

12 September 2011

**Item 2**

## **Lobbying and Improvement Priorities 2011/12**

### **Purpose**

To brief new Board Members on the key issues facing councils' culture, tourism and sport services, and to seek agreement on lobbying and improvement priorities for 2011/12.

### **Summary**

In August officers circulated a briefing for new Members. The brief is attached overleaf as background information for this discussion, with an additional section on resources. As part of the LG Group's new approach to performance management, the Board is asked to review progress against key outcomes in October and March. Officers will prepare Members performance updates using a Group-wide performance monitoring template.

Cllr Chris White, Chair of the Board, and Helen Johnston, Head of Programmes, will give a short presentation at the meeting.

### **Recommendation**

Members are asked to comment on and agree the lobbying and improvement priorities set out in section 15 of the new Member briefing.

### **Action**

To be taken forward by officers as directed by Members.

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## **Lobbying and Improvement Priorities 2011/12**

### **Culture, Tourism and Sport Programme Board – New Member Briefing, August 2011**

#### **Introduction**

1. This briefing provides background information and LG Group messages on key areas of work for the LG Group Culture, Tourism and Sport (CTS) Programme Board.
2. The briefing is not exhaustive and all members are invited to request further briefings on issues of particular interest or concern from Helen Johnston, Head of Programmes ([helen.johnston@local.gov.uk](mailto:helen.johnston@local.gov.uk) / 020 7664 3172).

#### **Background**

3. The purpose of the Culture, Tourism and Sport Programme Board is to provide strategic oversight of all the Local Government Group's policy and improvement activity in relation to tourism, sport, the licensing of regulated entertainment and gambling, the Olympic and Paralympic Games, digital media and cultural services including heritage, museums, libraries, archives and the arts.
4. The majority of council services that the board covers are of a non-statutory nature, and are therefore characterised by a high degree of difference in the way in which, and the extent to which, different councils deliver them. Exceptions to this are the provision of public libraries by unitary and county councils; licensing, by unitary and district councils; and the statutory protection, by planning authorities, of listed buildings and scheduled monuments.
5. In common with all council services, culture, tourism and sport services are having to adapt and make significant savings. The culture and sport sector has pioneered the use of social enterprise and trust models. Culture and sport services are increasingly becoming providers of services commissioned by others, and commissioning others to deliver on their behalf. A key priority for the LG Group is supporting portfolio holders and professionals to have the leadership skills and evidence to advocate for the sector locally, and to operate in a commissioning landscape.
6. In the past year the CTS Board has achieved significant lobbying successes for councils, including supporting one-quarter of library authorities to develop new ways of working through the Future Libraries Programme and securing government funding to help councils meet the extra resilience needs of hosting the 2012 Games.

## Key Areas of Work

7. **Libraries** - councils spend over £1 billion providing public libraries. Members will be aware of the vigorous debate that is being played out in communities and the media about the future of libraries as councils take difficult decisions. The LG Group has consistently argued that the best way to protect frontline library services and to avoid getting into the territory of statutory inquiries is innovation, led by the energy and expertise of councils themselves. To this end, we worked with the Museums, Libraries and Archives Council (MLA) to support 36 councils as part of the Future Libraries Programme. The learning has been shared widely across the sector and we are now working with Arts Council England (who are taking on MLA's functions for libraries) to scope phase two so that even more councils can benefit.
8. **2012 Games and sport** – with less than one year to go until the 2012 Games, we have a significant programme of work to support councils to play their part in hosting an exciting and safe Games that deliver sporting, economic and social benefits for the whole country. We represent councils' interests on key issues such as the Torch Relay and keep councils informed about vital operational information in the run-up to the Games. Sport is a key legacy priority for many local authorities and councils fund 80% of the community sports infrastructure in England and Wales. They are central to opportunities to play sport and be active in partnership with schools, County Sports Partnerships and Community Sports Networks.
9. **The Visitor Economy** – tourism is this country's fifth biggest industry. Councils – which provide the core infrastructure of places, such as transport facilities and clean, safe and attractive public spaces – are heavily involved in supporting the visitor economy. They are the largest public funder of the industry, investing £120m 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. We are supporting councils to respond to recent changes in the visitor economy landscape, which include Local Enterprise Partnerships playing a bigger role.
10. **Superfast broadband and digital inclusion** – the Government is investing £530 million in the national rollout of superfast broadband. This has huge potential to improve people's quality of life, grow our economy and increase choice in public services. Councils are leading the roll out locally and helping residents to get online, supported by the LG Group.
11. **Culture** - The arts, museums, galleries and our built and cultural heritage are vital tools for councils to shape the places they represent and support the communities that live there. Supporting their work is a billion pound concern for local authorities in England. Cultural services are also vital for supporting community engagement, encouraging volunteering and delivering innovative programmes to support the work of adults and children's services.
12. Central Government functions in relation to culture are exercised through a series of quangos including English Heritage, Arts Council England (ACE) and The National Archives. The Museums, Libraries and Archives Council will be

