b>                      | <b>Authority</b>        |
|--|-------------------------|
| <b>Conservative (7)</b>                |                         |
| Stephen Castle <b>[Deputy Chair]</b>   | Essex CC                |
| Sir William Lawrence                   | Stratford-on-Avon DC    |
| Ken Maddock                            | Mendip DC               |
| Henry Smith MP                         | West Sussex CC          |
| Trevor Thorne                          | Northumberland Council  |
| Kevin Carroll                          | Torbay Council          |
| Geoffrey Theobald                      | Brighton & Hove Council |
| <b>Substitutes:</b>                    |                         |
| Roger Begy                             | Rutland CC              |
| David Lloyd                            | Hertfordshire CC        |
| <b>Labour (3)</b>                      |                         |
| Simon Henig <b>[Acting Vice-Chair]</b> | Durham CC               |
| Bryony Rudkin                          | Ipswich BC              |
| Mark Hackett                           | Manchester City         |
| <b>Substitutes:</b>                    |                         |
| Bob Wellington                         | Torfaen CBC             |
| Catherine West                         | Islington LB            |
| <b>Liberal Democrat (3)</b>            |                         |
| Chris White <b>[Chair]</b>             | Hertfordshire CC        |
| Flick Rea                              | Camden LB               |
| John Commons                           | Manchester City         |
| <b>Substitute</b>                      |                         |
| Gary Millar                            | Liverpool City          |
| <b>Independent (1)</b>                 |                         |
| Andrew Cooper <b>[Deputy Chair]</b>    | Kirklees MBC            |
| <b>Substitute</b>                      |                         |
| Geoff Knight                           | Lancaster City          |

**14 Member Board**

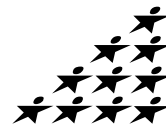


## LGA Culture, Tourism and Sport Board Attendance 2009-2010

| <b>Councillors</b>        | <b>15/09/09</b> | <b>11/11/09</b> | <b>11/01/10</b> | <b>29/03/10</b> | <b>27/05/10</b> | <b>13/07/10</b> |
|---------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| <b>Conservative Group</b> |                 |                 |                 |                 |                 |                 |
| Cllr Stephen Castle       | YES             | YES             | YES             | YES             |                 |                 |
| Sir William Lawrence      | YES             | YES             | YES             | YES             |                 |                 |
| Cllr Ken Maddock          | YES             | NO              | NO              | NO              |                 |                 |
| Henry Smith MP            | NO              | YES             | NO              | NO              |                 |                 |
| Cllr Trevor Thorne        | YES             | YES             | YES             | YES             |                 |                 |
| Cllr Kevin Carroll        | YES             | YES             | YES             | YES             |                 |                 |
| Cllr Geoffrey Theobald    | YES             | YES             | NO              | YES             |                 |                 |
|                           |                 |                 |                 |                 |                 |                 |
| <b>Labour Group</b>       |                 |                 |                 |                 |                 |                 |
| Cllr Ian Mearns           | NO              | YES             | YES             | YES             |                 |                 |
| Cllr Simon Henig          |                 |                 |                 | YES             |                 |                 |
| Cllr Bryony Rudkin        | YES             | YES             | YES             | NO              |                 |                 |
| Cllr Mark Hackett         | YES             | YES             | YES             | YES             |                 |                 |
|                           |                 |                 |                 |                 |                 |                 |
| <b>Lib Dem Group</b>      |                 |                 |                 |                 |                 |                 |
| Cllr Chris White          | YES             | YES             | NO              | YES             |                 |                 |
| Cllr Flick Rea            | YES             | YES             | YES             | NO              |                 |                 |
| Cllr John Commons         | NO              | YES             | YES             | YES             |                 |                 |
|                           |                 |                 |                 |                 |                 |                 |
| <b>Independent</b>        |                 |                 |                 |                 |                 |                 |
| Cllr Andrew Cooper        | YES             | YES             | YES             | YES             |                 |                 |
|                           |                 |                 |                 |                 |                 |                 |
| <b>Substitutes</b>        |                 |                 |                 |                 |                 |                 |
| Cllr David Lloyd          | YES             | YES             | -               | -               |                 |                 |
| Cllr Gary Millar          | YES             | -               | -               | YES             |                 |                 |







## **Agenda**

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**Culture, Tourism and Sport Board**

**Rooms 7.1 & 7.2, Local Government House (7<sup>th</sup> floor)**

**Thursday 27 May 2010, 1.00pm**

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### **For Noting**

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| <b>1. Notes of Previous Meeting</b> | <b>3</b> |
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### **For Discussion**

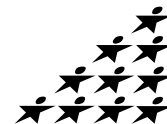
- |  |           |
|--|-----------|
| <b>2. Engaging with the new Government</b>             | <b>7</b>  |
| <b>3. Lobbying on libraries</b>                        | <b>17</b> |
| <b>4. Update on 2012 Olympic and Paralympic Legacy</b> | <b>21</b> |

### **For Information**

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| <b>5. Culture, Tourism and Sport conference programme</b>             | <b>29</b> |
| <b>6. Member feedback from outside bodies</b>                         | <b>35</b> |
| <b>7. Culture, Tourism and Sport Board - update on current issues</b> | <b>39</b> |

**Date of next meeting: Tuesday 13 July, 2pm at Local Government House**





## Notes of Decisions Taken and Action

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### Culture, Tourism and Sport Board

29 March 2010

St James' Park, Newcastle upon Tyne at 17.00

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#### Present

**Chair:** Cllr Chris White (Hertfordshire CC, Liberal Democrat Group)  
**Vice Chair:** Cllr Ian Mearns (Gateshead MBC, Labour Group)  
**Deputy Chairs:** Cllr Stephen Castle (Essex CC, Conservative Group), Cllr Andrew Cooper (Kirklees MBC, Independent Group)  
**Conservative:** Sir William Lawrence (Stratford-on-Avon DC), Cllr Trevor Thorne (Northumberland CC), Cllr Kevin Carroll (Torbay); Cllr Geoffrey Theobald (Brighton & Hove);  
**Labour:** Cllr Mark Hackett (Manchester City), Cllr Simon Henig (Durham CC)  
**Liberal Democrat:** Cllr John Commons (Manchester City), Cllr Gary Millar (Liverpool City)

**In attendance:** Richard Hunt (National Culture Forum); Nigel Lynn (CLOA); Paul Raynes, Laura Caton, Steven Skelton, Paul Johnston (LGA Group)

**Apologies:** Cllr Ken Maddock (Mendip DC); Cllr Henry Smith (West Sussex CC); Cllr Bryony Rudkin (Ipswich BC); Cllr Flick Rea (Camden LB)

#### 1. Notes of the last meeting

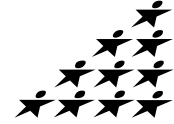
The notes of the last meeting of the Board were agreed as a correct record. Cllr Hackett updated members on his study visit, representing the Board, to All Souls Church, Bolton, to see firsthand the work of the Churches Conservation Trust.

#### 2. Improving culture, tourism and sport services in Councils

The Board received a presentation from Richard Hunt, Chair of the National Culture Forum (NCF), on the role of the NCF in improving culture, tourism and sport services in Councils, and the ways in which the LGA Group might work with the Forum.

Members agreed that the professional officer bodies represented by the NCF had a key role to play in improving cultural services, through ensuring officers were equipped with the right skills, and could ensure their services were contributing to local priority outcomes.

Members welcomed the appointment of Cllr Commons as the Board's Improvement Champion. In response to the paper, members said that a mature local cultural offer was characterised by a variety of services and events from across the sector, diverse



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in size and scale, which made clear contributions to strengthening communities and improving quality of life for people. These contributions should be acknowledged by, and embedded in, all local public services.

Members agreed that authorities that delivered cultural services well were often those with portfolio holders for culture, tourism and sport as senior Cabinet members. Political leadership was therefore equally important in promoting and supporting the local cultural offer. Some members felt that the political vision necessary to invest in and improve cultural services – such as was displayed in Gateshead – was only viable where vital, statutory services such as Social Services were seen to be delivered well first; cultural improvement should not therefore be looked at in isolation.

Members felt that the Leading Learning Programme, managed by the NCF, should also be aimed at Council officers working in other departments such as planning and licensing, to ensure that the benefits of culture were promoted as widely as possible.

Members thanked Richard for his presentation.

### **Decision**

The LGA to continue to engage with the National Culture Forum to improve culture, tourism and sport services in Councils.

### **Action**

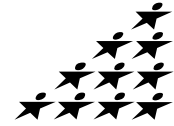
The Chair to write to DCMS suggesting that improving cultural services be a future item for discussion at the Department's Local Government Network.

Officers to support NCF engagement with the Improvement Programme Management Board and to help ensure this is sufficiently focused on the actions and needs of councils.

### **3. Libraries modernisation review**

Members noted that the Libraries modernisation review had been launched. Members said that they were disappointed about the proposed creation of a Libraries Development Agency, and expressed concern over the prospect of further regulation from central government on locally delivered libraries services.

The goal, set out in the review, of ensuring wider digital access was positive, but Members said that the scope of the review focussed too heavily on this. Councils had proven themselves capable of delivering innovative and modern library services that respond positively and flexibly to local demands – acknowledgement of this was not sufficient in the review. Members were in agreement that much within the review was a retrograde step, and that potential expansion of the MLA role should be opposed.



#### **4. Member feedback from outside bodies**

Members felt that, despite LGA communications, British Tourism Week had not been sufficiently publicised at the local level and councils had not been sufficiently considered as a target audience.

Cllr Theobald said that the issue of student visas had been discussed at the most recent British Resorts and Destinations Association meeting, and that the current student visa regime was felt to be overly restrictive. Members noted that visa restrictions were also proving detrimental to cultural events including performers from outside the European Union.

#### **Action**

Officers to raise concerns over the current visa regime with the Safer Communities Board.

#### **5. Board update on current issues**

Members noted the report.

Members welcomed the further funding for leadership and capacity building that Olympic and Paralympic Games legacy Beacon councils had received as part of the Local Leadership, Local Legacy project.

Members noted that the Culture, Media and Sport Select Committee was to publish its report on the future for local and regional media on 6 April. [This report can now be found at: <http://www.publications.parliament.uk/pa/cm/cmcmds.htm> ]

#### **Decision**

Lead Members to discuss the local authority relations with the BBC at a future meeting.

#### **6. Any other business**

Members agreed that arrangements for the 2011 Conference would be discussed at the next Lead Members' meeting.

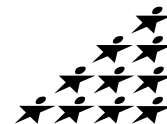
#### **Action**

Officers to ensure that the 2011 CTS Conference is arranged as an agenda item for the next Lead Members' meeting.

#### **Date of next meeting**

1.00pm, 27 May 2010, Local Government House





27 May 2010

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## **Engaging with the new government**

### **Summary**

This paper sets out available information about the new government's ministers and potential priorities in the fields of Culture, Tourism and Sport.

