

Culture, Tourism and Sport Programme Board

Agenda

Thursday 26 May 2011
1.00pm

Smith Square Rooms 1 & 2 (Ground floor)
Local Government House
Smith Square
LONDON
SW1P 3HZ

To: Members of Culture, Tourism and Sport Programme Board
cc: Named officers for briefing purposes

Guidance notes for visitors

Local Government House, Smith Square, London SW1P 3HZ

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

LG Group Culture, Tourism and Sport Programme Board

26 May 2011

There will be a meeting of the Culture, Tourism and Sport Programme Board (Smith Square Rooms 1 & 2, Ground floor) **at 1.00pm on Thursday 26 May 2011 at Local Government House.**

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.

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@local.gov.uk
Conservative: Angela Page: 020 7664 3264 email: angela.page@local.gov.uk
Liberal Democrat: Evelyn Mark: 020 7664 3235 email: libdem@local.gov.uk
Independent: Group Office: 020 7664 3224 email: independent.group@local.gov.uk

Location

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

LGA Contact

Paul Johnston (Tel: 020 7664 3031, email: paul.johnston@local.gov.uk)

Carers' Allowance: As part of the LGA Members' Allowances Scheme a Carer's Allowance of up to £5.93 per hour is available to cover the cost of dependants (i.e. Children, elderly people or people with disabilities) incurred as a result of attending this meeting.

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http://www.parkplaza.com/hotels/gbriver?s_cid=se.bmm2175

<http://www.novotel.com/gb/hotel-1785-novotel-london-waterloo/index/shtml>

Culture, Tourism and Sport Programme Board - Membership 2010/2011

Councillor	Authority
Conservative (6)	
Stephen Castle [Deputy Chairman]	Essex CC
Sir William Lawrence	Stratford-on-Avon DC
Ken Maddock	Somerset CC
David Lloyd	Hertfordshire CC
Geoffrey Theobald OBE	Brighton & Hove Council
Andrew Lewer	Derbyshire CC
Substitutes:	
Anne Hawkesworth	Bradford MDC
Labour (4)	
Simon Henig [Vice Chair]	Durham CC
Bryony Rudkin	Ipswich BC
Chris Roberts	Greenwich LB
Caitlin Bisknell	High Peak DC
Substitutes:	
Mike Amesbury	Manchester City
David Phillips	Swansea City
Liberal Democrat (3)	
Chris White [Chair]	Hertfordshire CC
Flick Rea	Camden LB
<i>Vacancy</i>	
Independent (1)	
Geoff Knight [Deputy Chair]	Lancaster City
Substitute	
TBA	

LG Group Culture, Tourism and Sport Programme Board Attendance 2010 -2011

Councillors	13/09/10	17/11/10	19/01/11	02/03/11	26/05/11	21/07/11
Conservative Group						
Stephen Castle [Deputy Chairman]	YES	YES	YES	YES		
Sir William Lawrence	YES	YES	YES	YES		
Ken Maddock	YES	YES	YES	YES		
Geoffrey Theobald OBE	YES	NO	NO	YES		
Andrew Lewer	YES	YES	YES	YES		
Labour Group						
Simon Henig [Vice Chair]	YES	YES	NO	YES		
Bryony Rudkin	YES	YES	YES	NO		
Chris Roberts	NO	YES	YES	NO		
Caitlin Bisknell	YES	NO	NO	NO		
Lib Dem Group						
Chris White [Chair]	YES	NO	YES	NO		
Flick Rea	YES	YES	YES	YES		
John Commons	YES	NO	YES	YES		
Independent						
Geoff Knight [Deputy Chair]	YES	YES	YES	YES		
Substitutes						
Cllr David Lloyd	YES (observer)			YES		
Cllr David Phillips		YES		YES		
Cllr Gary Millar		YES				
Cllr Anne Hall (West Sussex)		YES				
Cllr Guy Nicholson (Hackney)			YES			
Cllr Florence Nosegbe (Lambeth)			YES			
Cllr Sonja Crisp (City of York)				YES		

Agenda

LG Group Culture, Tourism and Sport Programme Board

Thursday 26 May 2011

1:00pm – 3:00pm

Local Government House

	Item	Page	Time
	<i>For discussion</i>		
1.	Note of last meeting		1:00pm
2.	National support for local authority archives		1:10pm
	The Board will receive a presentation from Oliver Morley, Chief Executive, The National Archives on this item.		
3.	One year to go: delivering the 2012 Olympic and Paralympic Games and maximising the legacy benefits		1:40pm
4.	Government Tourism Policy		2:15pm
5.	Outside bodies feedback from Members		2:35pm
	<i>For noting / information</i>		2:45pm
6.	Heritage Modernisation		
7.	Progress of MLA / Arts Council transfer		
8.	Evaluation of 2011 Culture, Tourism and Sport Conference (to follow)		
9.	Getting Closer update		
	The Chair will update the Board at the meeting.		
10.	Update on current issues		
11.	CLOA case studies		

Note of decisions taken and actions required

Title:	LG Group Culture, Tourism and Sport Programme Board
Date and time:	Wednesday 2 March 2011, 3.30pm
Venue:	National Centre of Early Music, York

Attendance

Position	Councillor	Council
Vice Chair (in the Chair)	Cllr Simon Henig	Durham CC
Deputy chair	Cllr Stephen Castle Cllr Geoff Knight	Essex CC Lancaster City
Members	Sir William Lawrence Cllr Ken Maddock Cllr Geoffrey Theobald OBE Cllr Andrew Lewer Cllr Flick Rea Cllr John Commons	Stratford-on-Avon DC Somerset CC Brighton & Hove Derbyshire CC Camden LB Manchester City
Substitutes	Cllr David Lloyd Cllr David Phillips Cllr Sonja Crisp	Hertfordshire CC Swansea City City of York
Apologies	Cllr Chris White (Chair) Cllr Kevin Carroll Cllr Bryony Rudkin Cllr Chris Roberts Cllr Caitlin Bisknell	Hertfordshire CC Torbay Ipswich BC Greenwich LB High Peak DC

Present: Cllr Nigel Ayre, Gill Cooper (City of York Council) Paul Raynes, Martyn Allison, Laura Caton, Paul Johnston (all LG Group); Cllr Nigel Lynn (CLOA)

Item	Decisions and actions	Action by
1	<p>Culture, Tourism and Sport Programme Board – note of last meeting</p> <p>The Chair welcomed Members to the meeting. Members agreed the note of the previous meeting as a correct record.</p> <p>Members said they were keen that the Board should engage with councils outside London and asked for this to be taken into account when arranging meetings in the 2011/12 Board cycle.</p>	
2	<p>Future Libraries Programme</p> <p>Officers introduced the item, and circulated a confidential report on the current situation regarding library closures.</p> <p>Officers also briefed Members on progress with the Future Libraries Programme, which is supporting ten projects involving 36 councils (one quarter of library authorities) to develop, capture and share imaginative solutions to modernising and improving the efficiency of library services. Members noted progress with sharing lessons with as many councils as possible through on-line case studies and events.</p> <p>Members noted that national responsibility for supporting public library and museum improvement will pass to Arts Council England following the abolition of the Museums and Archives Council (MLA) by April 2012. Members said that it was important councils had a strong voice during the transition phase and officers said this was achieved through political-level meetings and representation on key groups overseeing the transition.</p> <p>Members asked about the Government's view on future arrangements for archives, which is also MLA's role. Officers said that there had been no formal announcement but the government was investigating how best to support the sharing of good practice. <i>[Post-meeting note: the government has now announced that The National Archives will take the lead national role on supporting archives and the Chief Executive is presenting to the Board on 26 May.]</i></p>	

Decision

Members agreed to the actions as set out within paragraph 11 of the report.

Action

Officers to progress the actions set out within paragraph 11 of the report:

- To continue to disseminate the learning from phase 1
- To secure agreement and funding for phase 2
- To agree with the Arts Council some joint principles that will underpin the transfer
- To draft a publication for a wider audience of national and local decision-makers, sharing the learning from the FLP

3 Conference briefing

Officers updated the Board on arrangements for the Culture, Tourism and Sport Conference, which took place over the next two days.

4 Outside bodies feedback from Members

Members noted the report.

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

Members noted the report.

Members said that it would be useful to show LOCOG's Torch DVD at the next Board meeting.

Action

Officers to arrange to show LOCOG's Torch DVD at the next Board meeting.

6 CLOA case studies

Members noted the report.



After the formal conclusion of the meeting, the Chair welcomed Cllr Nigel Ayre, the City of York's Executive Member for Leisure, Culture and Social Inclusion.

Cllr Ayre gave an overview of how the City of York is working with communities, public and private sector partners, and the voluntary sector to create a thriving local cultural offer that appeals to residents and visitors alike. In particular, Cllr Ayre described how the council is working in partnership with Aviva to secure private sector investment in the York Explore Centre; a community library hub.

Members thanked Cllr Ayre for his extremely informative presentation.

Date of next meeting: Thursday 26 May 2011

Item 2

National Support for Local Authority Archives

Purpose of report

For discussion and direction.

Summary

This paper updates members on the Culture Minister's recent announcement that support and leadership for the UK's archive sector will transfer to The National Archives (TNA) from April 2012 following the closure of the Museums, Libraries and Archives Council (MLA).

The Board will receive a presentation from Oliver Morley, Chief Executive of The National Archives, about their new role and what it might mean for local authority archives.

Recommendation

Members to agree the next steps set out in paragraph 11.

Action

To be taken forward by officers as directed by Members.

Contact officer: Laura Caton
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Item 2

National Support for Local Authority Archives

Background

1. Support and leadership for the UK's archive sector will transfer to The National Archives (TNA) from April 2012 following the closure of the Museums, Libraries and Archives Council (MLA). TNA is a government department and an executive agency of the Ministry of Justice. As the official archives of the UK government, it cares for and makes available a vast collection of over 1,000 years of historical records.
2. There are well over 2,000 bodies, both public and private, that hold regularly accessible archives in the UK including universities, local authorities and other institutions.
3. MLA's current role involves acting as an advocate for the sector and helping archives improve their services and public access. Challenges include the growing need to manage digital information, promoting an innovative approach to delivering the highest standards in service with reduced resources, and responding to public demand for online access to digitised content.
4. The Department for Culture, Media and Sport is now working with The National Archives and the MLA on the transfer of responsibilities and the timing of the transfer. TNA and MLA are also working with Arts Council England on cross cultural sector initiatives involving museums, libraries and archives.

