

Item 9

Culture, Tourism and Sport Programme Board – update on current issues

Purpose of report

For noting.

Summary

This report updates Members on current issues of interest to the Board which are not covered elsewhere on this agenda. Updates are included on:

- Sport and physical activity
- Leisure and cultural services
- Tourism
- Funding
- Licensing

Recommendations

Members are asked to note policy developments.

Action

Secretariat / CLOA Advisory Panel as appropriate.

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Culture, Tourism and Sport Programme Board – update on current issues

Sport and physical activity

Arts and Health

1. London Arts in Health Forum have received funding from Arts Council England to take the lead in drawing together a group of organisations from across the country who will act in partnership to promote understanding of the impact the arts can have on health and well being and support the growth and co-ordination of the sector.

Local Leadership, Local Legacy (LLLL) update

2. This is the 12-month programme being delivered by three of the five Beacon 2012 Legacy councils; Essex CC, LB Hackney and Kent CC. It focuses on how sport and physical activity within the 2012 context can help localities tackle the health inequalities agenda. It is funded by CLG.
3. The programme's delivery plan has been signed off by CLG, and IDeA peer mentoring training is now in place for Members and officers in October.
4. The Self Assessment Questionnaire for Local Authorities has been finalised. This will provide target authorities an assessment of their sport and physical activity programmes which can be related to the 2012 Games – providing a baseline for health inequality development.
5. In addition, the commissioning brief for the LLLL website has been written and will be available to tender shortly.
6. 14 Local Authorities have been shortlisted as targeted authorities for LLLL delivery. A launch event for November is being planned.
7. The three Beacon authorities have been invited to report progress to the CLG Transition Fund Programme Board on 5 October 2010.

Local Connectivity Working Group

8. The Local Connectivity Working Group, meeting from April to July 2010, and chaired by Cllr Stephen Castle for the LGA, brought together a range of partners across the sports and physical activity sectors to look at delivering a genuine and lasting legacy throughout the country from a safe and successful 2012 Olympic and Paralympic Games. The Group recently published a paper, which represents the Group's collective recommendations for how – working as

a “whole team” – we can best deliver a lasting legacy from the 2012 Olympic and Paralympic Games at a local level. The paper is attached as **Appendix A**.

Torch Relay

9. The 2012 Olympic and Paralympic Games will be preceded by a Torch Relay, which will present opportunities for local celebrations and Games-inspired activities, organised by local authorities and their partners in collaboration with the London Organising Committee (LOCOG). LOCOG's aspiration is that 95% of the population will be within one hour's journey time of the torch, although the route itself has not yet been determined. Local authorities have participated in a number of regional events and consultations that will feed into decisions on the route. LOCOG is also setting up a Torch Relay advisory committee in each region to advise the Organising Committee on making the most of the relay, in advance of detailed planning conversations that will be necessary with local authorities. Local government has been invited to nominate one representative per regional advisory committee.
10. The LGA has said to LOCOG that we believe existing regional 2012 partnerships should have the flexibility to set up the advisory committees in a way that builds upon existing groups and relationships, which are different in each region. We continue to advise LOCOG on engaging local authorities on the torch relay and will be discussing this further at a meeting on 16 September.

Leisure and Cultural services

11. On 19 July 2010, the Prime Minister gave a speech in Liverpool on his vision for the ‘Big Society’. The speech outlined three big strands of the Big Society agenda:
 - Social Action
 - Public Service Reform
 - Community Empowerment
12. The Prime Minister also outlined three techniques which will need to be used to galvanize the strands:
 - Decentralisation
 - Transparency
 - Providing Finance (paying by results)
13. The speech stated that the Government will create a Big Society Bank to help finance social enterprise, charities and volunteering groups through intermediaries. This will use funding in dormant bank and building society accounts in England.

14. Four vanguard communities have been identified to pilot projects, including Eden Valley in Cumbria, Windsor and Maidenhead, Sutton and Liverpool.
15. The Local Government Group are developing proposals for a local community bank, further details of which are under the Funding section of this report.
16. The Prime Minister also stated that there would be new powers for local communities to take over the running of parks, libraries and post offices. Devolving power and services to the local community and voluntary organisations has always been a key part of delivering leisure and cultural services in local communities.