Officers will provide an oral update covering further developments and circulate any initial correspondence at the meeting.

### **Recommendations**

Members are asked to note the report and further updates available at the meeting, and give a steer as to LGA lobbying priorities for Culture, Tourism and Sport.

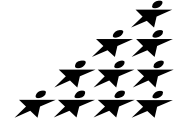
### **Action**

Officers and Lead Members to reflect the Board's steer in future lobbying work.

Contact Officer: Paul Raynes  
Phone No: 020 7664 3037  
Email: [paul.raynes@lga.gov.uk](mailto:paul.raynes@lga.gov.uk)







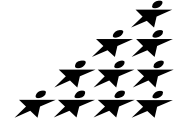
## Engaging with the new government

### Background

1. The full coalition agreement was published on 20 May, and outlined the government's priorities in 31 areas. Policies relevant to culture, tourism and sport are set out at **Annex A**. Officers will provide a further oral update on the relevant aspects of this agreement at the board meeting.
2. Responding to the publication, Cllr Margaret Eaton said, "This agreement needs to pave the way for a radical devolution of power to locally elected councils, which are close to the people they serve. They are on the side of local people and best placed to take tough decisions about vital public services that affect every family in the country...What we need now is fundamental reform of the way the public sector works to cut out middlemen who cost billions. We need to free locally-elected councils to do their job and respond to the needs of local voters."
3. The LGA Executive on 20 May agreed the headline offer to the new government set out in the note at **annex B**.

### New DCMS ministerial team

4. On Wednesday 12 May, Jeremy Hunt MP (Con) was confirmed as the Secretary of State for Culture, Olympics, Media and Sport. Subsequently, the following ministers were also announced, although the exact nature of each minister's portfolio has :
  - Ed Vaizey MP (Con) – Minister for Culture (joint with Department for Business Innovation and Skills);
  - Hugh Robertson MP (Con) – Minister for Sport and the Olympics;
  - James Penrose MP (Con) – Minister for Tourism (with responsibility for Heritage and Licensing).
5. On 12 May, Cllr Margaret Eaton wrote to the new Secretary of State to congratulate him on his appointment. Cllr Eaton raised several points, including reiterating members' opposition to a new Libraries Development Agency as suggested in the recent DCMS Modernisation Review. Cllr Chris White will also write to the DCMS ministerial team following the announcement of the full programme for the coalition government. Copies of this correspondence will be circulated to members at the meeting.



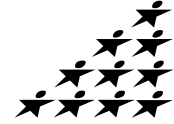
## Jeremy Hunt's priorities

6. We understand that Jeremy Hunt has adopted four personal priorities for his time as Secretary of State. In addition to the need to lead the department through a spending review and deliver a successful Olympics, there are:
  - setting up a school Olympics;
  - supporting philanthropy;
  - tourism, including 2012 tourism;
  - local media technology.
  
7. On 19 May, Jeremy Hunt MP gave a keynote speech that outlined the new government's **three principles for the arts**, that would guide its work in this area:
  - support for a mixed economy in arts, with public subsidy supporting artists to create work that attracts private investment;
  - that culture and the arts are for everyone, not just the lucky few;
  - continued support for the arms length principle, to avoid making grants to artists a political matter.
  
8. The speech outlined the following plans for **reform of the lottery funding system**; a Conservative manifesto pledge:
  - currently, 16.67% of funds go to the arts, heritage and grassroots sport, with the remaining 50% going to charities, health, education and the environment. In the future the arts, sport and heritage will again receive their original 20% share of available funds;
  - all grant giving bodies (currently 14 in total) will also have to reduce their administration costs to 5% of the budgets they distribute.
  - there will be a rise in the amount of money going to voluntary and community groups, with the Big Lottery Fund being required to focus its support exclusively on that sector.
  - an order will be laid before September 2010 to enact these reforms, which will be completed by 2012.

The speech also outlined how the government will promote and support “a deeper commitment to cultural philanthropy”, and how it seeks to increase opportunities for culture based education in schools.

9. On 18 May, Hugh Robertson MP released details of what he described as his “**three very clear priorities**” for sport and the Olympics. These were, “to do everything in my power to help win the World Cup bid; to help deliver a successful 2012 Olympics; to use the 2012 Olympics to drive a sporting legacy”.

## LGA lobbying priorities



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10. Drawing on the paper, further updates and previous discussions at the board, members are requested to comment on LGA lobbying priorities for culture, tourism and sport. In particular, members may wish to focus on:
- The contribution that the CTS sector can make to over-arching government priorities, such as reducing the public spending deficit and promoting the “big society”;
  - How the LGA can support devolution of powers and increased flexibility in the CTS sector to, and for, local councils and their residents;
  - How national and local government investment in the CTS sector can be made to work more closely together to deliver efficiency savings.

### **Financial Implications**

11. None arising from this report.

### **Implications for Wales**

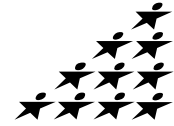
12. Support for culture, tourism and sport is a devolved matter in Wales.

Contact Officer: Paul Raynes

Phone No: 020 7664 3037

Email: [paul.raynes@lga.gov.uk](mailto:paul.raynes@lga.gov.uk)



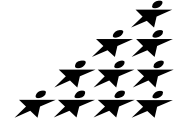


**Extracts from the full programme for coalition government relevant to the CTS board**

**CULTURE, OLYMPICS, MEDIA AND SPORT**

The Government believes that a vibrant cultural, media and sporting sector is crucial for our well-being and quality of life. We need to promote excellence in these fields, with government funding used where appropriate to encourage philanthropic and corporate investment.

- We will maintain the independence of the BBC, and give the National Audit Office full access to the BBC's accounts to ensure transparency.
- We will enable partnerships between local newspapers, radio and television stations to promote a strong and diverse local media industry.
- We will maintain free entry to national museums and galleries, and give national museums greater freedoms.
- We will work with the Scottish Government to deliver a successful Commonwealth Games in Glasgow in 2014, and ensure that the 2013 Rugby League and the 2015 Rugby Union World Cups are successful. We will strongly support the England 2018 World Cup bid.
- We will work with the Mayor of London to ensure a safe and successful Olympic and Paralympic Games in London in 2012, and urgently form plans to deliver a genuine and lasting legacy.
- We will examine the case for moving to a 'gross profits tax' system for the National Lottery, and reform the National Lottery so that more money goes into sport, the arts and heritage.
- We will stop wasteful spending by National Lottery distributors by banning lobbying activities and restricting administration costs to 5% of total income.
- We will use cash in dormant betting accounts to improve local sports facilities and support sports clubs.
- We will encourage the reform of football governance rules to support the co-operative ownership of football clubs by supporters.
- We will support the creation of an annual Olympic-style schools sport event to encourage competitive sport in schools, and we will seek to protect school playing fields.



## **Local Government Association**

- We will cut red tape to encourage the performance of more live music.
- We will introduce measures to ensure the rapid roll-out of superfast broadband across the country. We will ensure that BT and other infrastructure providers allow the use of their assets to deliver such broadband, and we will seek to introduce superfast broadband in remote areas at the same time as in more populated areas. If necessary, we will consider using the part of the TV licence fee that is supporting the digital switchover to fund broadband in areas that the market alone will not reach.

### **BUSINESS**

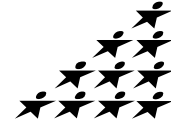
The Government believes that business is the driver of economic growth and innovation, and that we need to take urgent action to boost enterprise, support green growth and build a new and more responsible economic model.

- We will take steps to improve the competitiveness of the UK tourism industry, recognising the important part it plays in our national economy.

### **CRIME AND POLICING**

The Government believes that we need radical action to reform our criminal justice system. We need police forces that have greater freedom from Ministerial control and are better able to deal with the crime and anti-social behaviour that blights people's lives, but which are much more accountable to the public they serve.

- We will ban the sale of alcohol below cost price.
- We will review alcohol taxation and pricing to ensure it tackles binge drinking without unfairly penalising responsible drinkers, pubs and important local industries.
- We will overhaul the Licensing Act to give local authorities and the police much stronger powers to remove licences from, or refuse to grant licences to, any premises that are causing problems.
- We will allow councils and the police to shut down permanently any shop or bar found to be persistently selling alcohol to children.
- We will double the maximum fine for under-age alcohol sales to £20,000.
- We will permit local councils to charge more for late-night licences to pay for additional policing.



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## **Our Offer from Local Government**

### An Open and Comprehensive Offer from Local Government

Local government is ready to work with the new coalition government to reduce spending and reform the state. Councils are ready to strike a deal with central government which will see local government take full responsibility for delivering more with less.

### **Our Offer in Summary**

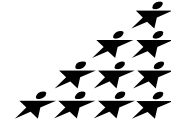
- 1. Specific measures to make efficiency savings and cut waste quickly**
- 2. Radical decentralisation for a more effective and affordable state**
- 3. Comprehensive support to councils to ensure success**

#### **Specific measures to make efficiency savings and cut waste quickly**

- We have identified £4.5bn of savings that can be made quickly by cutting central bureaucracy and quangos alongside unnecessary inspection and regulation.
- We offer to work with the Government to help secure these savings, but also to use local government expertise to identify further savings that could accrue throughout the public sector from greater devolution. A comprehensive central/local agreement could set out how these savings can be delivered.
- Alongside this we offer to lead a national productivity programme to assist local government in finding greater efficiencies, such as through workforce modernisation.

#### **Radical decentralisation for a more effective and affordable state**

- The state urgently needs to be reshaped so more can be delivered with less. The Total Place pilots have shown that much waste and unnecessary bureaucracy comes from multiple public bodies trying to achieve the same goal, leading to inefficiency and duplication without improving the lives of local people.



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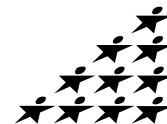
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- To put this right we need to take strong action now. The Government's commitment to a review of local government finance is a positive step and we commit to work constructively with this. However, our proposals go further and offer a fully-realised means for more fundamental change.
- We propose a radical reshaping of the state through place based area budgets. These will allow Parliament to decide how national tax revenue is spent, while ensuring that local and accountable decisions on what public services are commissioned locally, and from where, can be made. Councils will then report directly to Parliament on spending.
- We believe this reshaped state can be fully implemented over the coming Parliament and offer to work with Government to make the necessary changes, starting swiftly in the places that are most ready.

**Comprehensive support to councils to ensure success**

- We understand that the promise of a reshaped local state needs to be backed up by a pledge that councils will deliver. The LGA Group will make that pledge and commit to working with councils to this end.
- We propose a new improvement framework with streamlined departmental and inspection structures alongside stringent local self-regulation. This would include peer reviews at least every three years.
- We commit to undertaking self-regulation in the event that a council fails to perform. We accept that in some cases there may be a need for powers to be withdrawn in areas that fail to improve efficiency.