Local archives

5. Over 130 local authorities provide archive services, local studies and local history libraries. The collections of unique records in their care document a community's identity. There are over one million visits to local authority archives each year. Many books, magazines, plays, films, television, radio and websites rely on information from archives – much of it in the care of local authorities. Local authorities also have a legal responsibility to look after their records, charged by statute to 'make proper arrangements' for them.
6. Local authorities hold records of national and international importance. These include the official records that underpin democracy and the records of the lives of ordinary people, businesses and local life that add colour and texture to the official record. And it's not just paper and parchment. Most local authority collections contain photographs, maps, plans, prints, drawings, sound recordings, moving images, microfilm and digital records. Together these unique records provide sources of inspiration, enjoyment and learning.

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7. Creatively used, working in partnership with a range of services, archives can help local authorities tackle key issues. As part of learning programmes and community outreach they can help combat social exclusion and support educational achievement. Through regeneration, they can contribute to improving local economies and building a strong sense of community. Together with records management, archives can deliver business and administrative efficiencies.
8. In common with other local cultural services, local archives are facing significant financial pressures. The challenge is to provide a high quality and efficient local archives service that gives as many people as possible the opportunity to enrich their cultural and learning experiences by accessing local archives.
9. The best local archive services are integrated as part of a broad local cultural offer and have strong partnerships with schools, other local cultural organisations and community groups. Local archives are also responding to and embracing external pressures, including public expectations to access information on-line and the demand for greater flexibility in the services and products on offer. Some good practice examples can be found at item 11 – CLOA case studies.

Suggested issues for discussion with The National Archives

10. This discussion is an early opportunity for the Board to start a dialogue with Oliver Morely, the Chief Executive of TNA, about what TNA's new role might mean for councils. Members might like to share the following key points:
 - 10.1 **Councils will be keen to be consulted on and involved with the transfer from MLA to TNA.** How is TNA consulting with councils and the professional bodies and what is the timeframe? Securing strong buy-in from Portfolio Holders with responsibility for local archives will be especially important.
 - 10.2 **The way forward for local archives needs to reflect the radically different service context within which councils are operating.** In particular, budget pressures mean that it will be even more important that national and local leaders are able to articulate the value of local archive services and their contribution to wider community outcomes. How can TNA support this? Local cultural services are increasingly becoming providers of services commissioned by others, and might commission others to deliver on their behalf. What does this mean for local archives?

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10.3 **We want to see any national resource to support local archives organised in a way that supports sector-led improvement, maximises front line impact and gives councils and local partnerships the flexibility to spend public money in a way that best supports their local area.** Local cultural organisations 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 local archives in a way that makes them a cornerstone of the Big Society. The LG Group could play a role helping to identify and share good practice examples. What can archives learn from the Future Libraries Programme? Are there also potential links with the LG Group / English Heritage local heritage modernisation programme?

10.4 Local archive services are often part of local museum or library services; given national government support for the latter is now the responsibility of the Arts Council, **how can we ensure that the national conversation on archives continues to reflect a joined-up local cultural offer?**

Conclusion and next steps

11. It's suggested that following the Board's discussion, the Chair of the Board writes to the Chief Executive of TNA to suggest a local government 'offer' on archives: setting out how the LG Group and councils could contribute towards the review and initial thoughts on the future of local archives.

Financial Implications

12. The results of the Board's discussion will feed into discussions about the shape of the Group's improvement offer on culture.

Item 3

One year to go: delivering the 2012 Olympic and Paralympic Games and maximising the legacy benefits

Purpose of report.

For discussion and direction.

Summary

With just over one year to go until the start of the 2012 Olympic and Paralympic Games, it is timely for the CTS Programme Board to review the objectives of the LG Group's work in relation to the 2012 Games and to consider what the focus should be over the remaining 14 months until the start of the Games.

This paper has been shaped by members of the LG Group's 2012 Olympic and Paralympic Games focus group.

Recommendation

Members are asked to comment on the suggested focus of the LG Group's work on the 2012 Games between now and next summer, as set out in paragraph 11.

Action

To be taken forward by officers as directed by Members.

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Item 3

One year to go: delivering the 2012 Olympic and Paralympic Games and maximising the legacy benefits

Background

1. The Culture, Tourism and Sport Programme Board has identified the 2012 Olympic and Paralympic Games as one of its priority interventions. The key objectives of our work in this area are:
 - 1.1 To make sure that the benefits of the Games are spread throughout the UK through the involvement of local government;
 - 1.2 To help local government play its full part in delivering this; and
 - 1.3 To make sure that local government's delivery role in relation to the Games is fully understood and valued by other agencies and the public.

2. The LG Group has actively represented the views and interests of local government across England and Wales in relation to the Games since July 2005, when it was announced that the Games would be held in the UK. Examples of recent lobbying successes have included:
 - 2.1 Lobbying Government for a strategic role for local authorities in promoting and developing the Olympics-style School Games competition, and feeding the benefits of the competition into the wider community sports system.
 - 2.2 Lobbying GOE to develop the UK Volunteers scheme, which will provide a wider network of volunteers across the country in addition to the official Games Maker scheme.
 - 2.3 Lobbying Government in favour of sustaining the existing Nations and Regions Groups across the UK in order to maintain a strategic layer of engagement between the local and national level on 2012 issues.

3. The LG Group has also provided a range of support to local authorities to help them play their part in delivering Games-related activities and support them to secure the legacy benefits of the Games for local communities and businesses. For example, the Group has:
 - 3.1 Communicated the opportunities available to local authorities through the Games via a variety of means, including: annual LG Group 2012 Games conferences and workshops at other key LG Group conferences; regular publications on key legacy issues; and a monthly e-Bulletin which is sent to councillors and officers.
 - 3.2 Secured funding from the Home Office for the National Local Authority Olympic Resilience Team, who are providing information and advice to support councils across England and Wales to ensure that they are

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appropriately prepared for resilience issues associated with the 2012 Games.

- 3.3 Developed the Local Leadership Local Legacy Project, which provides local authorities with a range of legacy case studies, a self-evaluation toolkit for councils to assess the legacy impact of their programmes, and access to peer mentoring from elected members and officers in Beacon councils.

Progress

4. With a little over a year to go until the start of the Olympic Games in July 2012, many of the key GOE and LOCOG programmes which will contribute to the legacy of the Games are progressing well, with councils actively participating. For example:
 - 4.1 Selection events are taking place across the country for the Games Maker volunteering programme and GOE is implementing the UK Volunteers scheme.
 - 4.2 More than 50% of schools across England and Wales are now registered with LOCOG's Get Set education programme and efforts are ongoing to increase this.
 - 4.3 Over 1,000 projects across England and Wales have received the Inspire Mark, including a range of education, volunteering, business, sport, cultural and sustainability projects.
 - 4.4 Contracts worth £250 million (out of a total of £750 million) have been let by LOCOG and companies outside London and the South East have secured 50% of these contracts.
5. While delivering the Games legacy remains a priority, local authorities and their partners are now increasingly focussing on the operational issues associated with delivering the Games, including:
 - 5.1 Thinking through their engagement with the Torch Relay (depending on whether they will be hosting one of the overnight or daytime stops).
 - 5.2 Organising events for Open Weekend in July 2011 to mark 'One Year to Go' until the Games.
 - 5.3 Working with the BBC to develop Live Sites to show live coverage of Olympic and Paralympic events.
 - 5.4 Implementing UK Volunteers and other local volunteering schemes.
 - 5.5 Planning to ensure that local services, including highways, public transport networks, street cleaning, licensing and trading standards, can cope with the extra pressure that will be placed upon them by an influx of visitors during the Games.
 - 5.6 Securing agreements for pre-Games Training Camps. 65 agreements with the National Olympic Committees (NOCs) and National Paralympic

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Committees (NPCs) are now in place across the UK, but many competing countries are still in the process of making arrangements.

- 5.7 Thinking through which 'Look' items they will purchase to dress their local areas and how they will use existing resources (e.g. parks, building maintenance and street lighting budgets) to celebrate the Games.
 - 5.8 Those councils with venues (including nine outside London) are focussed on getting the venues and surrounding areas ready, hosting test events, getting the local community involved and resilience planning.
6. Budget pressures also mean that councils without a direct connection to the Games are focussing on using the Games to give extra momentum and reach to existing projects.

One Year To Go

7. There will be national and local celebrations to make One Year to Go until the start of the Olympic Games on 27 July and the Paralympic Games on 29 August. LOCOG will shortly release more details about their planned activity.
8. One Year to Go is one of the last big hooks around which to galvanise councils behind the Games. The LG Group has planned the following activities in the run-up to and to mark One Year to Go:
 - 8.1 LG Group / LOCOG letter to councils about volunteering (to highlight the remaining selection centres, set out how to access information from LOCOG and emphasising legacy)
 - 8.2 The LG Group has sent an email to Executive Members and Directors of Children's Services to raise awareness about Get Set.
 - 8.3 LG Group / LOCOG letter to all council leaders (some of whom will be newly elected) to coincide with One Year to Go, highlighting the full range of opportunities available to councils
 - 8.4 One Year to Go special feature in the LGG's **first** magazine which is sent to all councillors
 - 8.5 2012 Games workshop at the LGG's Annual Conference

Recommendations and next steps

9. As LOCOG and GOE programmes reach the implementation stage and key milestones on the route to the Games are achieved, the opportunities and need for the LG Group to significantly influence and shape these programmes is reducing.
10. It is therefore timely for the CTS Programme Board to review the objectives of the LG Group's work in relation to the 2012 Games and to consider what the

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focus should be over the remaining 14 months until the start of the Olympic Games in July 2012.