disbanded in October 2011. Our major strategic dialogue with national quangos is about how national investment can best support the *Taking the Lead* model of sector-led improvement locally, so that the combined public subsidy for culture goes further and is delivered more efficiently.

13. **Licensing and Gambling** - 'Regulated entertainment', under the Licensing Act 2003 relates to a performance of a play; an exhibition of a film; an indoor sporting event; a boxing or wrestling entertainment; a performance of live music; any playing of recorded music; or a performance of dance. The Government supports a Private Members' Bill (PMB) that will deregulate performances of live music. The LG Group is opposed to the PMB because it proposes basing exemptions for premises on venue capacity or crowd size only. This fails to take account of broader considerations around public safety, public nuisance and crime prevention. We continue to argue for lowering the barriers to staging a live music event within the present licensing system.
14. The CTS Programme Board also oversees implementation of the Gambling Act (2005) by licensing authorities. Current work in this area is seeking to encourage closer working between the Gambling Commission and local government.

### Work Programme 2011/12

15. The table below shows how the CTS Board's work programme contributes towards achieving the key aims in the Group's Business Plan of achieving greater devolution for local government and helping councils tackle their challenges.

<b>Achieving greater devolution for local government</b>	<b>Helping councils tackle their challenges</b>
<ul style="list-style-type: none"> <li>• Represent councils' interests in the transfer of responsibilities from the Museums, Libraries and Archives Council to the Arts Council and The National Archives</li> <li>• Advocate for councils' and Local Enterprise Partnerships' lead role in the visitor economy</li> <li>• Develop and lobby for a more local approach to community sport</li> <li>• Lobby for councils to play a leading role in forming local museum partnerships</li> <li>• Lobby for councillors to have a strong role in live music licensing</li> </ul>	<ul style="list-style-type: none"> <li>• Help councils to play their part in hosting an exciting and safe 2012 Olympic and Paralympic Games that delivers wider benefits for the whole country</li> <li>• Implement phase 2 of the Future Libraries Programme</li> <li>• Support councils who are pioneering new and more efficient ways of delivering heritage services and share the lessons widely</li> <li>• Promote digital inclusion and support the superfast broadband pilot areas</li> <li>• Support councils who want to self assess and peer review culture and sport services through the Culture and Sport Improvement Toolkit</li> </ul>

16. In taking this activity forward, the Board has regular political dialogue with DCMS Ministers and the national quangos. We also work closely with the relevant professional bodies, especially the Chief Leisure Officers Association (CLOA) and have excellent national networks of councillors and officers who we work with to shape and influence everything that we do.

## **Resources**

17. The CTS work programme is being taken forward using the following resources:

- 17.1 £50,000 RSG programme funding

- 17.2 £350,000 external funding made up of specific grants and joint funding from the Home Office, Museums, Libraries and Archives Council and Sport England. The majority of this funding has been levered in to enhance our improvement offer to councils on culture, tourism and sport.