## **Lobbying on libraries**

### **Summary**

This paper supports further development of the LGA's lobbying position, following the DCMS Modernisation Review, on the future delivery and reform of library services.

### **Recommendations**

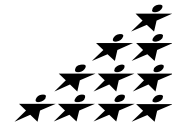
That members note the paper and provide a further steer with regard to the issues it raises.

### **Action**

Following members' comments, officers to reflect the board's position in on-going lobbying efforts.

Contact Officer: Steve Skelton  
Phone No: 020 7664 3074  
Email: [steven.skelton@lga.gov.uk](mailto:steven.skelton@lga.gov.uk)





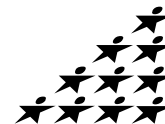
## **Lobbying on libraries**

### **Background**

1. At its meeting on 29 March, the Board discussed the DCMS Libraries Modernisation Review, which had been published on 22 March.
2. Members were disappointed with the proposed creation of a Libraries Development Agency, and expressed concern over the prospect of further regulation from central government on locally delivered libraries services.
3. Members felt that the goal, set out in the review, of ensuring wider digital access was positive, but that the scope of the review focussed too heavily on this. Councils had proven themselves capable of delivering innovative and modern library services that respond positively and flexibly to local demands – acknowledgement of this was not sufficient in the review.
4. Members were in agreement that much within the review was a retrograde step, and that potential expansion of the MLA role should be opposed.

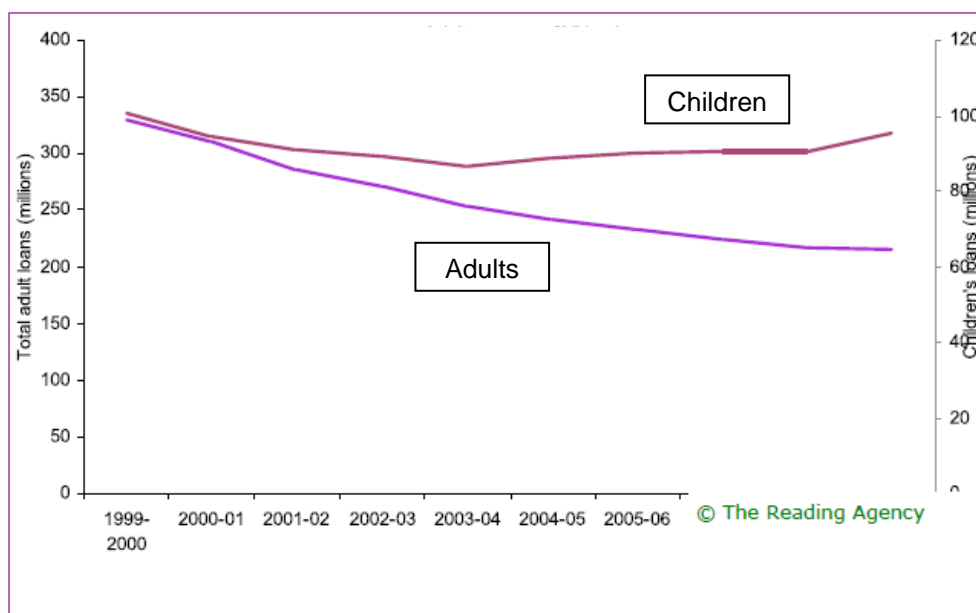
### **Recent data releases**

5. On 12 May, the Chartered Institute of Public Finance Accountants released its public library statistics for 2008-09. These show that, in 2008-09, English Library Authorities revenue spend (excluding capital charges) on the library service was approximately £0.9 billion (down from £1.154 billion in 2007-08), of which an average 55% was spent on staff costs. The equivalent figures in Wales, which has the same statutory framework for libraries as England, were £50 million in 2007-08, down 6%, to £47 million, in 2008-09. Of this, an average 54% was spent on staff costs.
6. The CIPFA data also shows that visits to libraries in England are down by 1.4%, from 280 million in 2007-08 to 276 million in 2008-09. Visits to libraries in Wales are also down slightly, from 14 million in 2007-08 to 13.5 million in 2008-09.
7. Also on 12 May, the Reading Agency (a charity funded by the MLA and Arts Council to encourage more people to read more) issued a press release that “hail[ed] the success of libraries’ modernisation effort”. The release noted that overall book lending in UK libraries had increased for the first time in ten years, although an increase of 5% in lending to children masked a 1.8% fall in lending to adults (see figure 1). In total there were 310,776,757 loans made in 2008-09, up from 307,571,000, although members should note that this was the national



year of reading, and many additional campaigns were run to encourage children to read.

Figure 1 – Book loans to children and adults in UK libraries (2008-09)<sup>1</sup>



## Next Steps

- Members are asked to comment on the future direction of the LGA's lobbying position and provide a further steer with regard to the future delivery and reform of library services.

## Financial Implications

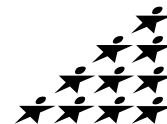
- None arising from this report. Several recommendations in the DCMS review, such as banning councils from charging for internet access, could have a significant impact on local authority finances.

## Implications for Wales

- The provision of libraries in Wales is a devolved matter, although it is governed by the same statutory framework as English libraries, the 1964 Public Libraries Act. Data relevant to Welsh libraries is presented at paragraphs 5 and 6.

Contact Officer: Steve Skelton  
Phone No: 020 7664 3074  
Email: [steven.skelton@lga.gov.uk](mailto:steven.skelton@lga.gov.uk)

<sup>1</sup> Taken from Reading Agency statistical release, 12 May 2010. Data prepared by LISU (Loughborough University). Available online @ [http://www.readingagency.org.uk/media/press-releases/The%20Reading%20Agency\\_LISU%20charts.pdf](http://www.readingagency.org.uk/media/press-releases/The%20Reading%20Agency_LISU%20charts.pdf)



27 May 2010

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## **Update on 2012 Olympic and Paralympic Legacy**

### **Summary**

This paper updates members on:

- 1) The Local Leadership, Local Legacy Programme; in particular the role of the CTS Board;
- 2) Consultation on the LGA's sports legacy document, *Putting the People back into Participation*, and next steps.

### **Recommendations**

In relation to the **Local Legacy, Local Legacy Programme**, officers recommend that:

- Cllr Chris White represents the CTS Board on the Member Steering Group;
- Short exception reports should be included in the CTS Board update papers;
- The four Beacons should copy the monthly progress updates for Ministers to Cllr Chris White;
- The CTS Board might also like to consider inviting the four Beacons to present on the programme, perhaps in the Autumn once the programme has been up and running for a few months.

In relation to the **LGA's Sport Legacy Strategy**, officers recommend:

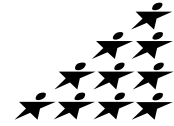
- Members to note the update on consultation responses and next steps.

### **Action**

Officers to take forward any agreed actions.

Contact Officer: Laura Caton  
Phone No: 020 7664 3154  
Email: [laura.caton@lga.gov.uk](mailto:laura.caton@lga.gov.uk)





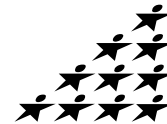
## **Local leadership, local legacy programme**

### **Background**

1. The 2012 Games present a massive opportunity to inspire and catalyse change in communities across the whole country. Whilst a growing number of councils are grasping the potential of the wider benefits from the Games – from increased participation in sport, volunteering and culture, to boosting tourism and the local economy, and reaching out to young people - this is not the case everywhere.
2. We are now only two years from the Games. We want to do all we can to encourage even more councils to focus their efforts on the massive positive potential of the Games, however far from London or a Games-time venue they may be.
3. To do this, our experience of working with councils shows that we need to strengthen local political leadership on this agenda, to help and support elected councillors to unblock problems, make linkages and build strong partnerships across the private, public and voluntary and community sectors that can deliver and sustain a lasting positive legacy from the 2012 Games.

### About the Local Leadership, Local Legacy Programme

4. Strengthening local political leadership is at the heart of the new year-long Local Leadership, Local Legacy programme (LLLLP). The LGA Group supported four councils (Kent, Essex, Hackney and Dorset), who had been awarded Beacon status in the Olympic and Paralympic theme in 2009/10, to secure £350,000 of new funds from the “healthy communities” theme of the CLG Beacon transition fund. This one-off fund was established to take Beacon learning to the next level in preparation for its successor programme, the Local Innovation Awards.
5. The aim of the LLLLP is to use councillor champions from the four Beacon councils to galvanise, challenge, support and focus councillors from areas with poor health outcomes on how to use the 2012 Games to improve the health outcomes of their residents.
6. The programme will achieve this by delivering the following elements:
  - A programme of elected member peer mentoring; coaching and twinning that will challenge and support those authorities with the worst health inequalities and support them to develop their own 2012 inspired health programmes, which will utilise community sport as a delivery tool. This service will be available to a limited number of targeted authorities with the learning widely shared;



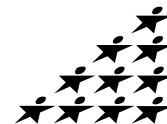
## *Local Government Association*

- An online 'Legacy Index' which will show authorities how the Games will contribute to their health agenda using real case studies as inspiration to activity, as well as providing a score through which councils can track their progress. This tool will be available to all authorities.
7. The four beacons are currently developing a detailed delivery plan with objectives, milestones and budget allocations, supported by Martyn Allison from the IDeA who is the project sponsor. The delivery plan will be shared at the CTS Board for Members' comments.

### Proposed Governance Arrangements

8. Achieving the CLG Beacon transition fund is a great achievement for the four Beacon councils and the LGA Group and is a high-profile opportunity to make a measurable difference on 2012 legacy. This means that strong governance arrangements need to be in place to ensure that the programme achieves its objectives and has strong political buy-in from the four Beacons.
9. To do this the four Beacons propose setting up a small Member Steering Group, comprising of one councillor from each of the councils, to ensure political buy-in and provide high-level oversight and direction to the programme, which will determine the focus of the programme and the work of officers.
10. The programme is ultimately accountable to the Local Innovation Advisory Panel, and the four Beacons are required to submit monthly update reports, which will also be shared with Ministers and the LGA Improvement Board.
11. The confirmation letter from Dame Denise Platt, Chair of the Independent Advisory Panel for the Local Innovation Awards Scheme (**appendix 1**), also states that the programme should connect to the relevant LGA policy Board – Culture, Tourism and Sport in this case. This is important because the Board can provide high-level political support and challenge, drawing upon its experience of this agenda, and help to increase the reach of the programme by aligning the LLLP with other relevant projects, especially the Local Connectivity Working Group, the LGA's sports legacy strategy and the LGA's 2012 councillor network.
12. Lead Members have had an initial discussion about the relationship between the LLLP and the CTS Board and it is proposed that:
- Cllr Chris White represents the CTS Board on the Member Steering Group, providing advice and constructive challenge. This also gives the Board a mechanism by which to raise any areas of concern with the progress of the project;





## **Local Government Association**

- Short exception reports to be included in the CTS Board update papers, focusing on progress towards the achievement of the programme's objectives, highlighting successes or areas of concern as appropriate;
- The four Beacons should copy the monthly progress updates for Ministers to Cllr Chris White;
- The CTS Board might also like to consider inviting the four Beacons to present on the programme, perhaps in the Autumn once the programme has been up and running for a few months.