11. The Board may wish to consider focussing on:
 - 11.1 Making sure that there **remains a focus on achieving the legacy benefits**, both within LOCOG and GOE and within councils, and that there is a recognition that work on the Games legacy (e.g. community sports participation and tourism) needs to continue after the Games.
 - 11.2 **Communicating vital information to local authorities on the opportunities** available through the Games via the existing channels (e.g. monthly e-bulletin, LGG website, annual conference) and encouraging them to get involved.
 - 11.3 Providing **support to councils on issues which could have an impact on the reputation of local government**, e.g. support to local authorities to address the resilience issues through the National Local Authority Olympic Resilience Team, and promoting the UK-wide calendar of events.
 - 11.4 **Advising LOCOG and Government** on how best to utilise councils' ability to facilitate opportunities for communities across the country to feel involved with the Games, such as hosting street parties. In particular, we need to encourage LOCOG to communicate about opportunities for communities to get involved with the Games as early as possible in order to maximise participation.
 - 11.5 **Ensuring the Local Government Group's work on 2012 is fully linked with policy and improvement** work on culture, tourism, the economy, children and young people, healthy communities and emergency planning and resilience within the new structure of the LG Group.
12. Subject to a steer from Members, officers will develop a work programme that is more appropriate to the current phase in getting ready to host the Games and the focus on legacy.

Item 4

Government Tourism Policy

Purpose of report

For discussion and direction.

Summary

This paper summarises the implications for councils of the government's recent tourism policy and suggests key messages and actions in response.

Recommendation

Members are asked to comment on the key messages set out in paragraph 14, the action set out in paragraph 16 and to give any further steer on the more detailed analysis attached at **Annex A**.

Action

To be taken forward by officers as directed by Members.

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Item 4

Government Tourism Policy

Background

1. As the fifth largest industrial sector in the UK, the visitor economy has massive potential to support employment, investment and skills development. It accounts for £90 billion direct spend each year, contains over 200,000 businesses and provides 4.4% of the nation's jobs, a large proportion of them entry-level jobs in which newcomers to the labour market acquire fundamental skills.
2. Deloitte forecast that the UK visitor economy will be one of the country's best performing sectors, with above average growth of 3.5% Gross Value Added until 2020. This is an average figure across the whole country, with some parts of the visitor economy already significant exceeding this. For example, Yorkshire recorded a 6.6% increase in tourism spend during 2008 and a 10% growth in visitor numbers in 2009. In the current economic climate, these performances make the visitor economy a particularly important part of the UK economy.
3. Key characteristics of Britain's visitor economy include:
 - 3.1 Domestic tourism accounts for 59% of the sector's spend, while inbound travellers account for 14% and outbound 27%.
 - 3.2 Britain consistently ranks as one of the top six or seven visitor destinations in the world, and because of our open and international economy, business travel is an important (and high spending) element of both our domestic and foreign travel sectors too.
 - 3.3 We're comparatively weak in the lucrative international business conventions and conferences market, but are improving rapidly as large and modern new facilities such as ExCel in east London come onstream.
 - 3.4 In our leisure travel, we used to take package holidays abroad but are becoming increasingly self-confident and adventurous, so we're increasingly likely to 'self- package' instead – often online.
 - 3.5 We've always self-packaged our domestic holidays, partly because we're more confident about what we're buying and partly because package holiday firms' economics work best if you're flying to your destination, so they're naturally a much smaller part of the domestic market.
 - 3.6 We're taking more frequent, shorter breaks than we used to.
 - 3.7 We're much more likely to holiday abroad, and less likely to take a domestic break, than other European nationalities.

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4. Councils – which ensure the quality and development of the core infrastructure of places, such as transport facilities and clean, safe and attractive public spaces – are heavily involved in supporting the visitor economy, investing over £100m per year in business support, visitor information and destination marketing. They also spend a significant amount on culture and heritage and support major cultural, business and sporting events; all of which are key attractions for tourists.
5. The visitor economy landscape is undergoing significant change nationally, regionally and locally; namely funding challenges, the winding up of Regional Development Agencies by April 2012, the potential role of Local Enterprise Partnerships (LEPs) in tourism and a new direction for VisitEngland. Board Members considered the implications of these changes for councils at their January meeting when they also received a presentation from James Berresford, Chief Executive of VisitEngland, about their new ‘strategic framework’.
6. Cllr Chris White and Cllr Stephen Castle met John Penrose in October 2010, and Cllr White and Baroness Eaton met him again on 11 January 2011, to discuss councils’ role in the visitor economy. The LG Group is also represented on VisitEngland’s ‘Partners 4 England’, the umbrella group for private and public sector organisations with an interest in growing the visitor economy.

Summary of the government’s tourism policy

7. In August 2010 the Prime Minister gave a high profile speech on tourism in which he underlined the economic value of tourism and said the government would work with industry and the public sector to develop a new tourism policy. He also recognised that councils have a big role to play in creating a thriving visitor economy and pledged to incentivise councils’ investment in tourism.
8. The resulting policy was published by the Tourism Minister, John Penrose, in March 2011. You can view the full strategy on the DCMS website http://www.culture.gov.uk/images/publications/Government2_Tourism_Policy_2011.pdf.
9. There are three headline aims:
 - 9.1 **Fund the most ambitious marketing campaign ever to attract visitors to the UK in the years following 2012.** The £100m campaign, co-funded by the government and the private sector, aims to attract 4m extra visitors to Britain over the next 4 years. That equates to £2bn more spend in our economy, and 50,000 new jobs.

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- 9.2 **Increase the proportion of UK residents who holiday in the UK to match those who holiday abroad each year.** For longer stays (4 nights or more) this would mean 29%2 of travellers holidaying in Britain rather than just 20% today (creating 4.5m extra domestic trips each year, £1.3bn more spend and 26,000 new jobs). And if we can replicate this scale of improvement for shorter stays as well, we will create a further £750m of spend and 11,000 new jobs.
- 9.3 **Improve the sector's productivity (skills, new technology)** to become one of the top five most efficient and competitive visitor economies in the world.
10. Proposals to achieve the headline aims that are particularly relevant to councils include:
- 10.1 A £100 million industry-led international marketing fund, led by VisitBritain
- 10.2 Industry-led Destination Management Organisations to bring together local tourism businesses and to forge partnerships with councils and local enterprise partnerships
- 10.3 VisitEngland will act as the national body for English tourist firms and destinations and the DMO of 'last resort' for tourism businesses in an area that does not have one
- 10.4 Government will give the tourism industry and consumers responsibility for hotel 'star rating' quality systems
- 10.5 Improve the planning process through the raft of measures being taken forward in the Localism Bill, such as neighbourhood planning
- 10.6 Create an industry task force to cut red tape
- 10.7 Prioritise improvements and repairs to road and rail networks
- 10.8 Better visitor information through improved road signage and better use of technology
- 10.9 Help to improve staff skills in the tourism sector
- 10.10 Consult on whether to lengthen the tourism season by moving the May Day bank holiday.
11. The policy does not give much more detail on the Prime Minister's pledge made in his tourism speech in August 2010 that "If a local council does more to attract tourists to its area they know they'll be picking up costs but they'll get none of the additional business rate revenue. Central government sucks in 100 per cent of this revenue generated by all local economic growth. This is just mad. Local authorities must be allowed to invest some of this back into their own communities." The Local Government Resource Review is, however, looking at ways to allow councils to retain future business rate growth.

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Implications for councils and Local Government Group response

12. **Annex A** gives more detail on the above proposals, summarises the main implications for councils and suggests the LG Group's response. Members will note that there are links with the Economy and Transport Programme Board's lobbying on infrastructure, the Environment and Housing Programme Board's lobbying on planning and the Group's lobbying on the Localism Bill and localisation of business rates.
13. The Chair of the CTS Programme Board has written to the Tourism Minister to ask for a meeting to discuss the tourism policy. In advance of this meeting, it is suggested that the Chair writes to the Minister setting out the LG Group's response to the government's tourism policy.
14. **Members are asked to comment on the following key messages and to give any further steer on the more detailed response set out in Annex A.**
 - 14.1 The LG Group agrees that the way forward for tourism must be based on **supporting tourism businesses, encouraging entrepreneurs and creating private sector jobs**;
 - 14.2 We are pleased that the tourism policy recognises the vital role of councils in leading and supporting thriving visitor economies – **decisions about whether and how to invest in the local visitor economy must be made locally by councillors** and in accordance with their democratic mandate;
 - 14.3 Many LEPs are aiming to give a lead on the full range of interlinked issues that affect local economies and upon which a thriving visitor economy rests and **there is huge potential for LEPs to work with tourism businesses**, both through special-purpose Destination Management Organisations but also through Chambers of Commerce and other bodies, to sustain and support great destinations;
 - 14.4 The **government's wider planning reforms** offer the potential to make the system simpler, quicker and more transparent. Through our lobbying on the Localism Bill, we will continue to press government not to impose rigid bureaucratic processes on local people and councils. This will help to maximise the potential of the reforms to support the visitor economy, where this is prioritised;
 - 14.5 At a time of severe budget pressures, **councils need freedoms and flexibilities to invest in the infrastructure** upon which the visitor economy relies in a way that meets the needs of local communities; we need creative ways of attracting investment, building on Tax Increment Financing;
 - 14.6 We are very keen to explore ways to **incentivise local government investment in infrastructure and the visitor economy** and encourage Ministers to develop the Prime Minister's proposal (made in his speech in

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August 2010) that councils should keep a share of increased business rates resulting from investment in tourism support. This will be taken forward as part of the Group's lobbying on the Local Government Resource Review.

Conclusion and Next Steps

15. Most of the suggested actions detailed in **Annex A** are about embedding the visitor economy in existing lobbying programmes and improvement activities.
16. In addition, Members are asked to comment on and agree the following actions:
 - 16.1 Chair of the Board to write to the Tourism Minister setting out the LG Group's response to the tourism policy;**
 - 16.2 Continued liaison with VisitEngland on the implications of their 'strategic framework' for councils and appropriate engagement with their new partnership arrangements;**
 - 16.3 Chair of the CTS Programme Board to meet Sandie Dawe, Chief Executive of Visit Britain, to discuss how councils and the LG Group will relate to the refocused VisitBritain;**
 - 16.4 LG Group to submit a response to the government's pre-consultation on moving the May Bank Holiday;**
 - 16.5 LG Group to submit a response to the 'red tape task force' that highlights councils' role in helping to reduce the regulatory burden on tourism businesses.**

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Annex A

Implications for councils and Local Government Group response

This section highlights the main proposals that will impact upon councils and suggests an LG Group response for Members to comment on.