DCMS Structural Reform Plan

17. The Department for Culture, Media, Olympics and Sport (DCMS) has published its Structural Reform Plan, which sets out the Department's priorities in going forward. The Plan is available via:
<http://www.culture.gov.uk/publications/7246.aspx>.
18. The priorities are:

2012 Olympics and Paralympics

Deliver a safe and successful Olympic and Paralympic Games in London in 2012, and urgently form plans to deliver a genuine and lasting legacy throughout the country;

Boost the Big Society

Encourage philanthropic giving and return the National Lottery to its founding principles, and foster the development of a new breed of strong local media groups, by removing local cross-media ownership rules to encourage local TV;

Media Reform

Reform the media regulatory regime for the digital age to reduce regulation, encourage investment and create the conditions for sustainable growth;

Universal Broadband

Deliver universal broadband at speeds of 2mbps and stimulate private sector investment to deliver the best superfast broadband network in Europe by 2015;

Encourage Competitive Sport in Schools

Use 2012 to encourage competitive sport in schools by establishing an annual Olympic and Paralympic-style schools event, improving local sports facilities and supporting sports clubs.

19. All departments have produced Structural Reform Plans, which replace the previous system of Public Service Agreements and are used to monitor progress on delivering the policies set out in the Coalition Agreement. Progress reports are available at <http://www.number10.gov.uk/other/2010/07/structural-reform-plans-53023>.

Government evaluation of the student immigration system

20. At its March meeting, the Board raised concerns about the previous Government's visa regime, particularly in light of the current restrictions on students from outside the European Union who wish to learn English in the UK and the damaging economic consequences arising from these restrictions. Cllr White and Cllr Roger Lawrence, Chair of the Asylum, Migration and Refugee Taskforce wrote to the Home Office to relay those concerns.
21. The UK Border Agency has responded, with correspondence attached as **Appendix B**. The correspondence indicates that the new Government has commissioned a thorough evaluation of the student immigration system to ensure the right balance is struck between providing a user friendly system for bona fide students and education providers. It is unclear at present whether this evaluation will produce a visa regime that addresses the concerns raised by the Board at its March meeting.
22. This is also an issue that is being raised at a number of outside bodies to which the Board appoints, including the Tourism Alliance and the British Resorts and Destinations Association.

Funding

23. The Local Government Group has recently submitted its response to the DCMS consultation on lottery funding (attached as **Appendix C**). This submission sets out in full the Group's proposals for a local community bank, to potentially include lottery funds. As the consultation has only very recently closed, we await to see the next steps that the Government will take.
24. The Local Government Group has also submitted evidence to the Culture, Media and Sport Select Committee inquiry into the funding of the arts and heritage. The key messages of the submission are that:
 - The public subsidy to arts and heritage bodies must be better aligned with the priorities of local communities, and these services must become more accountable to local people;
 - Councils and local partnerships must be given the maximum flexibility to spend the public money they have in a way that best supports their local area. The LGA is working with government to develop a radical place-

based approach to public services that would cut through funding silos. This model would provide opportunities for the arts and heritage to access new funding streams;

- Correspondingly, the capacity and capability of the arts and heritage sectors to be strategically commissioned to deliver outcomes against place-based funds, must continue to be built up;
- The arts and heritage sectors must work together to lead their own improvement and development. The focus of this work should be to develop new governance and delivery models that can adapt to reduced funding, and which open up the arts and heritage in a way that makes them a cornerstone of the Big Society.

25. Copies of the submission will be made available to Members at the Board meeting.

Licensing

26. Following the Prime Minister's decision Prime Minister that lead responsibility for premises and alcohol licensing under the Licensing Act 2003 be transferred from the DCMS to Home Office, Cllr White, as Chair of the Board, wrote to Cllr Lawrence, as Chair of the Safer and Stronger Communities Board in the 2009 / 10 meeting cycle to record formally that lead responsibility for alcohol and premises licensing policy within the LG Group should move over to the Safer Communities Programme Board. The letter is attached as **Appendix D**.