### Next Steps

13. The key next steps for the programme are:

**May** – Complete delivery plan, share with CTS Board and Local Innovation Advisory Panel

**June** – Recruit project manager to manage the programme

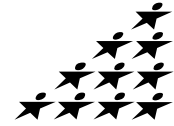
**End of June** – First meeting of the Member Steering Group

### Links to the Local Connectivity Working Group (LCWG)

14. The LCWG, chaired by Cllr Stephen Castle, has been set up by the DCMS Sports Legacy Steering Group Board, one of four legacy boards that equate to the four 2012 legacy themes.
15. The Group brings together organisations such as Sport England, the Youth Sport Trust, CCPR and CSPN, to help make existing structures work as efficiently as possible at the local and national level in pursuit of a community sport legacy from the 2012 Games. One of their priorities is strengthening leadership and advocacy for sport within local authorities, NGBs and sports clubs, and within this they have highlighted the importance of inspiring local authority leaders to support and invest in community sport. There is clear potential for joining-up with the LLLP and members of the LCWG have agreed to contribute towards the development of the programme and the dissemination of the learning. LGA officers are in the process of contacting LCWG members to confirm the detail of this.

### **Update on LGA sports legacy strategy**

16. The LGA has completed consultation on the draft sports legacy strategy, *Putting the People back into Participation*, which highlights the vital role of councils in using the 2012 Games to inspire a step-change in participation in informal sport, and previews the Local Leadership, Local Legacy Programme, as one way we will deliver this.



**Local Government Association**

17. The consultation draft was discussed by delegates at the LGA / CLOA Culture, Tourism and Sport Conference in March and was available on the LGA website. Responses were received from councils and organisations including Sport England, LOCOG and CCPR. The comments were overwhelmingly positive and suggest strong support for a “whole team” approach. Suggested changes were mainly to do with presenting a fuller picture of the sport landscape, such as recognising that councils have a role to play in supporting talented athletes, and National Governing Bodies have a role in supporting grassroots sport. LGA officers are happy to supply Members with detail about the individual comments upon request.
18. A revised version of the strategy was considered by Lead Members but it was felt prudent to re-visit the document in a few weeks in the context of the new government. We therefore expect to publish the strategy end of June / early July.

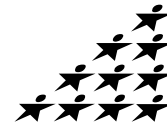
### **Financial Implications**

19. None. CLG is providing funding for LLLP.

### **Implications for Wales**

20. The LLLP will be available to councils in England and Wales.

Contact Officer: Laura Caton  
Phone No: 020 7664 3154  
Email: [laura.caton@lga.gov.uk](mailto:laura.caton@lga.gov.uk)



**Local Government Association**

**Appendix 1** – Letter from Dame Denise Platt, Chair Independent Advisory Panel for the Local Innovation Awards Scheme

Our ref:

29 March 2010

**Dominic Collins**

Partnerships Manager  
Essex County Council

Dear Dominic Collins

**Transition Fund  
Essex County Council: Local  
Leadership, Local legacy**

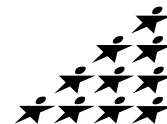
As Chair of the Independent Advisory  
Panel for the Local Innovation Awards  
and the Transition Fund Programme

Board, I would like to offer my congratulations to you and all your project partners on the well-deserved success of your business case. Now that the decisions on funding have been made our role is work with you on the development and implementation of your project to ensure that the innovation and learning is mainstreamed.

The Board was happy to recommend the project for full funding on the basis that the innovation comes through its opportunism in helping councils make the most of the 2012 Olympics, particularly in giving peer support, benchmarking and help to non-London and SE councils. Without this kind of help many councils could miss this opportunity to exploit the games to address health inequalities –a top priority area for central and local government. We were particularly interested in the peer twinning approach as this kind of intensive support could be a good model for knowledge transfer more generally.

However, there were also a number of points that the Board flagged with Ministers as issues that we would expect to see addressed in the design and delivery of your project. These were as follows:

1. There should be an explicit focus on the paralympic legacy and the benefits of this project for the disabled community.
2. The most interesting and unique aspect of the project was the notion of peer twinning and this needs to be developed further. There will need to be close quality control on the peers who will need to be both credible and exceptional.
3. Clarification of the 'more for less outcomes' is needed. It seems that the efficiency savings come from giving others a short cut to doing something different and the opportunity cost if councils don't move quickly and lose out.
4. Clarification is needed of the purpose and outcomes of joint one-day event/s with the Achieving Marmot proposal.



**Local Government Association**

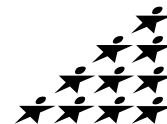
We realise that you had very little time to pull together the initial brief business case so I hope you and your partners find these points helpful in developing your project. I would be grateful if you could address these issues in your project plan and share this with us by 14 May.

In terms of our ongoing involvement in the project we expect to receive brief monthly updates from you on your progress that we can pass on to Ministers, the LGA Improvement Board and the Local Innovation Advisory Panel. We also intend to connect your work with the wider sector improvement activity by passing information on to the relevant LGA Board, the Chief Executive's Task Group and the RIEP Member Forum. This will have more impact if you are able to attend meetings and present your findings in person. I therefore hope the project team will be able to commit to giving two such presentations over the course of this year.

Finally I'm grateful to the IDeA for agreeing to support the project team and act as your first point of contact. Martyn Allison is your designated lead. Should you have any queries his contact details are as follows: [martyn.allison@idea.gov.uk](mailto:martyn.allison@idea.gov.uk).

Yours sincerely

**Dame Denise Platt**  
**Chair, Independent Advisory Panel for the**  
**Local Innovation Awards Scheme**



## **Culture, Tourism and Sport conference programme**

### **Summary**

This paper presents feedback from the recent annual residential conference in Gateshead and also updates members on the current planned culture, tourism and sport conferences across 2010-11.

### **Recommendations**

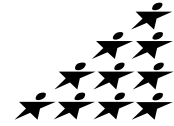
Members are asked to note the report.

### **Action**

None arising from this report.

Contact Officer: Steve Skelton  
Phone No: 020 7664 3074  
Email: [steven.skelton@lga.gov.uk](mailto:steven.skelton@lga.gov.uk)





## **Culture, Tourism and Sport conference programme**

### **Annual Conference, Gateshead 2010**

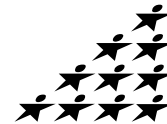
1. The 2010 annual Culture, Tourism and Sport conference in Gateshead was attended by 151 delegates. Overall numbers were down from a previous record high of 257 in 2009. This is likely to be largely due the increasingly limited budgets available to local authorities. This is borne out by delegates' indications of what influenced their decision to attend the conference: 80% of respondents mentioned cost, 70% mentioned content, 60% location and 40% the date of the conference.
2. We had a response rate to our delegate satisfaction survey of 33%. 60% of delegates were "totally" or "fairly" satisfied, 30% indicated that they were dissatisfied and 10% were neither satisfied not dissatisfied. Some of the negative feedback received related to the timing of sessions, the nature of the event being "too political", and a desire for more practical case studies. This feedback perhaps reflects the fact that 70% of the delegates were officers. The study tours and speakers Patrick McGuinness and Chris Holmes were rated most highly.

### **Annual Conference 2011**

3. We have looked at a number of potential venues for next year and Rebecca Rossini, LGA Group Events Manager, will present the outcome of that assessment of the meeting.

### **One day conference programme**

4. In addition to the residential conference, the LGA are planning the following one-day Culture, Tourism and Sport conferences:
  - 19 July 2010 – *What's New in Heritage: developments and challenges for the local historic environment* (joint with English Heritage). The programme for this conference is attached at **Annex A**;
  - 20 October 2010 – LGA Group licensing conference;
  - Nov-Dec 2011 – Libraries conference (tbc)
  - January 2011 – Olympics conference;



*Local Government Association*

## **Financial Implications**

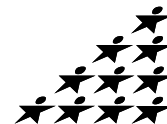
5. The financial implications of the conferences described in this paper are in line with existing LGA financial plans for conference and events.

## **Implications for Wales**

6. None specific to Welsh authorities.

Contact Officer: Steve Skelton  
Phone No: 020 7664 3074  
Email: [steven.skelton@lga.gov.uk](mailto:steven.skelton@lga.gov.uk)





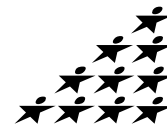
**the morning programme**

|               |   |
|---------------|---|
| 09.30–10.30   | Registration and refreshments   |
| 10.30–10.45   | Chair's welcome and introduction of LGA Group's perspective on working together with English Heritage<br><i>Cllr Chris White, Chair, LGA Culture, Tourism and Sport Board</i> |
| 10.45–11.05   | Ministerial address – the government's vision for heritage<br><i>Minister for Culture, Tourism and Sport to be confirmed</i>  |
| 11.05–11.20   | Keynote address<br><i>Baroness Andrews, Chair, English Heritage</i>   |
| 11.20–11.30   | Questions and discussion  |
| 11:30 – 11:50 | World heritage site and the cultural Olympiad<br><i>Speaker to be confirmed</i>   |
| 11:50 – 12:05 | Refreshment break   |
| 12.05 – 12.30 | The new Planning Policy Statement: principles and practice<br><i>Duncan McCallum, National Advice Director, English Heritage</i>  |
| 12:30 – 12:45 | Questions and discussion  |
| 12.45–1.30    | Lunch and networking  |

**the afternoon programme**

|           |  |
|-----------|--|
| 1.30–1.45 | <i>Speaker to be confirmed</i>   |
| 1.45–2.30 | <b>Heritage assets and community use</b><br>Raising funding for Heritage sites – a Heritage Lottery Fund perspective<br><i>Ian Morrison, Head of Historic Environment Conservation, Heritage Lottery Fund</i><br>Heritage assets and community use<br><i>Speaker to be confirmed</i><br>Transferring LA assets – benefits to communities<br><i>Speaker to be confirmed</i>   |
| 2.30–2.45 | Questions and discussion   |
| 2.45–4.00 | <b>Workshop Sessions</b><br>Sessions focusing on the different experiences and approaches being taken and the successes, challenges and failures of these models.<br>W1. Local Heritage Assets - sharing best practices<br><i>Jayne Pilkington, Senior Conservation Officer, Historic Environment Team, Dudley Metropolitan Borough Council</i><br>W2. Heritage tourism<br><i>Facilitator to be confirmed</i><br>W3. Policing the past, protecting the future – the role of local authorities in tackling heritage crime<br><i>Chief Inspector Mark Harrison, Policing Advisor, Heritage Crime Initiative, English Heritage</i><br>W4. Efficiency and capacity issues – achieving more for less?<br><i>Dave Batchelor, Head of Local Authority Liaison, English Heritage</i><br><i>Martyn Allison, National Advisor, Culture and Sport, IDeA</i> |
| 4.00      | Conference close   |





27 May 2010

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## **Member feedback from outside bodies**

### **Summary**

This paper provides members with the opportunity to **feedback** on recent meetings of outside bodies at which they have represented the Board.

