

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:

- 2012 Olympic and Paralympic Games and Sport
- The Digital Economy
- Culture, museums and archives
- The Visitor Economy
- Heritage
- Culture, Tourism and Sport Conference, 7/8 March 2012, Holland House Cardiff

Recommendation

Members are asked to note the update.

Action

Secretariat / CLOA Advisory Panel as appropriate

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Update on current issues

2012 Olympic and Paralympic Games and Sport

1. With less than one year to the start of the Olympic and Paralympic Games, the LG Group is supporting councils to get ready to deliver a safe and successful Games and representing councils' interests to LOCOG on issues such as the Torch Relay. We are also working with councils and LOCOG to ensure that the Games deliver lasting sporting, social and economic benefits across the country. Following the last CTS Board meeting, Members' concerns about transport planning have been raised with LOCOG.
2. The LG Group is working in partnership with Sport England to deliver a leadership academy for members with responsibility for sport and health. The aim of the academy is to ensure that members are able to position sport services within the new health agenda and council priorities.

The Digital Economy

Superfast Broadband

3. As part of the Government's £530 million investment in the UK's broadband network, the Secretary of State for Culture has announced how much money has been allocated to each English county, who in total are set to receive £294.8 million. Councils are leading the local rollout of superfast broadband and the LG Group will issue a briefing to councils in early September.

Local TV

4. The government has announced the 65 areas which have been identified by Ofcom as suitable for local TV. After a period of consultation the initial list will be narrowed down to about 20 contenders for the first set of licences before the end of the year. You can view the full list and a map on the DCMS website: http://www.culture.gov.uk/what_we_do/broadcasting/8377.aspx

Culture, museums and archives

New strategic framework for the Arts Council

5. Arts Council England (ACE) commissioned Baroness Estelle Morris to review ACE's strategic framework *Achieving Great Art for Everyone* in the light of their new responsibilities for museums and libraries. Baroness Morris published her report at the end of July.

6. In the LG Group's response, we welcomed Baroness Morris's positive and perceptive analysis about how ACE's current strategic goals can be aligned with libraries and museums and agreed with most of her recommendations. ACE will play a key role in libraries and museums improvement – in particular ACE can help by actively supporting councils to develop imaginative solutions that are locally appropriate, and owned and driven by councils themselves. ACE will publish its new strategic framework on 12 September.

Museums

7. ACE has announced that its museums offer will consist of four strands - one is staying the same, the other three have changed:
8. The National Programmes strand will transfer on 1 October, continuing as before. This includes the programmes MLA delivered to support standards within the museum sector, such as Accreditation, Designation, the provision of national security advice.
9. However, ACE will take a new approach to the other three areas of the MLA's proposals. These three strands will be:
 - 9.1 **A programme of major grants** - will begin with an open application process. The programme will look for a group of museums with the appetite and capacity to play a wider leadership role in the sector in delivering on ACE's strategic goals. Full details will be announced in early September.
 - 9.2 **A strategic support fund** – similar to MLA's proposed challenge fund. The details of this fund will be announced in the next few weeks.
 - 9.3 **Museum development** - £3m will be invested in museum development.
10. Within these proposals there is good recognition of the principles underpinning our model for Local Museum Partnerships, and we will continue to work with ACE to ensure that there is a bottom-up leadership and sector-led approach to museums improvement.

Archives

11. National responsibility for archives development is transferring from MLA to The National Archives (TNA) in October 2011. Members received a presentation from Oliver Morely, at their July meeting. Since then, the Chair of the Board has written a joint letter with TNA and the Archives and the Archives and Records Association, to the Arts Council, arguing for the archives sector to have equal access to ACE's improvement funds for museums in view of the significant synergies between museums and archives locally. Although ACE does not agree with this proposal, the reality is that archives will of course benefit because of the local interdependence.

The Visitor Economy

12. Visit England has published its annual visitor attractions survey http://www.visitengland.org/media/pressreleases/Attractions_Survey2011.aspx.

Admissions to England's visitor attractions rose by 3 per cent in 2010. The boost in visits was driven predominantly by free attractions. The majority of the top twenty free attractions were museums or art galleries in London. Regional museums and galleries also featured heavily including the Ashmolean Museum, Merseyside Maritime Museum, Museums Sheffield and the World Museum Liverpool. Visits to museums and art galleries increased by 5 per cent, higher among those with free entry. Country parks were up by 5 per cent, and workplaces and places of worship, up by 4 per cent, also outperformed the market. Across the country, the strongest performance was in London (+6 per cent) and the North West and South East, (both +3 per cent).

Heritage

13. The LG Group, the Association of Local Government Archaeological Officers, the Institute of Historic Building Conservation, the Planning Officers Society and English Heritage have joined forces to support areas that are rethinking their heritage services. After an application process, the five areas we have been working with are:
 - 13.1 Cheltenham District Council
 - 13.2 Chichester (West Sussex Councils)
 - 13.3 Cotswold AONB (Gloucestershire and Oxford Councils)
 - 13.4 Essex County Council
 - 13.5 Northumberland County Council
14. Since the Board was last updated in May, the pilots have made good progress; new partnerships have developed between councils, the private and civic sectors, and new learning is also emerging in strategic commissioning, community engagement, and the sharing of services. The pilots are writing case studies that we will share widely across the sector, together with targeted communications to portfolio holders and officers. This will help to drive the wider change agenda within the sector by building on this base of locally-developed, bottom-up change.

Culture, Tourism and Sport Conference, 7/8 March 2012, Holland House Cardiff

15. Since the last Board, officers have followed-up Members' suggestions for speakers and can confirm the following:
 - 15.1 Hugh Robertson MP, Minister for Sport and the Olympics
 - 15.2 Ivan Lewis MP, Shadow Secretary of State for Culture, Olympics, Media and Sport
 - 15.3 Sir Keith Mills, Deputy Chair, LOCOG
 - 15.4 Jenifer Littman, Chief Executive, Tourism for All
 - 15.5 Nick Capaldi, Chief Executive, Arts Council Wales

Members can view the latest programme at:

http://www.local.gov.uk/web/10161/events//journal_content/56/10161/65109/EV-ENT-TEMPLATE