27. This mirrors the agreement by Members of the Culture, Tourism and Sport Board in the last meeting cycle that, as has previously been the case, LG Group member structures should closely mirror the portfolios of Government departments.

Local Connectivity Working Group

Recommended actions to achieve a visible and sustainable local sporting legacy from the London 2012 Olympic and Paralympic Games.

1. Background

Delivering “a genuine and lasting legacy throughout the country” from a safe and successful 2012 Olympic and Paralympic Games is the DCMS’ foremost strategic priority¹.

The Local Connectivity Working Group, meeting over the last four months, has brought together all those sectors, agencies and organisations that have a key role in delivering sport². This paper represents our collective recommendations for how – working as a “whole team” – we can best deliver a lasting legacy from the 2012 Olympic and Paralympic Games at a local level. By a “whole team” approach, we mean the whole delivery system, under its own leadership, working in partnership as part of a broad, collectively agreed approach.

2. Our analysis of the current situation

By “local connectivity” we mean the way the community sports delivery system talks to its self and to those people who play and want to play sport. These conversations could be bilateral or multi-lateral and could be focused on a wide range of issues. For example, they might be between:

- Two sports clubs who want to join together to get discounted rates for bulk buying pitch hours at a local sports hall;
- A local authority, PCT and local athletics club who want to deliver a programme of opportunities for people to become more physically active; or
- A County Sports Partnership and a National Governing Body developing a facilities investment and optimisation strategy;

Local connectivity is about the places and spaces in which people play sport, and about bringing the people on the ground together to deliver more efficiently. It is not about duplicating existing conversations about national structures or agencies. The key stakeholders in the delivery of sporting legacy at local level are:

- **individuals** who may choose to participate informally, formally or not at all in sport;
- **voluntary sports clubs** and their governing bodies which traditionally have existed to meet the sporting needs of members, but to whom local authorities

¹ DCMS Structural Reform Plan (July 2010)

² For membership of the Local Connectivity Working group see Annex A.

are increasingly turning to meet wider objectives and to help them deliver the Big Society;

- **local authorities** which fund 80% of community sports facilities and programmes, and which have the leadership role necessary to forge partnerships, unblock problems and make the local sports system deliver better;
- **the networks**, at County (CSP), local / district (CSN) and school (SSP) levels and which are central to improving “connectivity” and communication, and to building sustainability and capacity locally.

The Group members are clear that this infrastructure *can* support the delivery of a local sporting legacy from the Olympic and Paralympic Games. The two key issues therefore are:

- a) How, working as a “whole-team”, we can fine tune the system to ensure it is sustainable and can deliver better results; and
- b) How the work of all partners can be more visibly and obviously linked to the legacy of the 2012 Games, so that people see a tangible impact of the Games in their local area and are inspired to get more involved in playing or supporting sports.

3. Recommendations

a) Fine tuning the system

As befits our times, these recommendations are overwhelmingly of a very low cost or cost neutral nature.

Objective	Action	Action led by
<p>Inspire local authority leaders and elected members to support and invest in sport, by creating a compelling case for the positive impacts it makes on local communities.</p>	<ul style="list-style-type: none"> • Support the development of the Local Leadership Local Legacy Programme, led by the Olympic and Paralympic Beacon Councils • Develop a “whole team” advocacy document, based on clear evidence, to articulate the positive outcomes for local communities of a true sporting legacy – and promote this through members’ networks and contacts. • Provide local clubs and backbench councillors with straight-forward, clear evidence of the contribution of sport to meeting wider local priorities; 	<ul style="list-style-type: none"> • LGA, with LCWG Members • LGA, with LCWG members • CCPR, LGA