### **Recommendations**

Members on outside bodies are invited to feedback the outcomes of recent meetings they have attended.

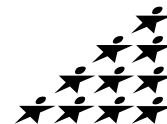
### **Action**

Subject to comments from the Board, officers to take forward any suggested actions.

Contact Officer: Paul Johnston

Phone No: 020 7664 3031 Email: [paul.johnston@lga.gov.uk](mailto:paul.johnston@lga.gov.uk)





## Recent and future meetings of outside bodies – for member feedback

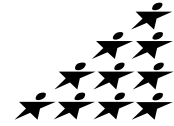
### Recent

| <b>Title</b>   | <b>Date</b>  | <b>Attendees</b>    |
|--|--------------|---------------------|
| LGA meeting with VisitEngland                                | 1 April 2010 | Cllr Chris White    |
| LGA meeting with Arts Council England                        | 1 April 2010 | Cllr Chris White    |
| LGA meeting with LOCOG's Head of HR and Head of Volunteering | 7 May 2010   | Cllr Stephen Castle |
| Local Connectivity Working Group                             | 12 May 2010  | Cllr Stephen Castle |
| Tourism Alliance   | 17 May 2010  | Cllr Kevin Carroll  |

### Forthcoming

| <b>Title</b>   | <b>Date</b>  | <b>Attendees</b>                         |
|--|--------------|--|
| 2012 Social Legacy Board   | 15 June 2010 | Cllr Chris White                         |
| Nations & Regions Member Meeting   | 25 June 2010 | Cllr Chris White and Cllr Stephen Castle |
| <b>Please notify Paul Johnston (<a href="mailto:paul.johnston@lga.gov.uk">paul.johnston@lga.gov.uk</a>) of any events/meetings that have not been included</b> |              |  |





27 May 2010

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## **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:

- Improvement
- Regeneration & Economic Development
- Tourism
- Sport and physical activity
- 2012 Games
- Museums and Heritage
- Archives
- Regulatory services

### **Recommendations**

Members are asked to note policy developments.

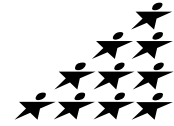
### **Action**

Secretariat / CLOA Advisory Panel as appropriate.

Contact Officer: Steven Skelton  
Phone No: 020 7664 3074  
Email: [steven.skelton@lga.gov.uk](mailto:steven.skelton@lga.gov.uk)



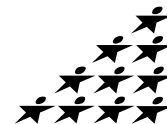




## **Update on Current Issues**

### **Improvement**

1. Implementation of *A Passion for Excellence* has become increasingly important and relevant to local authorities as the squeeze on public finances begins to unfold. Local authorities are actively seeking ways of delivering more for less, and culture and sport has to demonstrate its part in improving the quality, effectiveness and efficiency of the services in delivering local outcomes.
2. The DCMS/IDeA funded national programme last year focussed on:
  - A targeted programme of support to 16 Councils with culture and sport improvement targets in their LAA.
  - Two member leadership academies
  - Support to the NCF Leading Learning programme
  - The development of advice and guidance on strategic commissioning supplemented by additional funding from Arts Council & MLA to research the commissioning of cultural services to support better outcomes for children and young people
  - The development of a sector wide approach to outcome measuring (over two years)
  - An evaluation of culture and sports position within the first CAA
  - Communication with councils through IDeA Knowledge and “Make a difference” newsletters and participation in events
  - Tailored support to individual councils
3. A DCMS commissioned evaluation of the impact of the culture and sport improvement strategy concluded that real progress had been made, although the level of progress varies across areas and different services. Over two thirds of respondents felt that the strategy was valuable in influencing improved practice in their area and it has been a useful prompt to address performance issues. There are generally high levels of use and satisfaction with the tools and support provided through the culture and sport improvement project.
4. The evaluation identified clear areas for further improvement including better communication, improved local leadership and greater visibility and consistency of NDPBs at the local level.
5. The DCMS Project Management Board and the National Culture Forum led a workshop at the LGA/CLOA Culture, Tourism and Sport Conference on 31 March 2010, where delegates were able to feed in ideas to develop sector skills. This will be now be taken forward by professional bodies through the National Culture Forum, with challenge and support from PMB partners.



IDeA “Understanding commissioning: a practical guide for the culture and sport sector”

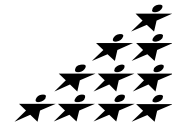
6. The IDeA has published a new guide designed to help people in the culture and sport sector understand the process of strategic commissioning in public services and how to engage in it to produce better outcomes for communities. The document is designed to help those working in the sector to:
  - influence and engage in strategic commissioning corporately and within the local strategic partnership where culture and sport has a significant contribution to make;
  - commission culture and sport services to deliver these outcomes at the operational level.
7. It aims to provide culture and sport organisations with greater understanding of strategic commissioning, the opportunities and challenges, and some tools to operate more effectively in the context of modern public service delivery.

The guide is available via the IDeA website:

<http://www.idea.gov.uk/idk/core/page.do?pagelId=19049492>

Cultural Improvement Networks

8. Culture and sport improvement networks are now well established in London, the East Midlands, the East of England and the West Midlands. In each of these regions, they are driving forward improvement in local government including supporting self assessment, groundbreaking efficiencies projects, Member development, regular programmes of conferences on hot topics such as strategic commissioning and CAA, support on Local Area Agreements and new cross-authority performance management frameworks to better demonstrate the impact of sport and culture.
9. Culture First (East) are hosting an event, “Putting People First” supported by the NCF and Improvement East on **5 July 2010** bringing together adult social care commissioners, managers and senior practitioners with heads of culture and sport and providers to consider the challenges, make the connections and develop solutions within the framework of transforming adult social care.
10. The improvement partnerships play a key role in delivering 'A Passion for Excellence' and work closely with the IDeA, the Regional Improvement and Efficiency Partnerships (RIEPs) and the DCMS agencies at a regional level. They are mainly funded through the RIEPs in London, the East of England, West Midlands and the East Midlands with support from the local authorities and the regional cultural agencies. This support and collaboration has been essential in helping to maximise impact. The networks are making a big difference in their regions but are fully aware that there is not full coverage across the UK – more capacity is needed from local government, RIEPs and



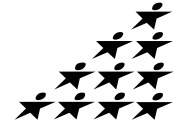
other partners to address the improvement and efficiency agenda in other regions.

### NCF Leading Learning programme

11. 29 participants completed the first programme and 32 participants are taking part in the second programme of this highly rated leadership programme. Recruitment for the third cohort is underway, and more information is available via: [www.ncf-leadinglearning.org/](http://www.ncf-leadinglearning.org/)

### **Regeneration & Economic Development**

12. Two documents have recently been published relating to the seaside economy, namely the Strategy for Seaside Success, published by the Department for Communities and Local Government in late March 2010, and the Coastal Regeneration in English Resorts Handbooks, published in February 2010 by the Coastal Communities Alliance. The Chief Leisure Officers Association (CLOA) has expressed its views on the documents, which are summarised below.
13. The two reports appear to contradict each other to varying degrees, and in some part suggest that the economy of seaside towns were in a lot of cases, thriving. It is noted that the foreword of the CLG strategy states that *“Seaside towns like Scarborough, St Ives, Weymouth and Torbay are some of the most thriving and vibrant towns in the whole country, with strong local leadership, dynamic businesses, and distinct attributes – whether food, entertainment, sport, the arts or the natural environment. They are no longer dependent on the unreliable weather, but attract visitors all year round.”*
14. This, in CLOA’s view, does not match the reality, or mirror what was set out in CLOA’s recent tourism strategy published in September 2009, which noted that *“The English Riviera (Torbay) faces a challenging future. For the past two decades the destination has experienced a gradual but persistent decline in the value and volume of tourism. From 2005 to 2007 staying domestic visitor numbers reduced a further 22% and average durations reduced to 4 nights. The only areas of growth relate to the numbers of day visitors.”*
15. CLOA feels that there is clearly a difference between what the last government perceived as ‘thriving’ and the reality of living within the economy in seaside towns. The seasons are getting shorter, with little growth in the off season periods, or little or no prospect of significant inward investment in most seaside resorts. Not all coastal resorts are fortunate enough to have the added support of paternalists, celebrity chefs and national art galleries to support their tourism sector. The key growth areas in tourism are the cities, who traditionally have a higher level of cultural offer, and have better and larger retail sectors than the traditional seaside destinations.



## **Local Government Association**

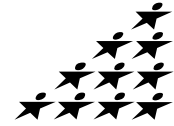
16. The social issues affecting seaside towns are also critical to their success. The Strategy for Seaside Success concluded that “*taking into account of a range of socio-economic indicators, larger seaside towns, are on average, more disadvantaged than England as a whole. Worklessness among seaside town residents remain a particular challenge.*” There is, on average a higher proportion of people on incapacity benefit in seaside towns, which could be in partly attributed to the higher level of aging population who reside in these locations.
17. CLOA is doubtful about whether the authors have talked to any of the officers and members who represent these seaside towns. The real concern is that confusing messages and poorly used statistics are being relayed, which could wrongly inform future funding allocations. With a new Government in place, the sector need to make sure that Ministers are fully briefed to the actual state of our seaside towns – facilitated by, first and foremost, talking to those in a position to understand each seaside destinations.
18. Regional Development Agencies have been complemented on championing the plight of the seaside resorts in these documents – although there is clearly a north – south divide in the level of support offered. For example, Yorkshire was given £30m in 2009 to improve their competitiveness in attracting visitors compared to £1.5m invested in the south west.

### **Tourism**

19. Visit England has recently published domestic tourism figures for 2009, which show some very interesting results. Though there are few surprises in the rise in domestic holidaymaking, at least partly due of course to the increased ‘staycation’ trend, and in the slight decrease in business spend, there are some results of real note to local authorities.
  - The increase in expenditure in 2009 almost totally accrued to seaside and rural areas
  - Self-catering is doing very well while serviced accommodation is struggling;
  - London and the North East struggled while the South West, South East and Yorkshire did well;
  - The increase in expenditure came from the C1 (lower middle class) and D/E (unskilled worker) socio-economic groups;
  - Domestic holidays of 4+ days grew at much the same pace as short breaks.

### **Sport and Physical Activity**

#### DCMS Free Swims for Under 16s



## *Local Government Association*

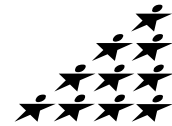
20. Funding for the free swimming programme is currently due to end in 10 months. Many authorities not being able to continue with the initiative without a continuation of central government funding. However, as Members are aware, the evidence on how much this initiative has cost per additional swim casts doubts on whether it represents good value for money.