Proposal	Key issues for councils	Suggested LG Group response
<p>VisitBritain will lead and focus on a £100m partnership marketing fund to launch an international promotional campaign that takes advantage of the 2012 Games and other major events which will be taking place over the next few years. The government has said that assuming this approach works during and after the 2012 Games, it should form a template for how Britain markets itself to the rest of the world for subsequent years.</p>	<p>Councils will want to ensure that the global marketing offer is connected to local and sub-regional marketing and efforts to grow the visitor economy. For example, VisitBritain's international marketing campaign needs to be informed by local and sub-regional intelligence and understanding about visitor patterns, accommodation and local infrastructure.</p>	<p>At a national level, the LG Group will want to maintain a strategic relationship with VisitBritain to discuss the implications of the international marketing campaigns for local and sub-regional areas. This will be especially important in the run-up to the 2012 Games and Diamond Jubilee.</p> <p>Action: Chair of the CTS Programme Board to meet Sandie Dawe, Chief Executive of Visit Britain, to discuss how councils and the LG Group will relate to the refocused VisitBritain.</p>
<p>The government wants focused and efficient Destination Management Organisations (DMOs) which are led by and increasingly funded through partnerships with the tourism industry itself. DMOs should not just be about building and marketing strong individual</p>	<p>Many RDAs supported a Destination Management Organisation (DMO) or similar body. Amongst other things, these bodies develop the local tourism offer, help improve the look and feel of destinations, support</p>	<p>The CTS Programme Board has already agreed key lines on destination management and the Chair of the Board has written to council leaders setting out the Group's position. In particular, Members emphasised that:</p> <ul style="list-style-type: none"> • It must be up to councils and local partners to decide

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Proposal	Key issues for councils	Suggested LG Group response
<p>attractions – vital though that is, but take an overview of all the different factors that impact upon the success of destinations, including an attractive public realm, Tourism Information Centres, the use of technology, brown signs and the skills of the tourism workforce. They should be funded by smaller-scale versions of partnership marketing fund. The policy highlights the importance of working with LEPs.</p>	<p>businesses to improve their customer service standards so that places are more welcoming and market the destination to potential visitors.</p> <p>The winding up of RDAs by April 2012 will therefore have a significant impact upon how tourism support is organised locally – with some funding for DMOs ending already, at the same time as many LEPs are aiming to give a lead on the full range of interlinked issues that affect local economies and upon which a thriving visitor economy rests.</p> <p>In many areas councils, with LEPs and other partners, are leading discussions on the future of destination management.</p> <p>The current arrangements for supporting the visitor economy are complex and too top-down, with varying levels of engagement from the private sector.</p>	<p>what, if any, support to give to destination management locally;</p> <ul style="list-style-type: none"> • Where councils do decide to support destination management, there are three main approaches: working through LEPs, a private sector led solution by tourism businesses and direct public funding of destination management; • There is huge potential for LEPs to work with tourism businesses, both through special-purpose DMOs but also through Chambers of Commerce and other bodies, to sustain and support great destinations. <p>Action: The LG Group’s emerging improvement offer to councils on LEPs should reflect their potential role in the visitor economy.</p> <p>Officers to use relevant networks to track feedback on the impact of changes in destination management and the relationship with LEPs.</p>
<p>VisitEngland will act as the national body for English tourist firms and destinations, be a source of best practice, have industry-led partnership and governance arrangements and act as the DMO ‘of last resort’ for tourism businesses in places without a DMO. VisitEngland. VE is setting up a new ‘destination forum’ to bring together the DMOs</p>		<p>The Chair of the CTS Programme Board has regular meetings with the Chair and Chief Executive of VisitEngland. We support stronger business engagement with VisitEngland, however we want to guard against a parallel structure that duplicates sub-regional and local relationships.</p> <p>There is an important role for VisitEngland to play in</p>

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Proposal	Key issues for councils	Suggested LG Group response
<p>to discuss the implications of VE's strategic framework.</p>		<p>encouraging RDAs - and through them DMOs - to fully involve the council and LEP (where applicable) in discussions on winding down regional work on tourism.</p> <p>Action: Chair of CTS Programme Programme Board to meet Chair of VisitEngland in the Autumn to discuss progress with the new arrangements.</p> <p>Continued liaison with VisitEngland on the implications of their 'strategic framework' for councils and appropriate engagement with their new partnership arrangements.</p>
<p>Government will give the industry and consumers responsibility for hotel 'star rating' quality systems, through VisitEngland</p>	<p>A key concern for councils is that visitors have reliable, high quality and comparable data on which to make informed decisions about where to stay. Local regulatory services have a role to play in quality assurance.</p> <p>Councils control signs on local roads in its area and set the local policy on brown signs. However, the council must have regard to government guidance on tourist signing for local roads, which sets certain criteria including the circumstances in which a tourist sign can be used, the definition of a tourism attraction and</p>	<p>It is right that industry and consumers, rather than quangos, lead quality systems.</p> <p>Action: None at present.</p>
<p>The government wants to see better tourist information by reviewing the rules around brown signs (for example, advertising is currently prohibited), encouraging destinations to work with technology suppliers and industry to provide visitor and welcome information, promoting VisitEngland's destination management guidance to DMOs and ensuring that pricing and ticket availability data is freely</p>		<p>The LG Group supports the principle of giving councils more flexibility over local signage. Councils are best placed to understand what makes sense for their communities and to balance the need for signage with their responsibilities for road safety, traffic management and the environment</p> <p>Action: Lobby government to continue to give local councils more flexibility to decide appropriate local</p>

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Proposal	Key issues for councils	Suggested LG Group response
<p>available through websites and apps to support visitors to make informed decisions.</p> <p>The government has launched a ‘pre-consultation’ on moving the May Bank Holiday to extend the tourism season by creating a new ‘landmark’ holiday celebration on either 23 April (to coincide with St George’s Day or a ‘National Day’ during the October half term to complement moves to build up Halloween and Bonfire Night.</p>	<p>design specifications.</p> <p>Although in the longer-term the impact of shifting the Bank Holiday might by ‘cost-neutral’ in the short-term councils would incur costs as they revised well established plans and procedures for maintaining essential local services on the May Bank Holiday.</p>	<p>signage.</p> <p>Moving the May Bank Holiday would put extra financial pressures on councils at a time when they cannot afford it. Most of the tourism industry itself seems to be sceptical about the benefits of moving the May Bank Holiday. We would need to be convinced that moving the Bank Holiday would bring real benefits to the economy and local communities.</p> <p>Action: Officers to draft a response to the government’s pre-consultation for clearance by CTS Lead Members.</p>
<p>Improving the planning process. DCMS and VisitEngland will work with CLG and councils to help councils develop local plans which allow tourism businesses to expand and flourish. The policy highlights how the government’s planning reforms, including creating a fast-track approval process for any planning application receives no objections from neighbouring properties, could help to grow the visitor economy.</p>	<p>The Localism Bill is the legislative vehicle for government to implement its planning reforms, which will have a significant impact upon local planning services. The changes include the abolition of Regional Spatial Strategies and powers for parishes and newly created neighbourhood forums to develop neighbourhood plans.</p>	<p>The LG Group supports the simplification of the planning system and is working with government on the streamlined National Policy Framework. We agree that local planning should be in the hands of councils and that planning should be simpler, quicker and provide more certainty and transparency for local people and developers.</p> <p>However, we are concerned that the process set out in the Localism Bill is too complicated and costly, and we are lobbying government to simplify it.</p> <p>The LG Group is also supporting councils to develop local plans where they have not already done so. It should be up to councillors to decide how, and if, supporting the visitor economy is one of the objectives</p>

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Proposal	Key issues for councils	Suggested LG Group response
		<p>of local planning policy.</p> <p>Action: Environment and Housing Programme Board lobbying on planning reform to reflect the role that planning can play in creating a thriving visitor economy.</p>
<p>Create an industry task force to cut red tape.</p>	<p>Councils - through their support, advisory and enforcement roles - can help to reduce the burden of red tape on local tourism businesses whilst fulfilling duties to protect the public.</p>	<p>The LG Group supports efforts to free up local tourism businesses from the burden of regulation. However, this needs to be balanced against councils' duties to protect the safety and health of local people.</p> <p>Action: LG Group to submit a response to the red tape task force that highlights councils' role in helping to reduce regulatory burden on tourism businesses.</p>
<p>Prioritising improvements and repairs to road and rail networks. Government, with tourism organisations, will work alongside the rail industry and Passenger Focus to update the available evidence relating to tourist use of the rail network through the National Passenger Survey.</p>	<p>A thriving visitor economy needs to be supported by good local road and rail infrastructure. The best way to secure local investment in infrastructure in a challenging financial climate is to support councils to find new ways of financing and delivering infrastructure so that they are not so reliant on central government funding.</p>	<p>This reinforces the Economy and Transport Programme Board's lobbying of government so that councils have the freedoms and flexibilities to invest in infrastructure in a way that reflects local priorities, and to develop creative ways of attracting investment in infrastructure, such as TIF and so that councils can recoup the cost of damage to local roads caused by utility works.</p> <p>Action: Economy and Transport Programme Board's lobbying on infrastructure to reflect the potential benefit to the visitor economy.</p>

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Proposal	Key issues for councils	Suggested LG Group response
<p>Improve staff and management skills in the visitor economy. The government will work with People 1st (the Sector Skills Council for the tourism industry), the National Skills Academy for Hospitality, and the industry, to improve the behaviours, personality and skills of tourism sector staff still further, so we can deliver a consistently higher standard of professional welcome.</p>	<p>It will be local partnerships of councils, LEPs, schools, education and training providers that will make this happen.</p> <p>The vast majority of LEPs have demonstrated a desire to take a leading role in skills. LEPs could play a strategic market making role to ensure that training fits the needs of local employers and local people, in particular to drive up the quality and quantity of work-based training, including apprenticeships and support for young entrepreneurs.</p> <p>In the absence of formal powers to direct or control providers, local responsiveness will be underpinned by effective relationships between councils, providers and employers and robust labour market intelligence.</p>	<p>The LG Group has argued for a strategic market making role for LEPs to ensure training fits the needs of local employers – including tourism businesses, making the case that localisation – to LEPs – supports the government’s demand-led skills policy and provider autonomy.</p> <p>We have also argued for the importance of strong links at local level between LEPs and arrangements behind 14 – 19 learning and training, such as 14-19 Partnerships. Notwithstanding changes to the funding for 16 – 19 education, councils continue to have a strategic commissioning and influencing role to ensure provision meets the needs of local young people and employers. High-quality relationships with providers and employers and a shared understanding of need are pre-requisites for both 16-19 and post-19 provision.</p> <p>Action: Officers to explore the best way for the LG Group’s work on skills to feed into the government’s review of skills in the tourism sector.</p> <p>Officers to link with the Economy and Transport and Children and Young People’s Programme Boards emerging work to address youth unemployment.</p>

Item 5

Member feedback from outside bodies

Purpose of report

For information.