<p>Challenge and support NGBs and clubs to create an attractive and sustainable offering to potential participants</p>	<ul style="list-style-type: none"> • Further develop, publicise and scale-up more open and innovative club structures, such as ‘running networks’, ‘no strings’ badminton and ‘get back into netball’; • Identify a number of local authorities and clubs that are pioneering a service delivery partnership, evaluate the factors that make such a partnership effective for both partners and promote this model more widely. 	<ul style="list-style-type: none"> • CCPR, Sport England and NGBs • CCPR, CLOA, NGBs and Sport England
<p>Reinvigorate local networks driven through bottom-up community sports activism to sustain this offering</p>	<ul style="list-style-type: none"> • Promote the importance of Community Sport Networks amongst local authority Chief Officers and develop a “support-in-kind” offer to help strengthen this relationship • Champion the importance of CSPs, Community Sport Networks and School Sports Partnerships as cornerstones of local volunteering and key to delivering the Big Society 	<ul style="list-style-type: none"> • CSPN, CLOA, Sport England • DCMS with LCWG members

b) Making the local sports system more visibly recognisable as part of the 2012 legacy

Whilst organisations may now apply for the ‘Inspiremark’, this has not led to a situation in which the vast majority of the local sports system is consistently and visibly identifiable with the 2012 Games and the legacy of the Games.

The group believes that, for the public to recognise and understand the sporting legacy, a clearly identifiable offering is required.

Objective	Action	Action led by
<p>Create a clear, visible link between local sports opportunities, programmes and facilities and the 2012 Games and legacy</p>	<ul style="list-style-type: none"> • Consider designating a small grants programme as a ‘sports legacy’ funding stream, thereby ensuring a nationally recognisable link to the 2012 Games, activated at local level. • Explore ways to further simplify and scale-up the ‘Inspiremark’ in the sports sector and, if possible, make this a more specific reference to 2012. 	<ul style="list-style-type: none"> • DCMS • DCMS, LOCOG

The members of the LCWG represent the whole of the sports delivery system in England. We are clear that there is a huge amount of work being done to promote sport and to exploit the huge potential of the 2012 Olympic and Paralympic Games. What we now need, just two years out from the Games, is:

- a focused, sector-led effort – orchestrated by and communicated through the membership structures of national representative bodies – to fine tune the existing system; and
- a more successful means of cascading more of the 2012 gold dust down to local people so they can see that an Olympic and Paralympic opportunity is being made available to them in their local community, and that they have a clear opportunity to get involved.

Local networks of committed amateurs and professionals do exist right across the country; but their status, sustainability and access to resources are patchy and need to be improved.

If we don't improve this local connectivity, national strategies, funding and expertise will not be successfully ported down to local people and, as a result, we will not see a boom in sporting opportunities and participation, and we will not deliver a visible and sustainable sporting legacy from the Games.

Local Connectivity Working Group
July 2010

Membership of the Local Connectivity Working Group

Councillor Stephen Castle, Deputy Chair of the Local Government Association, Culture, Tourism and Sport Board (Chair)

Tim Lamb, Chief Executive, CCPR

Judith Dean, Director of Communities, Sport England

Philip Cox, Director, Thames Gateway and Olympics, Communities and Local Government

Cathy Paige, Head of Community Sport, Department for Culture, Media and Sport

Simon Cooper, Head of Sports Unit, Greater London Authority

Phil Collier, Business Development Director, Sportscoach UK

Richard Saunders, Chief Executive Officer and Chair, County Sports Partnership network

Grant Aitken, Divisional Director for Leisure, London Borough of Newham, CLOA

Andy Worthington, Chair of NW Sports Board and NW Steering Group, Nations and Regions Group

Richard Yule, Chief Executive, English Table Tennis Association

Steve Grainger, Chief Executive, Youth Sport Trust

Steven Skelton, Business Manager, Local Government Association (Joint Secretariat)

Andrew Hanson, former Head of Policy, CCPR (Joint Secretariat)

To :

Tel
Fax
Email
Web www.ukba.homeoffice.gov.uk

12 August 2010

Dear Councillor Roger Lawrence

Thank you for your letter of 26 July 2010, following correspondence received from Councillor Chris White, regarding concerns members have raised over the level of English language required for students on English language courses and the restrictions on non-student visas.

As you state in your letter, the changes to Tier 4 were introduced to ensure that the student route was less open to abuse from economic migrants. The Tier 4 Review exposed that low level courses were most open to abuse.