### CCPR facilities inquiry

21. The Central Council of Physical Recreation has recently concluded its inquiry into the quality, affordability and sustainability of the UK's community sporting facilities, with the final report launched on 18 May. Cllr White represented the Board in making oral representations to the inquiry, and the LGA also submitted a written submission for the inquiry panel's consideration (**annexed** to this report).
22. The conclusions presented by the inquiry are as follows:
- Local Authorities must not be afraid to rationalise facilities where they are no longer fit for purpose or located in the wrong place;
  - Schools must be obliged to open their premises for out of hours sporting usage;
  - Greater research is required to understand the current location, condition and usage of facilities
  - All new facilities, whether on school or community sites, must include social space for players, spectators and others
  - Voluntary and community groups must be more fully involved in facility preparation;
  - Freely available outdoor space must appear more accessible;
  - Access to, and maintenance of, waterways must be improved.
23. The LGA agrees with the general analysis presented in the report, in particular the need for councils to continue to rationalise existing local authority facilities where this will deliver improvements and efficiency savings, and the need to deliver greater community access to school facilities both for sport and other cultural activities. Councils will oppose any suggestion at recommendation 3 to impose new data reporting burdens on councils, although individual councils will want to work with PCTs, CSPs and the private sector role to broker and collate this information locally. The report can be found at <http://www.ccpr.org.uk/>

### Local Connectivity Working Group

24. The Local Connectivity Working Group has been set up by the DCMS Sports Legacy Steering Group Board, one of four legacy boards that equate to the four 2012 legacy themes. The Group is chaired by Cllr Stephen Castle.
25. The Group has agreed that the key issues facing it are:

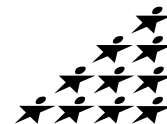


- facilitating better communication between national governing bodies and local authorities;
  - strengthening leadership and advocacy for sport within local authorities, NGBs and sports clubs; and
  - [developing a] wider articulation of sport's contribution to policy agendas to secure support and investment from non-sport funders.
  - focusing on the drivers of a sustainable community sport model, whereby individuals and local communities [take] ownership of their own participation.
26. The Group last met on 12 May, and agreed a number of actions. One of the key aspirations is that the Group add significant value to the Local Leadership, Local Legacy programme by contributing towards the development of the 2012 Legacy Index and peer to peer mentoring, and helping to disseminate and build support for the messages and outputs it produces. The group has also agreed to develop a “whole team” communications plan that will work up shared advocacy messages on community sport that members can use and disseminate as appropriate. This will help to improve communication from and between all partners which is essential to help inspire local leaders to invest in community sport. Further to this, the Group has contributed towards the consultation on the LGA's sports legacy plan, *Putting the People back into Participation*, helping to shape the whole team approach to local sports legacy that is at the heart of the plan that will be part of the local government offer to the new national government.
27. The Group has also commissioned CCPR to develop practical proposals to Challenge and support NGBs and clubs to create an attractive and sustainable offering to potential participants, and has commissioned the CSP Network to develop options looking at reinvigorating local networks driven through bottom-up community sports activism to sustain this offering

#### National Skills Academy for Sport and Active Leisure

28. At the recent SPORTA AGM, leisure trusts voted unanimously to support the National Skills Academy Employer Protocol. Sporta, which represents 109 social enterprises within the UK, formally agreed to encourage all its members to adopt the employer protocol, which aims to broaden and enhance the quality of staff training and to simplify the leisure industry's qualification structure.
29. More specifically, the Protocol commits the industry leaders to work together through SkillsActive to create and use a single skills training and qualification framework and to only source training that has been assessed and approved by the National Skills Academy.

#### Quality Standards for Positive Activities



## **Local Government Association**

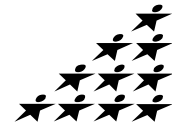
30. The most recent update on: Aiming High for Young People - 10 year Strategy, develops Positive Activities for young people that build on three things:
- Somewhere to Go
  - Something to Do
  - Get Involved.
31. It is the Local authorities' responsibility to map and publicise that offer to young people no matter who provides it. This led to the first Census date for collection of information in February 2010. The next proposed Census (July 2010) will have, in addition to on numbers of sessions, where, when and by whom they are delivered, will now have a specific focus on Friday and Saturday evenings and attendance levels.
32. All local authorities have received letters informing of the data collection requirement and to publicise the Youth Offer in the local area - whoever delivers it and however it is delivered - and be responsible for monitoring and reporting on that. The challenge being that this not only covers positive activities delivered by all council departments but also the private, voluntary and community sector

### Health and Wellbeing

33. 2010 is the year of Health and Wellbeing which aims to raise the importance of good health and wellbeing for everyone - with implications for public bodies, businesses, communities and individuals. The focus is on "Five ways to wellbeing", which are namely *Connect; Be Active; Take Notice; Keep Learning; and Give*. The contribution of local authority's culture and sport services to helping older people meet these five ways is explored in *The role of culture and sport in supporting adults social care to deliver outcomes*, the recent publication from IDeA.

### Older Peoples Day

34. Following on from the above, preparations are currently underway for Older Peoples Day. This is the fourth time that that UK Older People's Day has been celebrated in the UK and the theme for 2010 is 'getting and staying active in later life'. Event organisers will be hoping to build on the success of the 2009 event, which saw over a thousand events in local communities throughout the UK ranging from theatre projects to tea dances; from fitness and healthy eating classes to forums on ageing.
35. LGA Officers are exploring with DWP officials how councils can best support OPD in their local area. Further information is expected to available shortly, and will communicated to LGA members via the Culture, Tourism and Sport e-newsletter.



### Physical Activity Alliance

36. The Physical Activity Alliance, led by Dr William Bird as Interim Chair, is now actively pursuing formal incorporation. They are informed by the consultation carried out in the summer of last year which was produced in September 2009. Activity on this project was delayed in the lead up to the election.
37. Lead Members of the Board, at their meeting on 11 February 2010, agreed that the LGA will retain observer status on the new alliance. We are discussing with CLOA the nature of their ongoing engagement with the Alliance.

### Chartered Institute of Sport

38. Paul Raynes and Martyn Allison are advising ISPAL and ISRM on their work to develop a new Central Institute for Sport. This would become a single membership body for professionals in sport and leisure management.

### **2012 Games**

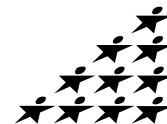
#### 2012 Brand guidance

39. LOCOG have worked with the Tourism Alliance to produce a guide that helps tourism businesses of all sizes understand the laws which protect the London 2012 Olympic and Paralympic Games. The guide, available via the Tourism Alliance website (<http://www.tourismalliance.com/showarticle.pl?id=258>), seeks to explain how tourism products can be described and communicated, with appropriate inclusion of information and references to the Games which are necessary and helpful to visitors. The key point is that such information must always be ancillary to the product offered and not be so prominent as to convey the impression that the product is Games-themed or that the business or product being advertised is otherwise associated with the Games.

### Natural England: 25<sup>th</sup> Hour Campaign

40. Natural England is participating in the 25th Hour campaign, launched in March by the Government Olympic Executive. The aim of the 25th Hour campaign is to harness the nation's enthusiasm for volunteering for 2012 and building a legacy for the future.
41. Natural England suggests a number of ways in which people can become involved in volunteering with them e.g. helping at National Nature Reserves, participating in their Walking for Health programme, or as a volunteer bat warden.
42. CLOA believes that this new initiative can be used to build upon the successful recruitment of volunteers that many organisations already deliver and to encourage those that do not to see the benefits that volunteering can bring.





### 2010 Open weekend

43. The response from local authorities nationwide to participate in the 2010 "Open Weekend" with two years to go has been very positive. There is still frustration around the constraints of licensing and participation imposed, which effectively eliminates many events which fit the criteria in every other way. The same frustration continues to apply to the Inspire Mark, especially in relation to the DCMS free swimming initiative which saw local councils encouraged to apply although the involvement and support of leisure operators meaning they could not be awarded the Mark.

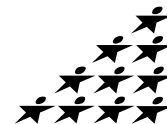
## **Museums and Heritage**

### Renaissance in the Regions

44. The Museums Association wrote to the former Culture Secretary, Margaret Hodge MP, in March expressing concern over the reported £4.8m underspend in the last financial year on the Renaissance in the Regions Programme. The programme Renaissance, run by the Museums, Libraries and Archives Council, received £300m of central government funding since its inception in 2002, and looks to enable regional museums across the country to raise their standards and deliver real results in support of education, learning, community development and economic regeneration.
45. The response from DCMS is still awaited, but the LGA is concerned that this underspend raises issues about the managements and value for money of this programme.

### Achieving Great Art for Everyone

46. A consultation run by Arts Council England on 'Achieving Great Art for Everyone' closed on 14 April 2010. The consultation formed part of Art Council England's plan to provide a clearer and more coherent strategic framework for investment in the arts. The LGA's response is **annexed** to this report.
47. The LGA submitted its response to the consultation with a focus on the following key issues:
  - Outside London, councils invest as much as the Arts Council in our arts services and infrastructure. This makes local authorities the principal partner for ACE in delivering great art for everyone;
  - Great Art for Everyone must be pursued, in rural as well as metropolitan areas and in partnership with small as well as large councils. The Arts Council should explicitly commit to excellence outside London;



## **Local Government Association**

- Councils are not just funders of the arts, but also play a key brokering role in supporting local community and voluntary arts groups, and a management role that helps provide a framework in which artistic vision can be brought to fruition;
  - The Arts Council must increasingly work in a joined-up way with other national agencies to ensure its expertise, resources and passion contribute to creating unified, authentic cultural offer in local places.
48. Arts Council England envisages that its final framework publication will be released toward the end of 2010, and Members will be informed accordingly.

### Making the case - Museums' contribution to community agendas

49. There has been a significant increase in activity in relation to advocacy, with museums of all sizes recognising the need to adopt a very comprehensive and planned approach to demonstrating the value of the sector in the coming months. Particular areas of focus include evidencing museums' contribution to quality of life and community cohesion agendas. MLA has convened a group on advocacy for regional museums and the Museums Association has just completed its series of *Love Museums* workshops to help museum staff to present clearer and more compelling arguments. More resources are in preparation.

### Diversifying the funding base for museums

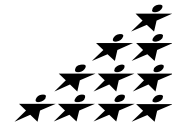
50. Wide ranging appraisals of funding are taking place that are considering how to maximise all potential resources from partnerships, diversifying into new forms of commercial activity and philanthropy to volunteering. In several authorities initial discussions are taking place about how museums can increase their contribution to adult social care and how strategic commissioning might play a role.

### 2012 and London museums

51. Concern is being expressed about funding for London 2012 and the potential impact on Cultural Olympiad funding, particularly at a time when LOCOG has now authorised branding agreements for some key museum and arts programmes.