Summary

This paper provides Members with the opportunity to **feedback** on recent meetings of outside bodies at which they have represented the Board. The Board Chair's report to LG Group Councillors' Forum, which details the Chair's and Lead Members' activities undertaken on behalf of the Board, is also attached as **Appendix A**.

Recommendations

Members currently representing the Programme Board on outside bodies are asked to **provide any appropriate feedback** from recent meetings, details of which are enclosed.

Actions

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

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Member feedback from outside meetings

Recent

Title	Date
Olympic Resilience Member-Level Steering Group	8 March 2011
<p>Cllr Chris White and Cllr Stephen Castle attended the Member Steering Group for the National Local Authority Resilience Programme, which is supporting local authorities across England and Wales to meet their security and resilience obligations in relation to the 2012 Games and ensuring that local authority interests are represented in national discussions on these issues. Members discussed the progress achieved to date, key emerging issues and the developing communications strategy for the programme.</p>	
2012 Games Nations and Regions Group	10 March 2011
<p>Cllr Chris White and Cllr Stephen Castle attended the Members' meeting of the Nations and Regions Group, which is responsible for ensuring that the benefits of the London 2012 Games are spread across the UK. They highlighted the important role that local authorities play in promoting the visitor economy and the need for Visit Britain and Visit England to engage Local Enterprise Partnerships in efforts to promote tourism through the Games and other events taking place in 2012.</p>	
Lady Penelope Cobham, Chairman, VisitEngland	24 March 2011
<p>Cllr Chris White and Baroness Eaton met Lady Penelope Cobham, Chairman of VisitEngland to discuss the implications of VisitEngland's new strategic framework for councils. In particular, they emphasised the importance of effective local partnerships between councils, LEPs and Destination Management Organisations, and the importance of evidencing the economic value of tourism.</p>	
Meeting with Charles Allen, Chair of Nations and Regions Group	6 April 2011
<p>Cllr Chris White met Charles Allen to discuss how LOCOG will engage with local authorities over the remaining 14 months until the London 2012 Games and the role that the LGG can play in facilitating this. He highlighted the need for LOCOG to share as much information as possible with councils on volunteer applicants and plans for the Torch Relay and raised concerns regarding the degree of consultation with local authorities by the Olympic Delivery Authority (ODA) in relation to major Games-related transport projects.</p>	

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Social Legacy Board	12 May 2011
<p>Cllr Stephen Castle attended the Social Legacy Board where the items discussed included LOCOG's plans for using new technology to engage communities in the run-up to the Games, making the most of One Year to Go and disability legacy. In particular Cllr Castle highlighted the role of councils in enabling community celebrations during Games-time, such as street parties. He also emphasised the importance of communicating to councils about opportunities as early as possible.</p>	

Forthcoming

Title	Date	Attendees
LGA / LOCOG meeting	26 May 2011	Cllr Stephen Castle Cllr Simon Henig
LGA catch-up with Ed Vaizey MP	6 June 2011	Cllr Chris White
Nations and Regions Joint Member and Coordinator Meeting	9 June 2011	Cllr Chris White Cllr Stephen Castle
2012 Games Resilience Steering Group	14 June 2011	Cllr Chris White Cllr Stephen Castle
Social Legacy Board	1 July 2011	Cllr Chris White

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Appendix A

**Culture Tourism and Sport Board – report from Cllr Chris White
(Chair)**

Live Music

1. I have written to John Penrose MP, Tourism and Licensing Minister, to express councils' concerns about Lord Tim Clement-Jones's Private Members' Bill on live music, which proposes removing the need for a licence 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, and I have offered to work with the Minister on finding a democratic solution that both reduces red tape and protects the public.

The Visitor Economy

2. British Tourism Week took place 12 – 20 March. Councils across the country participated in the "party on the pier" theme to raise awareness about the economic importance of the visitor economy, the UK's fifth largest industry. The success of the week in highlighting the value of tourism was one of the points Baroness Eaton and I discussed with Lady Penelope Cobham, Chairman of VisitEngland, on 24 March. As VisitEngland takes on a wider remit for destination management, I emphasised the importance of special purpose destination management organisations working closely with councils and Local Enterprise Partnerships to create and sustain great destinations.

Royal Wedding Street Parties

3. I have appeared on television and radio to rebut claims that council bureaucracy is stopping people from celebrating the forthcoming royal wedding by organising street parties and offered examples of how councils across the country have been making organising celebrations as easy as possible. For example, many councils have waived road closure and insurance fees and council staff are busy explaining the requirements for different types of event. I encouraged people who do experience difficulties to contact their ward councillor.

Libraries

4. As councils continue to look at ways to modernise library services, I wrote an opinion piece in the LGG's **first** magazine, which highlighted case studies from the Future Libraries Programme (FLP). One-quarter of library authorities are receiving bespoke support to develop imaginative solutions, such as sharing library services with other councils and making the most of new technology, and they have been sharing the lessons that are emerging through a programme of events, publications and an online Community of Practice.

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Member Steering Group for the National Local Authority Olympic Resilience Programme, 8 March 2011

5. Cllr Stephen Castle and I attended the Member Steering Group for the National Local Authority Resilience Programme, which is supporting local authorities across England and Wales to meet their security and resilience obligations in relation to the 2012 Games and ensuring that local authority interests are represented in national discussions on these issues. Members discussed the progress achieved to date, key emerging issues and the developing communications strategy for the programme.

London 2012 Nations and Regions Group Meeting, 10 March 2011

6. Cllr Stephen Castle and I attended the Members' meeting of the Nations and Regions Group, which is responsible for ensuring that the benefits of the London 2012 Games are spread across the UK. We outlined what our respective roles would be during the Games. We also highlighted the important role that local authorities play in promoting the visitor economy and the need for Visit Britain and Visit England to engage Local Enterprise Partnerships in efforts to promote tourism through the Games and other events taking place in 2012.

Charles Allen, Chair of Nations and Regions Group, 6 April 2011

7. I met Charles Allen to discuss how LOCOG will engage with local authorities over the remaining 14 months until the London 2012 Games and the role that the LGG can play in facilitating this. I highlighted the need for LOCOG to share as much information as possible with councils on volunteer applicants and plans for the Torch Relay and raised concerns regarding the degree of consultation with local authorities by the Olympic Delivery Authority (ODA) in relation to major Games-related transport projects.

Superfast Broadband

8. I am arranging a meeting with Herefordshire County Council to discuss the superfast broadband pilot. They are along with North Yorkshire and Cumbria procuring superfast broadband services in those areas where it will not be provided by the market, predominantly rural areas – the so-called Final Third. Local Partnerships are providing officer support to the government's delivery agency Broadband UK's programme.

Leading Learning Programme Seminar, 28 February 2011

9. The Leading Learning programme is delivered by the National Culture Forum and aims to strengthen leadership capacity amongst senior officers working in local government cultural services. Cllr Flick Rea addressed participants on the role of local political leadership in leading and modernising culture and sport services during tough financial times.

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Item 6

Heritage modernisation

Purpose of report

For information.

Summary

This paper updates the Board on joint work with English Heritage and heritage/conservation professional groups on how to ensure a focus on heritage and conservation outcomes as budgets reduce.

Recommendations

For the Board to discuss.

Action

Officers to take forward members' views.

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Item 6

Heritage modernisation

Background

1. Budget reductions mean that historic environment services are facing significant challenges in many places. Beneath the familiar headlines about trying to do “more with less”, services will often need to work in new and different ways even to achieve the same outcomes.
2. With English Heritage, and in partnership with the Association of Local Government Archaeological Officers, the Institute of Historic Building Conservation, and the Planning Officers’ Society, we are offering support to areas who are rethinking their heritage services. This follows a very successful event, in partnership with the Princes Regeneration Trust at St James Palace in February, which highlighted the risk to local heritage buildings and at which Baroness Eaton and Baroness Andrews (Chair, English Heritage) launched the broad offer of support.
3. Our aim is to support local leadership on the new ways of providing heritage and conservation services and to spread the lessons across the sector.
4. Some councils are seeking to focus on strategic heritage outcomes, reduce unnecessary and costly bureaucracy and process, pool resources across public bodies, and engage civic societies and communities more effectively in the task of protecting the heritage. In the first phase of the initiative, we will support a number of places to adapt the way services are provided in order to meet the new pressures. We want specifically to encourage and help places develop new models of delivery; greater streamlining of processes; more effective focus on protecting the feel of places and their heritage rather than on bureaucracy; and greater burden-sharing through creative partnership working. In particular, we want to support places that are developing their own ideas and models.
5. In response to a joint invitation for expressions of interest from Baroness Eaton and Baroness Andrews (Chair, English Heritage) 18 responses were received plus one from the Historic Towns Forum. These were assessed by an expert officer panel and at this stage, support will be offered to five places – Cheltenham Borough Council, West Sussex (including the county council, South Downs National Park Authority and districts), Cotswold AONB (led by Cotswold District Council), Essex County Council and Northumberland County Council.
6. Some of the support will be in kind, using English Heritage’s officer resource and the LG Group’s network of sector peers, and some in cash, allowing the hiring of independent expertise or facilitation where that is needed. By the end

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of the first phase, we hope to have made a contribution to the places developing their own models for the future and being ready to implement them.

