

**Item 10**

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

**Purpose of report**

For information / noting.

**Summary**

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

1. DCMS Business Plan
2. Live Music
3. 2012 Olympic and Paralympic Games
4. Sport and Physical Activity

**Recommendation**

Members are asked to note the update.

**Action**

Secretariat / CLOA Advisory Panel as appropriate

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**Updated DCMS Business Plan**

The Government has published updated business plans for each government department which were first published in November 2010. The 2011 business plans reflect an updated assessment of when the Government will implement its commitments set out in the Programme for Government.

The DCMS plan sets out five priorities, which are unchanged:

- 1. Deliver the 2012 Olympics and Paralympics** - Deliver a safe and successful Olympic and Paralympic Games in London in 2012, and help to deliver a genuine and lasting legacy throughout the country;
- 2. Create a sporting legacy from the Olympic and Paralympic Games** - Encourage competitive sport in schools by establishing a new School Games competition, improve local sports facilities and establish a lasting community sports legacy;
- 3. Create the conditions for growth** - Facilitate sustainable growth in the tourism, media, leisure, creative, communications and cultural industries, including by reforming the media regulatory regime;
- 4. Boost the Big Society and strengthen cultural organisations** - Encourage philanthropic giving, return the National Lottery to its founding principles and foster the development of a new breed of strong local media groups. Reform arm's length bodies, support a move towards more sustainable business models and support libraries into the next generation;
- 5. Facilitate the delivery of universal broadband** - Stimulate private sector investment to deliver the best super-fast broadband network in Europe by 2015.

The plan also confirms the departmental planned expenditure for 2011/12 and this is attached at **Annex A**.

DCMS is on track to deliver most of its milestones. The LG Group is already fully engaged with DCMS through the Board's lobbying programme and Members will be aware that we have expressed concern about the involvement of councils in planning for the School Games and emphasised the importance of councils playing a leading role in securing a community sport legacy.

**Live Music**

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Lord Tim Clement-Jones's Private Members Bill on live music has had its second reading in the House of Lords. The Bill proposes removing the need for a license in certain circumstances. Councils fully support efforts to lower barriers to putting on live music, but the Bill as currently drafted denies local people a voice in the licensing process for live music, and fails to consider factors other than the size of crowds, which might cause a public nuisance or endanger public safety. The government has signalled its intention to support the Bill, subject to a number of caveats being addressed. The Chair of the CTS Programme Board has written to John Penrose MP, Tourism and Licensing Minister, to express councils' concerns and have offered to work with the Minister on finding a democratic solution that both reduces red tape and protects the public. The letter is attached at **Annex B** and we are awaiting reply.

UK Music has published a new report *Destination: Music* to scope the economic contribution of music festivals and major concerts to tourism throughout the UK. Drawing on access to more than 2.5m anonymised ticketing transactions, the report's main findings are as follows:

- Large-scale live music across all regions of the UK attracts at least 7.7m attendances by domestic and overseas music tourists;
- Collectively they spend £1.4bn during the course of their trip;
- This is a positive contribution of £864m (GVA) to the national economy and equivalent to 19,700 full-time jobs;
- Although 5% of all music tourists come from overseas, they contribute 18% of total music tourist spending.

You can access the full report at

<http://www.ukmusic.org/assets/media/UK%20Music%20-Music%20Tourism.pdf>.

## **2012 Olympic and Paralympic Games**

### **Torch Relay and Torchbearers**

On 18 May LOCOG announced the dates and locations for the evening celebration events on the London 2012 Olympic Torch Relay route. The Torch will visit 74 locations across the UK and you can access a map here <http://www.london2012.com/games/olympic-torch-relay/where-is-the-olympic-flame-going/>. At these evening celebrations there will be a two hour entertainment show offering local people the chance to get involved, and each evening show will vary with local host community entertainment to showcase their culture and heritage.