Following the outcome of the Tier 4 review, the previous Government raised the bar for the minimum level of English language course that could be studied. This was laid before the house on 22 July, with effect from 23 July. Setting the minimum level of English language that could be studied to B2 level of the Common European Framework of Reference (CEFR), meaning students must be competent at B1 level before being able to study in the UK. This minimum level of English was applied across all Tier 4 courses, with the exception of degree level study (except foundation degree).

Students wishing to study English language courses below CEFR level B2, and other courses not suitable under Tier 4 are still able to enter the UK for up to 6 months through the student visitor route. There is no bar on the minimum level of course that can be studied through the student visitor route. Upon completion of their 6 month stay in the UK the student would be able to return overseas and apply to join a higher-level English language course if they wish to pursue further studies, showing both a commitment to studying English language and a positive immigration history in the UK.

Overseas Government-sponsored students will continue to be permitted to study English language below level B2 of the CEFR under Tier 4. These students will have already been

selected by their own Governments and have every incentive to comply and return home on completion of their studies.

The minister has commissioned a thorough evaluation of the student immigration system to ensure the right balance is struck between providing a user friendly system for bona fide students and education providers, and keeping out those who would seek to abuse it. The review will seek am keen to hear the views of the English language sector and have asked my officials to contact representative bodies of that sector as a priority in order to develop and discuss new proposals.

Your letter also expresses concerns from members about the visa restrictions placed on non-student visas, with particular reference to performers in cultural events.

Visiting cultural artists may be able to use the entertainer visitor provisions within the Immigration Rules to enter the UK in specific circumstances. These include:

- Amateur entertainers seeking entry as an individual performer for a specific engagement;
- Amateur entertainers seeking entry as part of a group, such as a choir or youth orchestra coming for a specific engagement; This may include conductors, choreographers, stage managers and other non-performing staff supporting the group
- Professional entertainers taking part in a charity concert or show where the organisers are not making a profit and no fee is to be paid to the entertainer;
- Amateur or professional entertainer taking part in a cultural event sponsored by a government or recognised international organisation or a major arts festival included in the Permit Free Festival list.

Further details of these can be found on the UK Border Agency website www.ukba.homeoffice.gov.uk.

The costs of running the current visa operations and those costs associated with decisions taken in the UK including leave to remain are recovered in fees and charges. The aim is a sustainable system that is, as far as possible, self financing without reliance on the public purse and further, that is not disproportionate for the migrants or sponsors who benefit from migration.

Yours Sincerely,

Bharat Pamnani
Temporary Migration, UK Border Agency

Rt. Hon. Jeremy Hunt MP
Secretary of State for Culture, Olympics, Media and Sport
Department for Culture, Media and Sport
2-4 Cockspur Street
London
SW1Y 5DH

2 September 2010

Dear Mr Hunt,

CONSULTATION ON NATIONAL LOTTERY SHARES

I write in reply to your letter of 19 May 2010, which sought views on the proposed changes to the distribution of national lottery funds. I welcome this opportunity to respond on behalf of the Local Government Association's member councils, and to use it to draw to your attention the Local Government Group's ambitious plans that would see lottery funding play a central role in empowering local communities to take action and to help build the Big Society.

Local authorities currently are a key player in the lottery funding system, acting principally as recipients and facilitators of bids. Whatever changes are made to the funding regime, councils will continue to play a convening role locally to encourage and support bids, and a leadership role to focus the efforts of local groups on those priority areas where additional funding might best add value.

We note that the DCMS is also consulting at present on a proposal to require the Big Lottery Fund (BLF) to focus its support exclusively on the community and voluntary sector. Such a change would have an impact on councils' ability to bid for BLF funds, although councils will still wish to support bids from local community and voluntary groups. In light of this, many councils would welcome moves to redistribute money to the arts, heritage and sport as this will increase the total amount of funds for which councils can bid.