### Museums & Heritage Awards for Excellence

52. Congratulations go to Bath and North East Somerset Council, who won the prestigious *Classic Award* at the recent Museums & Heritage Awards for Excellence. The Council won the award for the Roman Baths, Bath.



## **Archives**

53. Groups representing the archiving profession, major providers and users have recently agreed to the creation of a single body to promote standards, improve access and speak for the archives sector.
54. Individual Members of the Society of Archivists voted in favour of the proposal to create a new body in partnership with the National Council on Archives (NCA) and Association of Chief Archivists in Local Government (ACALG), marking the final stage in the process to bring together the archival and records community into one new organisation, the Archives and Records Association (ARA).
55. The new body will cover the United Kingdom and the Republic of Ireland, providing support to archivists, records managers and conservators, advice to users and the views of the sector as a whole to government and wider society. The ARA will continue to support the work of the All-Party Parliamentary Group on Archives, which was administered by the NCA and will organise the annual Archive Awareness Campaign which seeks to engage new audiences with local and national archives.
56. The ARA, though an independent body, will receive some public funding from The National Archives and the MLA with specific objectives within the fields of advocacy, awareness raising and sector development.

## **Regulatory services**

57. Regulations set out within the Government's Mandatory Code on Alcohol Sales came into effect on 6 April. The new code, which will see 'irresponsible' drinks promotions (such as all you can drink for £10) banned, ensure that all premises provide consumers with free tap water and stop pubs and clubs from using 'dentist chairs' or similar gimmicks which might encourage excessive consumption.
58. In addition, from October 2010 all premises will have to have a working proof-of-age scheme to reduce the number of children served and ensure that small measures of wine, beer and spirits are available.
59. LACORS are looking to publish best practice guidance on the industry's voluntary initiatives in the near future, and we will bring you notice of this via this newsletter when that guidance is available.

Contact Officer: Steven Skelton  
Phone No: 020 7664 3074  
Email: [steven.skelton@lga.gov.uk](mailto:steven.skelton@lga.gov.uk)



# CCPR Facilities Inquiry

8 April 2010

## About the LGA

The LGA is a voluntary membership body and our 422 (TBC) member authorities cover every part of England and Wales. Together they represent over 50 million people and spend around £113 billion a year on local services.

They include county councils, metropolitan district councils, English unitary authorities, London boroughs and shire district councils, along with fire authorities, police authorities, national park authorities and passenger transport authorities. The 22 Welsh unitary authorities are in corporate membership through the Welsh Local Government Association (WLGA) which retains full autonomy in dealing with Welsh affairs.

## Response

1. For the individual, participation in sport contributes towards better health, mental wellbeing and self-confidence. Sport can be a route out of poverty, social exclusion and disaffection, especially for young people. For communities, sport makes an important contribution towards cohesion, safety and economic prosperity.
2. Most of the activity and resources deployed to encourage people to lead more active lives takes place at the local level, and it is councils and their partners who provide the vast majority of the facilities and spaces in which to play it.

## Key Messages

- Council are the largest public funder of sports and physical activity infrastructure in the country;
- A sustainable funding strategy for sports facilities has the following key elements:
  - Strong local and national political leadership, advocating for sport when budgets and priorities are set;
  - A clear evidence base that shows how sport delivers better outcomes for people;
  - Flexible funding arrangements, not ring-fencing and micro-management by well intentioned bodies and individuals;
  - A “whole team” partnership approach, building both strong strategic and strong delivery networks;
  - Embedding sport in local strategic planning, as described in the LGA / Sport England document, *Our Sporting Commitment*.
- At local and sub-regional level, we must avoid competition between sports for increasingly scarce resources;
- Sports agencies and governing bodies need to make links with the physical and cultural activity sectors to make a common offer to improve people’s wellbeing and mental and physical health.

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**submission**

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## Our legacy promise

3. Acknowledging the potential value of the 2012 Olympic and Paralympic Games to deliver a lasting legacy of sports participation, and to improve the physical infrastructure in which people play sport, the LGA has worked with local authorities, the professional sports officer networks and others to develop a new package of support for councils to help them achieve a legacy of mass participation for their communities.
4. Our approach will give local government a bigger role in the national legacy arrangements and will complement the legacy plans that already exist for people participating in more formal sport developed by government, UK Sport, Sport England and the National Governing Bodies. There are three components to our legacy commitment:
  - Recognising and better utilising the leadership role of councillors and senior officers;
  - Focusing the managerial expertise of council officers running council and community sports facilities; and
  - Helping councils track progress on sports legacy, and more, through an interactive self-assessment benchmarking tool.
5. The Local Leadership, Local Legacy Programme will harness the vision and passion of councillors and senior officers from the Beacons and other councils that have realised the potential of the 2012 Games to achieve a legacy of mass participation in sport. The programme will launch in summer 2010 to coincide with the ‘two years to go’ celebrations, but we are inviting expressions of interest now from councillors and senior officers who would like to benefit from peer mentoring or peer challenge or who feel they would like to share their expertise with other councils.
6. Through the Beacons and LGA Group peer mentoring programme for councillors and senior officers, we will seek to develop a cadre of local political leaders, led by the Beacon councils, who will go out into places, leading this agenda, enthusing their peers and describing a vision around which councils, sports facilities and the wider public sector all come together at a local level to use the power of the Games to deliver a sustainable local sports legacy.

## Built environment

7. Council investment cannot be prescribed nationally. Decisions about where and when facilities are built need to be made by elected councillors, who are accountable to their communities for spending council tax payers’ money.
8. There is a need for co-ordination between partners at a sub-regional level to ensure an efficient distribution of built sport facilities. The LGA does not however support further prescriptive national guidance or directions about where and how capital investment should be made in sport. Instead we need flexible sub-regional discussion between

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**submission**

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councils, NGBs, CSPAPs and Sport England to establish where particular facilities are needed and how funding packages can be developed to meet those needs.

9. Increasingly, councils must look to deliver sports facilities in partnership in order to make the most efficient investment. Such arrangements require a flexible approach focused on what solutions will best improve outcomes for local people. We must not get hung up discussing particular club structures, relationships between sports or what has been tried “in the past”.
10. Councils and leisure providers should increasingly look for innovative ways to “sweat the asset” that they have invested in. The infrastructure we currently have must deliver more hours of sport, and councils should work with local clubs, communities, planning and transport departments, amongst others, to find ways of minimising the number of hours that facilities are unused. Good communication between local sports delivery partners and an understanding of the value of sport in delivering local priorities is key to this.

### **The natural environment**

11. The natural environment represents many fantastic opportunities for increasing physical activity. Studies have shown that proximity and access to green space contributes on an individual level to improved wellbeing and reduced stress; it also reduces social ills such as domestic violence.
12. Local knowledge of the best places to, for example go rock climbing are key to unlocking the potential of natural resources. Councils need to work with their local clubs to ensure these resources are maximised and to make sure they fully understand the value of their local natural resources.
13. Councils can work with local partners and national agencies to open up the natural environment. This can apply equally in urban areas, for example, seeing canal towpaths as exercise spaces.

### **Pricing**

14. The LGA does not support a national strategy for sports facilities pricing. This would be a needless incursion into local autonomy. Prices need to reflect local demand and councils must balance the community benefits of low-cost access with the need to generate income to fund wider service provision.
15. Over 80% of councils are delivering the Government’s free swimming programme, but councils will want to ensure it represents good value for money before committing any further local funds to the programme post-2011. Free services are by their nature untargeted; those people who are willing to pay to play sport need not. Lessons will need to be learned from this programme before further decisions are made about the impact of the free provision of services. Understanding how the perception of value differs between people and places is key here.

## Funding

16. The public finances face a period of serious retrenchment in coming years. Funding for sport and sports facilities will not be immune to these pressures. We need more than simply a conversation about doing more with less; councils have been doing that for years.
17. The sports sector must reach out to health and education practitioners in particular with a clear offer of how it can deliver their objectives. It must also upskill its workforce to ensure that sport can benefit from strategic commissioning by these bigger spending service areas.
18. The current difficult financial situation may have an impact on councils' offer of discretionary rate relief to sports clubs. Such relief is a blunt instrument, and the LGA supports relocalisation of business rates, which would allow councils to be much more flexible in the over all rates levied on sports clubs. As a sector we are very sympathetic to the financial impact of withdrawing rate relief from community sports clubs, but these decisions are properly to be made, and accounted for, locally.
19. The LGA continues to support the Community Amateur Sports Club tax relief scheme, and has worked with the CASC development forum to increase council and club awareness of it. We would be interested to hear about further campaigns in support of community sports clubs that CCPR are engaged in.

## Contact officer

Steve Skelton

T - 020 7664 3074

e - [steven.skelton@lga.gov.uk](mailto:steven.skelton@lga.gov.uk)



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# submission

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Local Government House, Smith Square, London SW1P 3HZ  
DX 119450 Clerkenwell 3 Email [info@lga.gov.uk](mailto:info@lga.gov.uk)  
Tel 020 7664 3000 Fax 020 7664 3030  
Information centre 020 7664 3131 [www.lga.gov.uk](http://www.lga.gov.uk)



# Achieving great art for everyone – everywhere: LGA response to the Arts Council strategic consultation

14 April 2010

## About the LGA

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They include county councils, metropolitan district councils, English unitary authorities, London boroughs and shire district councils, along with fire authorities, police authorities, national park authorities and passenger transport authorities. The 22 Welsh unitary authorities are in corporate membership through the Welsh Local Government Association (WLGA) which retains full autonomy in dealing with Welsh affairs.

## Response

1. The arts are an expression of what it is to be human. What they mean to us is inseparable from our identity – as individuals, and as communities. However universal its reach and significance, artistic production is always about the people who practice it, and the places in which they practice – Hull and its poets or West Yorkshire and its painters and sculptors. Even digital creation has its human geography, both virtual and real.
2. This means, of course that the arts enrich the lives of the communities where they are made. Debates setting “intrinsic” against “instrumental” value or “elite” against “low” culture are fatuous. People who are able to experience the arts are more likely to be healthier, law-abiding and engaged in civic life, precisely because of the nature of the artistic experience. Thriving and excellent arts attract visitors and have economically valuable spin-offs precisely because they are something many people want to enjoy.
3. It is no surprise, then, that local government remains, as it has always been, a vital part of the ecology of the arts. From the Chester Mystery Plays, commissioned by the town’s mediaeval guilds, to Jeanie Finlay’s digitised reflection on Anish Kapoor’s Sky Mirror commissioned by the council-supported Nottingham Playhouse, local communities continue to foster the production of excellent arts for and in their places, to make their places better.