7. We will then share the first-phase places' learning with other authorities as the second phase of the project, aiming to drive the wider change agenda within the sector by building on this base of locally-developed, bottom-up change.

Financial Implications

8. The Group will make a small contribution to the costs of the project within the Budget set by the Group Executive on 19 May.

Item 7

MLA / Arts Council Transfer

Purpose of report

For discussion and direction.

Summary

This paper updates the Board on preparations for Arts Council England to take on new national responsibilities for museums and libraries from October 2011.

Recommendation

Members are invited to consider the implications of the MLA / Arts Council transfer for local government nationally and locally and to give any further steer on the suggested next steps for the Local Government Group – in particular the outline proposal for councils to be invited to form local museum partnerships.

Action

To be taken forward by officers as directed by Members.

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MLA / Arts Council Transfer

Background

1. As part of the Coalition Government's plans to rationalise non-departmental public bodies, it was announced in July 2010 that the Museums, Libraries and Archives Council (MLA) would be abolished.
2. In December 2010 it was confirmed that Arts Council England (ACE) would take on the following functions relating to museums and libraries:
 - 2.1 the Renaissance in the Regions programme for regional museums, including completing the re-design of its content and operation;
 - 2.2 regional museums improvement and development agenda, including the Accreditation Standard and the Designation Scheme and projects relating to the 2012 Cultural Olympiad;
 - 2.3 libraries improvement and development agenda;
 - 2.4 cultural property functions including, for example, export licensing, Government Indemnity, acceptance in lieu and security advice.
3. Most of these changes will take place in October 2011. There are significant implications for local government's relationship with ACE nationally and locally and for the support that is available to councils to drive up and maintain high quality libraries and museums at a time of unprecedented budget pressures. ACE will have fewer resources than MLA so it will not be possible to sustain the current level of activity. The LG Group's response also needs to be shaped by wider discussions about the future cultural improvement offer.
4. MLA and ACE jointly published a road map in February 2011, setting out key transition milestones. Between now and the end of June the Arts Council is consulting with libraries, museums and relevant national and professional bodies on how best to take forward its new responsibilities, how to manage the funding process for 2012–15 and the longer term direction of libraries and museums. ACE has also commissioned Baroness Estelle Morris to advise them on how their current strategic framework, *Achieving Great Art for Everyone*, could adapt and expand to reflect libraries and museums.
5. The MLA's responsibilities for archives will transfer to The National Archives and Members are discussing this under item 2.

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Implications for local government

6. The transfer from MLA to ACE will have significant implications for local government locally and nationally, including:
 - 6.1 **Managing and influencing the transfer.** ACE is currently the national development body for the arts and its responsibilities include supporting theatre, music, literature, dance, photography, digital art, carnival and crafts. Whilst ACE has a body of expertise and experience in those areas, taking on responsibilities for supporting public libraries and museums is a significant challenge. A process is underway to consult with relevant organisations on how best to discharge those new functions and to ensure that ACE has the necessary expertise. A significant issue for councils is capturing and transferring knowledge and experience as new systems are set up.
 - 6.2 **Forging a new relationship between Arts Council and local government.** Nationally and locally, local government needs to forge a new relationship with ACE that reflects both the radically different service landscape that councils face and exploits the benefits of aligning the arts, museums and culture in a single conversation.
 - 6.3 **The extent and shape of future national improvement support for local museums and libraries.** There are two key issues. Firstly, the future of the MLA-led Renaissance in the Regions programme that invested in regional and local museums. The Culture Minister has already said that he wants to completely re-design the Renaissance programme and the resources available have been reduced by 15% to £43.4 million.
 - 6.4 The Arts Council has said that it supports the vision for a reshaped Renaissance and 2011/12 will be a transitional year. ACE will consult with the museums sector between now and the end of June before taking final decisions on the new shape of Renaissance in autumn 2011 and how it can be part of a coherent cultural offer that also encompasses the arts and libraries. Applications for Renaissance funding for 2012-15 will open in September and funding decisions will be announced by the end of 2011.
 - 6.5 Secondly, how ACE intends to support the improvement of public libraries and in particular the Future Libraries Programme (FLP). The FLP is currently supporting 36 councils involved in ten projects to develop creative solutions to delivering modern and efficient library services, and to capture and share the learning across the local government sector. Members have previously agreed on the importance of a second wave of FLP projects as being the best way to support councils in both meeting their statutory duty and ensuring communities have library services that

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meet their needs, and that has been agreed between Councillor White and the Minister as an appropriate way forward.

Local Government Group response

7. The LG Group is representing councils' interests in the transfer through the Chair of the CTS Programme Board's regular meetings with the Culture Minister and representation on key groups set up to oversee the transfer.
8. Our aim is to secure a new relationship with ACE that:
 - 10.1 responds to the radically different service landscape; namely financial challenges, localism, a commissioning approach to cultural services and councils taking collective responsibility for their own improvement; and
 - 10.2 furthers our key aims around strengthening local accountability of cultural services, better aligning the public subsidy to culture with the priorities of local communities and achieving better coordination of funding from central and local sources.
11. The LGG has developed a vision for what that relationship might look like, based upon the principles listed below. Councillor Chris White set these out in more detail in an exchange of letters with Dame Liz Forgan, Chair of Arts Council England (**Annex A**):
 - 11.1 **Partnership** – there is an opportunity for a “single conversation” between ACE and local councils, spanning libraries, museums and the arts. More joined-up conversations about key issues including commissioning, assets, reaching marginalised communities and the contribution of culture to the overall priorities of a place will lead to a more efficient use of resources and better outcomes.
 - 11.2 **Self improvement, innovation and modernisation** – we want to ensure that the public continue to have access to high quality local museums and libraries. This means driving down costs whilst maintaining front line provision. ACE can help by actively supporting councils to develop imaginative solutions that are locally appropriate, and owned and driven by councils themselves. Working with the LG Group, we can capture and share that learning with other councils. The Future Libraries Programme provides a model.
 - 11.3 **Leadership** – we need to harness political and professional leadership to ensure that culture has a strong voice at the top table. ACE can help to build leadership capacity and visibility by supporting councils to break down silos and encourage the development of a ‘whole culture’ approach to strategic planning and investment in culture.

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Recommendations and Next Steps

12. We need to build upon the principles set out above and develop specific proposals to discuss with ACE during the consultation phase.
13. In relation to museums, the **priority is to submit a response to ACE's review of the Renaissance programme by the end of June.** It is suggested that our response builds upon the Board's previous discussions on museums improvement, and makes the case for councils to be invited to form new local museum partnerships that will drive locally appropriate solutions for improving performance and ensure that resources are devolved to the frontline to keep museums open.
14. **Members are asked to comment on an outline model attached at Annex B.** The model is based on the key principles that have previously been agreed between the MLA and local and national government as the basis for a successful, sector-led approach to improving services.
15. Subject to a steer from Members, the next step is to **work in consultation with the professional bodies on a detailed costed proposal that also reflects the outcome of current work to determine LGG resources to support cultural improvement in the new organisation.**
16. On libraries we already have a clear offer in the form of the Future Libraries Programme and our immediate priority is to get clarity on the following:
 - 16.1 Precisely what the Arts Council's role in relation to libraries improvement will be, and what budget will support this activity;
 - 16.2 The timeframe and shape of a second wave of Future Library projects;
 - 16.3 Clarity about what role the Arts Council will play in the discharging of the Secretary of State's statutory powers in relation to libraries.
17. **It is suggested that the Chair of the Board writes to the Chair of the Arts Council underlining our commitment to the Future Libraries Programme and setting out initial thoughts on phase 2 and how the FLP can be part of an integrated cultural offer.**

Financial implications

18. The LG Group financial contribution to FLP and any contribution to museums improvement needs to be taken forward in the context of discussions about the overall culture improvement offer.



Cllr. Chris White
Local Government House
Smith Square
London SW1P 3HZ

2 March 2011

Dear Chris

Arts Council England and Local Government: working in partnership on a vision for culture

Arts Council England and local government have a long track record of partnership working endowing our country with outstanding cultural assets and opportunities for communities across England to benefit from enriching arts experiences.

As you know, DCMS has asked Arts Council England to assume responsibility for the following MLA functions, with effect from the 1 April 2012:

- The Renaissance in the Regions programme for regional museums (including completing the redesign of its content and operation)
- The regional museums improvement and development agenda, including the Accreditation Standard and the Designation Scheme and projects relating to the 2012 Cultural Olympiad
- The libraries improvement and development agenda
- Cultural property functions including, for example, export licensing, Government Indemnity, acceptance in lieu and security advice.

We firmly believe in the importance of working in partnership with local government in achieving an effective transition from MLA to the Arts Council in discharging these functions, and this letter aims to set out a number of shared principles by which we believe our partnership can be most effective.

We recognise that together, local government and Arts Council England represent a partnership of equals with complementary skills and expertise: the Arts Council

Arts Council England, 14 Great Peter Street, London SW1P 3NQ www.artscouncil.org.uk

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Email: enquiries@artscouncil.org.uk

brings an expert national overview and local reach; local government has the depth of understanding of the communities they serve. Together, we will recognise and value the distinctiveness of place and the role of culture in shaping and reflecting communities and community identity.

We share an ambition to create a strong cultural offer comprising excellence in arts, libraries and museums, with greater collaboration between these sectors. The benefit of the alignment of arts, libraries and museums in one national organisation will mean that we can have a single, coherent conversation with local authorities about the cultural portfolio at a local level.