You will be aware that the Local Government Group's Place Based Budgeting model, which we are currently exploring with government, proposes a more transparent, accountable and efficient approach to public services in an area³. Our place-based approach will support the government's aims of building the Big Society by bringing decision making in an area closer to local people and supporting the growth of a strong and diverse voluntary and community sector. In line with this thinking we

³ See *Place Based Budgets: the future governance of public services* for more information:
<http://new.lga.gov.uk/lga/aio/12294113>

believe that there is scope to increasingly devolve decisions over the distribution of available lottery funds to the local level. Coupled with other available funds from private enterprise, existing community development organisations and local and central government, the lottery could make a vital contribution to creating a “community bank” in each locality. Such an approach, we believe, would:

- Empower and involve local people in community funding, and bring this investment more in line with local needs and priorities;
- Increase the reach of investment into the community;
- Support new models of investment including mutuals, loans and asset transfer;
- Ensure a more efficient, cost-effective and joined up approach to decision-making and administration of funds, by bringing it together in one place;
- Increase transparency and reduce barriers to access for funds by simplifying the system and placing decision making within the local area;
- Present a more efficient approach to funding the voluntary and community sector by sharing services and cutting through bureaucracy.

There are currently a plethora of systems for funding community projects; collectively, these are complex, confusing and inefficient. Multiple funding providers operate at local, regional and national level, each with different processes, different priorities and different requirements to access funding.

We believe this effectively ‘locks out’ small and inexperienced groups from accessing investment. The web of funding providers causes duplication and waste in the system and places decision making with remote national distributors and providers, often focused on nationally set priorities with no direct experience of the challenges and work being undertaken at a local level.

In comparison we propose a very simple locally led approach that could lever in additional funding locally, and that would lower the barrier to access funding, reduce back-office costs and move decision making out of Whitehall and into local communities. We believe this will increase the reach of investment into communities, stimulate social enterprise and promote greater transparency and accountability over public funds. We would greatly appreciate the opportunity to discuss our ideas with you further.

Yours sincerely,

Cllr Chris White,
Chair, LG Group Culture, Tourism and Sport Programme Board

Cllr Les Lawrence
The Council House
Victoria Square
BIRMINGHAM
B1 1BB

23 August 2010

Dear Les,

Alcohol and premises licensing policy

You will know that the Prime Minister has decided that lead responsibility for premises and alcohol licensing under the Licensing Act 2003 be transferred from the DCMS to Home Office, while the licensing of regulated entertainment remains with DCMS.

I and my fellow lead members on the LGA Culture, Tourism and Sport Programme Board believe that, as has previously been the case, this change should be mirrored within our own structures.

This letter is therefore to record formally that, subject to your agreement and that of your lead members, lead responsibility for alcohol and premises licensing policy within the LG Group should move over to the Safer Communities Programme Board. Officers can then action this change and it will be reflected in the new terms of reference for both boards.

The CTS Board will continue to have lead responsibility for the licensing of regulated entertainment⁴ and, in line with best practice established by the SCB, members will no doubt wish to take regular updates on alcohol and premises licensing issues. I know that my colleagues on the CTS Board will in particular be keen to monitor the impact of the recent changes to Sex Entertainment Venue licensing and those that follow the introduction of new Interested Party powers for elected members, on which they lobbied extensively and successfully under the last government.

The principal business in relation to licensing is, of course, the current Home Office consultation on *Rebalancing the Licensing Act*. There are several proposals to empower licensing authorities that I know your colleagues on the Safer Communities Board will want to support, as well as proposals that require a more balanced response. The consultation is also an excellent opportunity to lobby for greater

⁴ Including a performance of a play; an exhibition of a film; an indoor sporting event; a boxing or wrestling entertainment; a performance of live music; any playing of recorded music; a performance of dance; or entertainment of a similar description to that falling within the performance.



flexibility in the current fees regime. I know that officers have an LGA Group response in hand and this will of course be put to members in due course.

I wish you and your Board colleagues the best in taking forward this work. I have copied this letter to Lead Members of both CTS and SC Programme Boards, and to Cllr Paul Bettison of Local Government Regulation.

Yours,

A handwritten signature in black ink that reads "Chris White". The signature is written in a cursive style and is underlined with a single horizontal stroke.

Cllr Chris White,
Chair, LG Group Culture, Tourism and Sport Board