## Key Messages

- Outside London, councils invest as much as the Arts Council in our arts services and infrastructure. This makes local authorities the principal partner for ACE in delivering great art for everyone;
- Great Art for Everyone must be pursued, in rural as well as metropolitan areas and in partnership with small as well as large

councils. The Arts Council should explicitly commit to excellence outside London;

- Councils are not just funders of the arts, but also play a key brokering role in supporting local community and voluntary arts groups, and a management role that helps provide a framework in which artistic vision can be brought to fruition;
- The Arts Council must increasingly work in a joined-up way with other national agencies to ensure its expertise, resources and passion contribute to creating unified, authentic cultural offer in local places.

## The proposed vision

4. The vision proposed in *Achieving great art for everyone*, which is one which the LGA and local government can broadly support. In particular, we share the ambition to increase participation and engagement, to give the arts a dynamic civic role, and to develop the creative industries.
5. We have two comments, though. They mainly stem from the breadth of the vision.
  - a. First, it is worth understanding what exactly the significance is of seeing “this country as a global creative hub” and a “platform for world-leading excellence”. There are a number of ways in which the country as a whole might have this role – for example, if England were to benefit from a tax regime which discriminated in favour of artists, as Ireland has done for writers.

But we need to acknowledge that England’s artistic profile will mostly be driven by clusters of excellence in individual places and sectors. As things stand, London is the focus for many of the public sector’s largest investments in the arts, but many places outside London are home to artists and organisations with a global profile.

In practice, we hope ACE will explicitly recognise that “England” is shorthand for the collection of centres of excellence that make up the country, and that this will need to be reflected in the way that the future strategy is delivered.

- b. Secondly, the vision is all-embracing. We do not think the activity of ACE, or indeed of the public sector as a whole, should be, though. ACE should not seek to fix everything, let alone steer everything.

Many elements of the vision seem to us to reflect a sensible anticipation of what artists, communities, and wider social and economic pressures will bring about for themselves. It would be wrong for public bodies to think they should substitute for others’ good judgement – and it may be right for the public

sector to make some strategic decisions to get out of the way. This is both a point of principle, but also an important way in which we will need to take into account the likely constraints on public spending.

6. Finally, some elements of the vision read a little like a policy-driven programme for what work will be commissioned - for example, "The arts...bring critical insight to...how we adapt to a low-carbon future". We do not consider that would be an appropriate approach for ACE. Artists should be able to reflect social change as they see fit; policy-driven patronage impoverishes the arts, even when it does not reduce them to propaganda.

## The goals

7. There are five principles which are important to local government which we are delighted to see reflected in ACE's proposed goals. We think they could, if anything, be brought out more emphatically and reflected more uniformly across the goals. We are not certain that five goals are necessary, though. ACE's emphasis should in our view be on increasing participation and commissioning excellent art. The other three goals are in our view secondary.
  - a. The role of the arts in civic life: it will be obvious from the LGA's overall approach that we see the arts as central to civic life and we are very pleased that ACE does, too. We think that this is not only part of the agenda for goal 5 (sustainability) but also goals 1 (excellence) and goal 3 (participation).
  - b. Increasing participation: local authorities are aiming to increase arts participation; this is also the government's only national objective, as reflected in PSA targets, for the arts; we support goal 3 strongly, therefore, and can only express mild surprise that it is not higher up the running order.
  - c. Funding partnerships: we have been extremely pleased with the ACE's recent approach to joint working with local government, which recognises that, excluding a small number of London-based centres of excellence, each contributes roughly the same amount of money to the arts and very often by co-funding the same organisations. We strongly encourage ACE to go further in joining up the funding conversation between itself and local councils where they have shared interests in an organisation, but also to do more to align funding criteria across the partners. We were slightly concerned to see that the partnership principle is reflected in the detail of goals 3 (participation), 4 (young people) and 5 (sustainability), but not in goal 1 (excellence). We would like to reassure ACE that excellence is unquestionably an objective which local government pursues through its arts funding.
  - d. Shared advocacy: we would be keen that ACE should work with the LGA Group, and with councils through the National Improvement Programme, to develop a shared evidence base

and common messages for the kind of advocacy suggested in goals 3 and 5.

- e. 2012 cultural legacy: councils are working hard to deliver a cultural legacy from the 2012 Games and hope that this will be an increasingly strong theme of partnership with ACE.

### **Future organisation, approach and funding mechanisms**

8. We believe it would be right for ACE to become more focussed, and to develop more flexible funding mechanisms. In order to get the best value from the limited amounts of public money which are likely to be available in the future, we suggest that ACE needs to adopt the following principles:
  - focus should mean doing less, and concentrating on a core mission of increasing participation and funding excellence;
  - flexibility mustn't become code for lack of transparency, which is essential if partnership is to work well;
  - better partnership is essential in a tougher financial climate; that requires strong communication with funding partners such as councils, shared funding methodologies and criteria, and shared approaches to appraising the performance of funded organisations;
  - better experiences for citizens, including the quality of life in the places they live in, are ACE's (and councils') real and only main objective, and it would be wrong to allow ACE's understandable interest in the managerial health of funded organisations to take priority over that.
9. We look forward to pursuing what we see as a very constructive conversation with ACE as the consultation moves to its next stages.

### **Contact officer**

Steve Skelton

T - 020 7664 3074

e - [steven.skelton@lga.gov.uk](mailto:steven.skelton@lga.gov.uk)



**Local Government Association**

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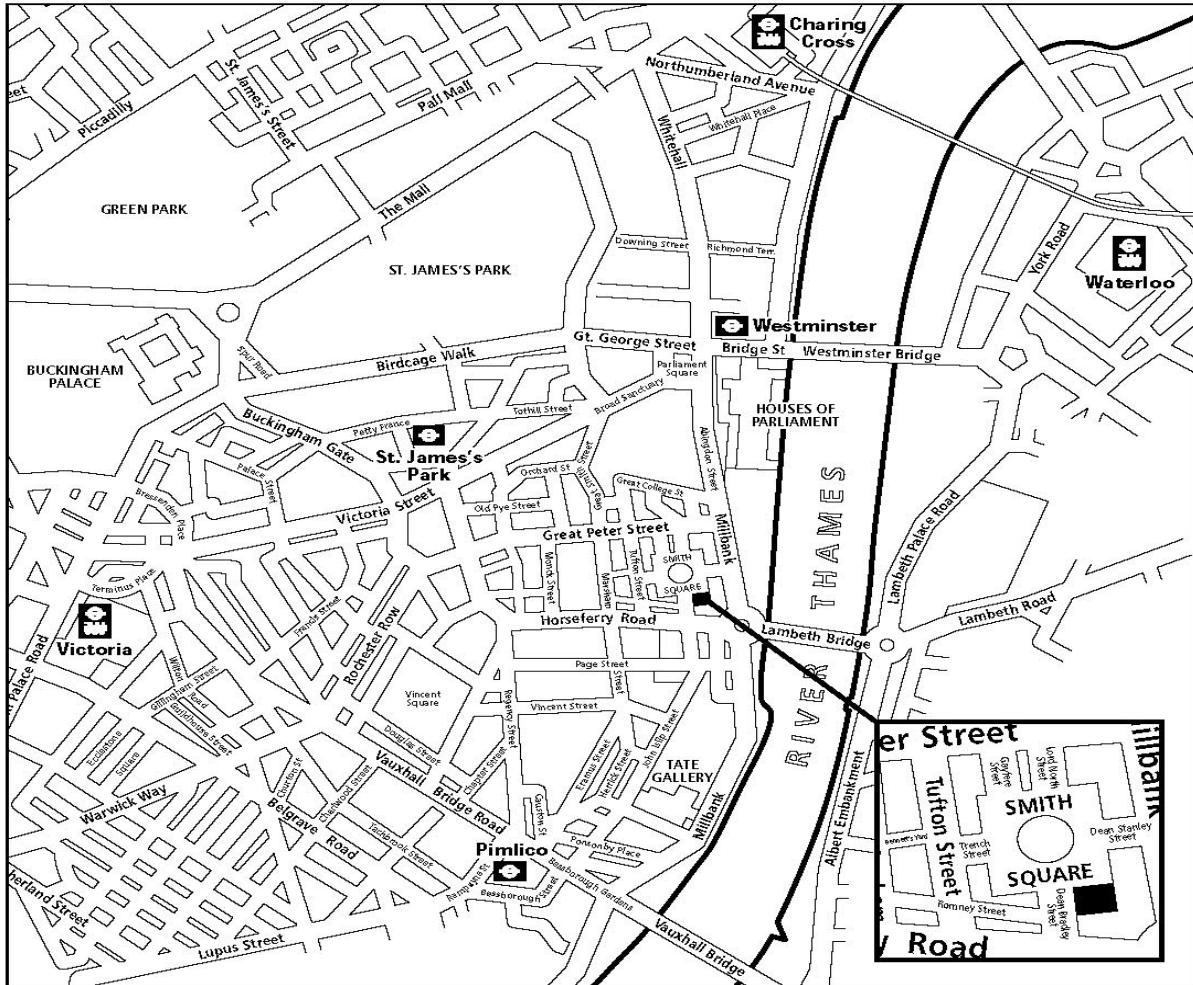
**submission**

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Local Government House, Smith Square, London SW1P 3HZ  
DX 119450 Clerkenwell 3 Email [info@lga.gov.uk](mailto:info@lga.gov.uk)  
Tel 020 7664 3000 Fax 020 7664 3030  
**Information centre 020 7664 3131 [www.lga.gov.uk](http://www.lga.gov.uk)**



# LGA Location Map



## Local Government Association

Local Government House,  
 (Formerly known as Transport House),  
 Smith Square, London SW1P 3HZ  
 LGconnect - LGA's Information Centre: 020 7664 3131  
 Fax: 020 7664 3030  
 Email: [info@lga.gov.uk](mailto:info@lga.gov.uk)  
 Website: [www.lga.gov.uk](http://www.lga.gov.uk)

## Public transport

**Local Government House** is well served by public transport. The nearest mainline stations are; **Victoria** and **Waterloo**; the local underground stations are **St James's Park** (Circle and District Lines); **Westminster** (Circle, District and Jubilee Lines); and **Pimlico** (Victoria Line), all about 10 minutes walk away. Buses **3** and **87** travel along **Millbank**, and the **507** between Victoria and Waterloo goes close by at the end of **Dean Bradley Street**.

## Bus route – Millbank

- 87** Wandsworth - Aldwych
- 3** Crystal Palace - Brixton - Oxford Circus

## Bus routes - Horseferry Road

- 507** Waterloo - Victoria
- C10** Canada Water - Pimlico - Victoria
- 88** Camden Town - Whitehall - Westminster - Pimlico - Clapham Common

## Cycling Facilities

Cycle racks are available at Local Government House. Please telephone the LGA on 020 7664 3131.

## Central London Congestion Charging Zone

Local Government House is located within the congestion charging zone. For further details, please call 0845 900 1234 or visit the website at [www.cclondon.com](http://www.cclondon.com)

## Car Parks

- Abingdon Street Car Park**  
Great College Street
- Horseferry Road Car Park**  
Horseferry Road/Arneway Street