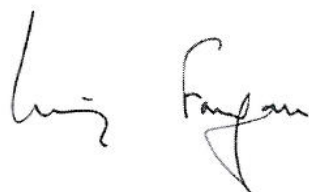
We know it won't be easy: financial challenges are impacting on us all and we will together need to re-imagine our approach to support for culture in a different financial context but, in doing so, not lose sight of our shared long term ambitions. That's why creating conditions for innovation, self-improvement and sharing best practice will be vital. We recognise the importance of leadership, and will seek to support and build capacity in leadership at a local level. We want to share and celebrate excellence by councils who in partnership with cultural organisations enable a thriving local cultural offer, and we will look for shared commitment from local authorities in their support for culture and prioritise partnerships with those councils showing a real dedication to, and investment in, culture.

As the public sector changes, with a greater emphasis on commissioning, we will seek to work with local government in joint commissioning activity at a local or pan-local level. We share a goal to improve the commissioning environment for culture, including building capacity within arts and cultural organisations to play a key role.

In assuming responsibility for libraries and museums, the Arts Council will consider how far our recently published 10 year strategic framework for the arts – Achieving great art for everyone - reflects the ambitions and development needs of the library and museum sectors. We will also review MLA programmes such as Renaissance and Future Libraries programmes, building on what's been achieved and consider how we might align these with the work of the Arts Council. We will be undertaking stakeholder engagement and consultation as part of our transition plans, and the relationship with local government will be a key part of this.

In sharing a broader vision for culture, I believe that together we can build an ambitious, ideas-led approach to a sustained cultural offer at the heart of our communities.

We look forward to working with you,

A handwritten signature in black ink that reads "Liz Forgan".

Liz Forgan
Chair

Dame Liz Forgan
Arts Council England
14 Great Peter Street
London
SW1P 3NQ

2 March 2011

Dear Liz

Arts Council England and local government: working in partnership on libraries and museums

Thank you for your letter updating me on your plans for the Arts Council to assume wider responsibilities for museums and libraries with effect from April 2012. This is an opportunity for local government nationally and locally to form a new relationship with the Arts Council, based upon the shared principles you set out in your letter.

That new relationship will also need to respond to the radically different service landscape that we all face, not least the challenging financial situation. Local government faces a £6.5 billion funding gap in 2011/12 between what they need to spend to meet current frontline provision and the income they will be able to raise from council tax and other sources. As a result councillors are taking tough decisions about the local cultural services they can afford to support. But we also have a very strong track record of modernisation and self improvement to build on. Our sector has pioneered the use of trusts and social enterprises, embraced the digital revolution and works with an army of committed volunteers.

Our priorities in the transition from MLA to Arts Council are to secure a way forward that is based on the following:

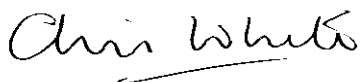
- **Partnership** – the biggest prize has to be what you refer to as a “single conversation” between the Arts Council and local councils, spanning libraries, museums and the arts. More joined-up conversations about key issues including commissioning, assets, reaching marginalised communities and the contribution of culture to the overall priorities of a place will lead to a more efficient use of resources and better outcomes. This partnership approach also extends to the local cultural organisations who play such a vital role in sustaining vibrant cultural offers. In particular, as local government adopts a stronger commissioning role, the Arts Council can help to support and build the capacity of local cultural organisations, and encourage the joint commissioning of cultural activity – with the Arts Council where appropriate.

The Arts Council will bring much expertise and a fresh perspective to museums and libraries. And we want all councils with libraries and museums to have the opportunity to access a core offer. Councillors have also told me that it will be important to capture existing knowledge during the transition phase to ensure continuity in understanding the full cultural story of places.

- **Self improvement, innovation and modernisation** – we want to ensure that the public continue to have access to high quality local museums and libraries. This means driving down costs whilst maintaining front line provision. The Arts Council can help by actively supporting councils to develop imaginative solutions that are locally appropriate, and owned and driven by councils themselves. Working with the LG Group, we can capture and share that learning with other councils. The Future Libraries Programme, which Ed Vaizey and I are persuaded needs to continue into a second phase, provides an excellent model to build upon.
- **Leadership** – we need to harness political and professional leadership to ensure that culture has a strong voice at the top table. The Arts Council can help to build leadership capacity and visibility by supporting councils to break down silos and encourage the development of a ‘whole culture’ approach to strategic planning and investment in culture.

I am pleased that you have recognised these priorities in your letter. I look forward to building on this shared understanding as you develop more detailed plans for the transition and undertake further consultation with local government.

Yours sincerely

A handwritten signature in black ink that reads "Chris White". The signature is written in a cursive style with a horizontal line underneath the name.

Councillor Chris White
Chair Local Government Group Culture, Tourism and Sport Programme Board

Annex B

An outline model for local Museums partnerships.

Councils should be invited to **form new local museum partnerships** that will drive locally appropriate solutions for improving performance and ensure that resources are devolved to the frontline to keep museums open.

Partnerships should be **focused on core museums**. These museums would have a 'duty of care' to other museums. This would consist of an offer of advice and support and of a resourced administrative and management facility. Core museums would work with other museums and agencies to deliver programmes based on achieving agreed local priority outcomes.

These **partnerships should embrace** nationally funded museums, galleries and archives; university museums and galleries; other regional and local museums and galleries; social entrepreneurs and the voluntary sector; health trusts and other strategic partners; and local businesses. They should ensure the effective sharing of resources, expertise and collections and should show an appetite for innovation, risk and increased commercial and social entrepreneurship.

Partnerships should make a **demonstrable commitment to their own transformation** and a commitment to the development of other museums and services. In creating partnerships, councils and their partners should have regard to the size and nature of the population which they serve (and how accessible museums are to them); the quality of their collections; and the expertise of all their staff, management competence and the support of their governing body.

Each **local partnership would establish appropriate governance arrangements** to suit the nature of their local circumstances, including local partners in these and linking into appropriate partnership arrangements.

Local museum partnerships should be supported by a **national arrangement, which would enable the transfer of learning across the sector**.

Each local partnership should also be encouraged to **seek adoption by a "big brother" among the family of national museums**, who would in their turn be encouraged by Ministers to sponsor a family of local museums with whom they might share expertise and insights – if not collections and resources. This would unlock their national capacity, but also the unique knowledge and expertise held in these institutions.

All funding should be devolved to partnerships, with core museums responsible for the financial management of their partnerships and the

26 May 2011

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delivery of agreed outcomes. Local partnerships may join together to commission appropriate national support services as detailed above.

The partnerships should collectively decide and commission relevant national support including the management of museum accreditation, collections policy and other aspects of governance previously provided by MLA.

The **programme should begin to operate from April 2011**, with an initial timescale of two or three years.

Subject to a steer from Members, the next step is to work in consultation with the professional bodies on a detailed costed proposal that also reflects the outcome of current work to determine LGG resources to support cultural improvement in the new organisation.

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

Contact officer: Laura Caton
Position: Business Manager, LGA
Phone no: 020 7664 3154
E-mail: laura.caton@local.gov.uk

Item 10

Culture, Tourism and Sport Board – update on current issues

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.

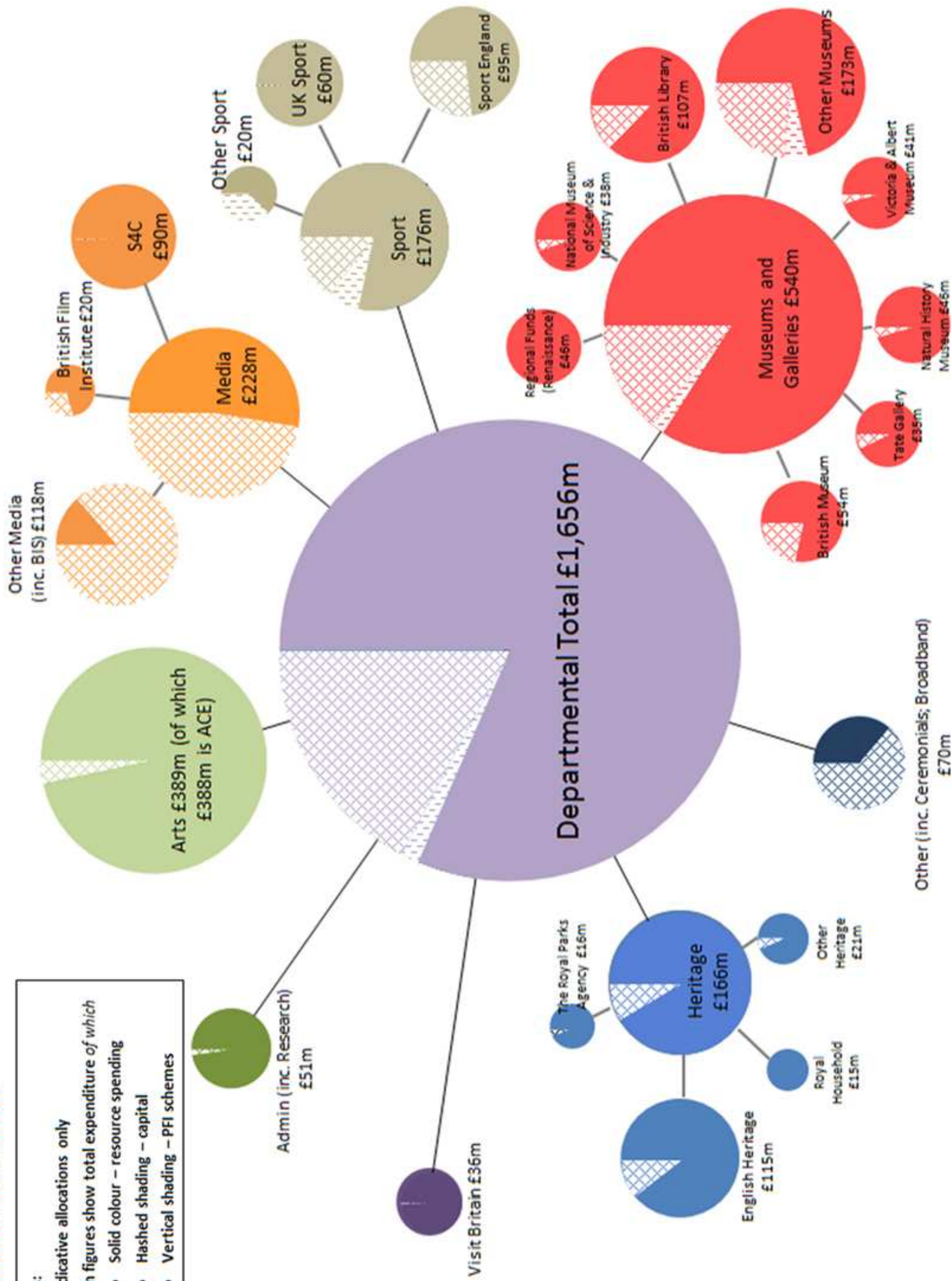
The LG Group has promoted the availability of the tool to councils.