The Olympic Flame will be carried across the UK by 8,000 inspirational Torchbearers and once the detailed route is confirmed later this year, it is estimated that 95% of the population will be within a one hour journey time of the Torch Relay. The Torchbearer

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nomination programme will run until 20 June 2012 and details can be found at <http://www.london2012.com/games/olympic-torch-relay/index.php>.

Over the past year LOCOG has worked with councils and representatives from other sectors across the country to devise this first phase of the route. In addition to the first 74 locations confirmed, many other cities, towns, villages and places of outstanding natural beauty, sports venues and community hubs will be announced in a second, more detailed route announcement later this year that will confirm the many other places the Olympic Flame will visit each day.

### **Get Set**

LOCOG have launched a scheme to give children and young people the opportunity to receive tickets to the London 2012 Olympic and Paralympic Games. Schools must submit an application to be part of the London 2012 Get Set education network by 16 December 2011 in order to be eligible receive their allocation of tickets. LOCOG and the Mayor of London have made 125,000 tickets available to London schoolchildren through the scheme. A further 50,000 tickets will be distributed to schools across the UK and 25,000 tickets will be distributed by the British Olympic Association, British Paralympic Association, Sport England and Tickets for Troops. Ticketshare tickets are donated through a levy placed on London 2012 hospitality packages sold by Prestige Hospitality.

'Get Set' is the official London 2012 education programme for schools and colleges across the UK. It aims to enhance teaching and learning by helping teachers to link learning to the London 2012 Games and the Olympic and Paralympic Values. Through the Get Set website, teachers and students can access free resources such as films and images, enter competitions connected to the Games and download fact and activity sheets. Schools and colleges which demonstrate how they are using Olympic and Paralympic Values to enhance their curriculum can apply to join the Get Set network. Members of the network will receive Ticketshare tickets, as well as a plaque and certificate and the right to use the London 2012 education logo on their website, school sign and letterhead. They also gain access to prizes such as visits from athletes, tours of the Olympic Park.

The LG Group has sent a letter to Executive Members and Director's of Children's Services to promote the Get Set Network and the opportunity to receive tickets to attend the 2012 Games.

### **Sport and Physical Activity**

#### **Playing fields**

Sport England has launched a £10 million Protecting Playing Fields fund as part of the Places People Play mass participation legacy. This new fund will see hundreds

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of sports playing fields across the country protected and improved. Sport England will run five £2 million funding rounds over the next three years, investing between £20,000 and £50,000 to help:

- Bring disused playing fields back into use
- Improve the condition of pitches (e.g. levelling, drainage, reseeding)
- Buy new playing field land (not less than 0.2 hectares)
- Buy existing playing field land where there is a known threat, such as the expiry of a lease or a development proposal.

Every playing field supported by this fund will also be protected from developers for at least 25 years.

Applications for round one of Protecting Playing Fields will be accepted via Sport England's website between 25 May 2011 and 6 July 2011. The LG Group has promoted the opportunity to councils, which represents welcome additional funding to help ensure local authorities can continue to provide the very best sporting facilities for families in their area.

Sport England has also entered into a partnership with Fields in Trust (FIT) to support the protection of playing fields as part of the Queen Elizabeth II Fields Challenge. Successful applicants to Protecting Playing Fields who accept a Deed of Dedication of their playing field in "perpetuity" will have their project details passed to FIT. This will give them the opportunity to become a Queen Elizabeth II Field as part of the programme to mark the Diamond Jubilee and the London 2012 Olympics.

### **Asset transfer**

Sport England has launched a new toolkit to help community sports clubs across England tackle the complex world of asset transfer. Asset transfer involves the shifting of the ownership of land or buildings from government organisations to community groups such as local sports clubs and trusts, giving them financial stability and independence. However, the transfer of an asset is complex and the process can be a daunting task for a sports club to undertake, especially those run mainly by volunteers.

With the development of this bespoke, interactive web based tool Sport England aims to provide clubs with a step by step guide through each stage of the asset transfer process. It will help open up the process to both established community sports organisations as well as new groups who believe they can put unused or underutilised sports facilities and public assets to better use.

The LG Group has promoted the availability of the tool to councils.