D) Departmental Planned Expenditure 2011/12

Indicative Allocations

Notes:

- Indicative allocations only
- £m figures show total expenditure of which
 - Solid colour – resource spending
 - Hashed shading – capital
 - Vertical shading – PFI schemes



John Penrose MP
Tourism Minister
Department Culture, Media and Sport
2 – 4 Cockspur Street
London
SW1Y 5DH

21 March 2011

Dear John

I understand that the government has agreed to support Tim's Private Members Bill on live music, subject to a number of caveats being addressed in the legislative process. As you know from our previous conversations, councils are very concerned about the potential impact of the Bill.

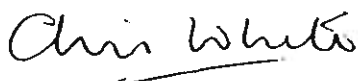
The Local Government Group fully supports efforts to lower barriers to putting on live music, and we have worked with you and your predecessors on positive and practical measures to increase live music within the current licensing regime. However, ideally this should not be at the expense of denying local people a voice in the licensing process for live music, and a failure to consider factors other than the size of crowds, which might cause a public nuisance or endanger public safety.

I would welcome an early discussion with you about how we can address councils' significant concerns as you start to develop the Bill with Tim.

I also feel a discussion on tourism and heritage would be very timely. I read with great interest the government's new tourism policy, the aim of which councils fully support. I would welcome the opportunity to discuss further the role that local enterprise partnerships are starting to play in tourism and how we can incentivise public sector investment in the visitor economy at a time of severe budget pressures.

On heritage, I'd like to update you on our new joint programme with English Heritage, to help local historic conservation services adapt, modernise and continue to improve through a time of budget reductions.

Yours sincerely



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

Item 11

Local Studies and Archives Centres - Case Studies

Purpose of report

For noting.

Summary

The report below highlights several examples of Local Studies and Archives Centres succeeding in using volunteers, new technology, digital media and linking up with schools to increase interest in their archives and collections. Many of the projects sought to create a legacy engagement with their communities, developing the research and communication skills of both pupils and volunteers in the local community and then utilising these new skills to enhance their archives and build new collections. This paper complements item 2 on the agenda - a presentation by Oliver Morely, Chief Executive of The National Archives.

Recommendations

Members are asked to note the case studies.

Action

None.

Contact officer: Laura Caton
Position: Business Manager, LGA
Phone no: 020 7664 3154
E-mail: laura.caton@local.gov.uk

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Case study: Durham County Record Office - Mining Durham's Hidden Depths

Durham County Council's Record Office set up the Mining Durham's Hidden Depths project in October 2009. So far over 100 volunteers have created 86,701 index entries for an online index designed to "make County Durham's mining heritage more accessible to informal adult learners by exploiting a major archive collection of national and international significance." By the project's official end, in March 2010, over 60,000 miner's names had already been indexed and new data available on line for people to access. A network of 106 volunteers across a wide range of ages and abilities trained in research and indexing techniques with 50 of those people expressing an interest in continuing their voluntary work with Durham County Records Office.

Case study: South Yorkshire Archives and Local Studies

Local authority archives across South Yorkshire are using new technology to achieve better value for money whilst improving engagement with their communities. Barnsley and Sheffield have made available 60,000 local images online for residents to browse. They also have facilities in place to allow customers to purchase their own copies. Commercial websites such as these not only help promote local authority collections but also provide an income stream. As well as this, local authorities in these areas are improving access to information and reaching new people – at no cost to the local authority – using online resources like Flickr (a free image and video hosting website).

Case study: Centre for Buckinghamshire Studies – Virtual Classroom

At the Centre for Buckinghamshire Studies, they have been seeking to encourage secondary schools to utilise their resources, especially their archives and collections. In order to achieve this they have taken advantage of the availability of Adobes Virtual Learning Software (Adobe Acrobat Connect Pro) across all schools in the county. Having been inspired by a demonstration of The National Archive's Virtual classroom, CBS used the software as an innovative and inexpensive way of bringing their archives into the classroom. The virtual classroom sessions allowed pupils and archivists to interact and discuss documents and other items stored in the CBS archives. An item would be presented on screen for the pupils to study, whilst other parts of the software allowed students to hear the archivist talk about it. Students could also type questions to the archivist. Whilst this session has been trialled in one school, the hope is to spread it out to secondary schools across Buckinghamshire.

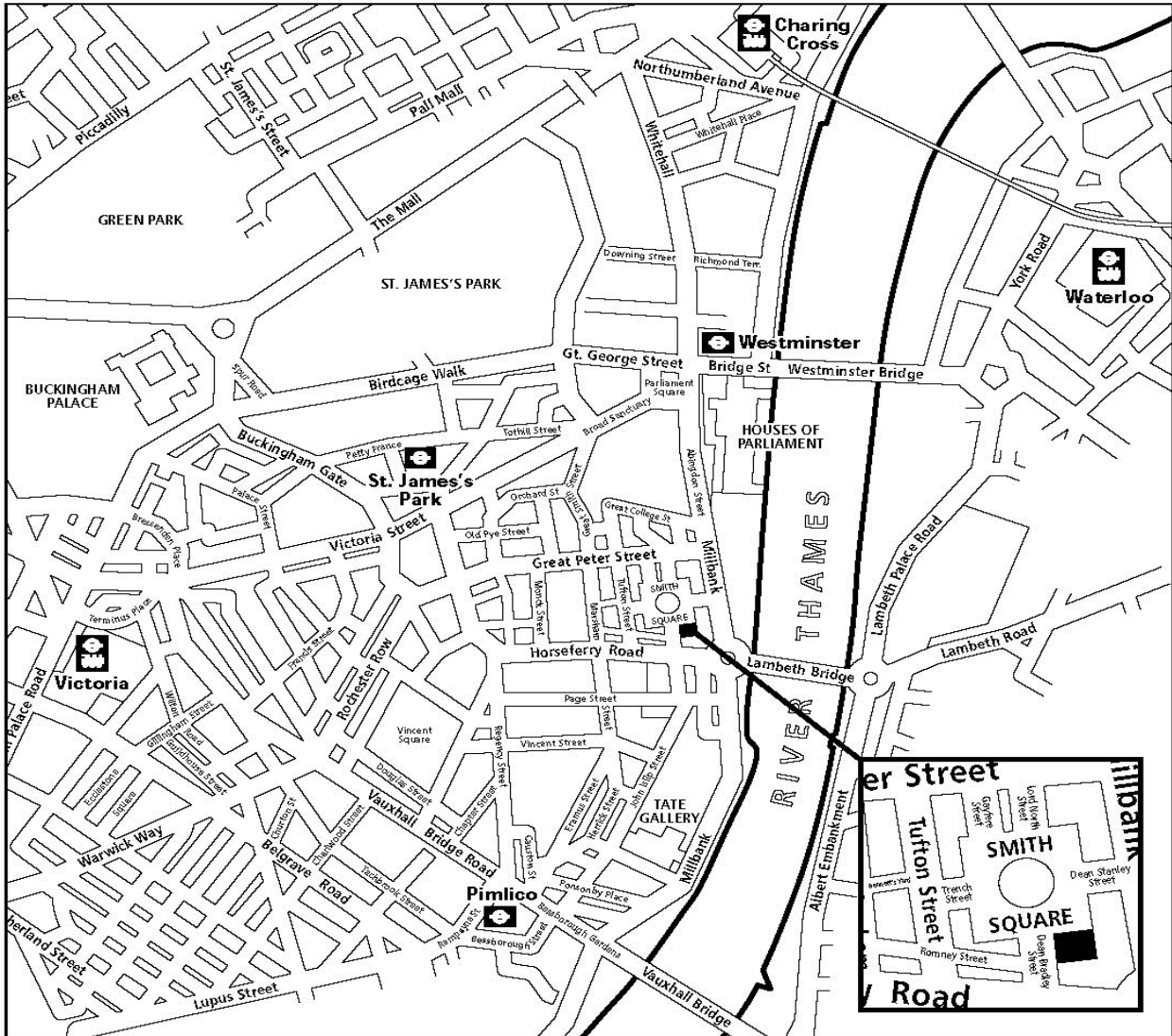
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Case study: East Sussex Records Office – If it wasn't for the war

The If it wasn't for the war... project was delivered in a partnership involving East Sussex Record Office, Queens Park Primary school, Spoken Memoirs (an oral history organisation) and members of the Lewes District Seniors' Forum. The aim of the project was to help Queens Park Primary school develop awareness of how to best use an archive collection to support learning and good practice on developing partnerships with local community organisations. It also allowed children to increase their knowledge of World War II as well as develop research skills, communication skills, creativity, and critical thinking.

East Sussex Record Office held a number of sessions at a local primary school with year 5 and 6 pupils. These sessions at first, prepared and equipped pupils with the skills and understanding required to conduct a professional interview with the people who had experienced World War II, and successfully record these experiences for use by ESRO. In addition the sessions were designed to introduce the school, the pupils and the older members of the community taking part to the materials held at the record office and to think about creative ways of making use of them.

LGA Location Map



Local Government Association

Local Government House
 Smith Square, London SW1P 3HZ
 Tel: 020 7664 3131
 Fax: 020 7664 3030
 Email: info@lga.gov.uk
 Website: 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** (District and Circle Lines); **Westminster** (District, Circle 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 routes - Millbank

87 Wandsworth - Aldwych **N87**
3 Crystal Palace - Brixton - Oxford Circus

Bus routes - Horseferry Road

507 Waterloo - Victoria
C10 Elephant and Castle - 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

Car Parks

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