

# Culture, Tourism and Sport Programme Board

Agenda

Wednesday 18 January 2012  
1.00pm

Smith Square Rooms 3 & 4  
Local Government House  
Smith Square  
LONDON  
SW1P 3HZ

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

## **Guidance notes for visitors**

**Local Government House, Smith Square, London SW1P 3HZ**

### **Welcome!**

Please read these notes for your own safety and that of all visitors, staff and tenants.

### **Security**

All visitors (who do not already have an LGA ID badge), are requested to report to the Reception desk where they will be requested to sign in and will be handed a visitor's badge to be worn at all times whilst in the building.

### **Fire instructions**

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DO NOT USE THE LIFTS.

DO NOT STOP TO COLLECT PERSONAL BELONGINGS.

DO NOT RE-ENTER BUILDING UNTIL AUTHORISED TO DO SO.

### **Members' facilities on the 7th floor**

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### **Open Council**

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### **Toilets**

Toilets for people with disabilities are situated on the Basement, Ground, 2nd, 4th, 6th and 7th floors. Female toilets are situated on the basement, ground, 1st, 3rd, 5th, and 7th floors. Male toilets are available on the basement, ground, 2nd, 4th, 6th and 8th floors.

### **Accessibility**

Every effort has been made to make the building as accessible as possible for people with disabilities. Induction loop systems have been installed in all the larger meeting rooms and at the main reception. There is a parking space for blue badge holders outside the Smith Square entrance and two more blue badge holders' spaces in Dean Stanley Street to the side of the building. There is also a wheelchair lift at the main entrance. For further information please contact the Facilities Management Helpdesk on 020 7664 3015.

### **Further help**

Please speak either to staff at the main reception on the ground floor, if you require any further help or information. You can find the LGA website at [www.local.gov.uk](http://www.local.gov.uk)

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

## **Culture Tourism & Sport Programme Board**

18 January 2012

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The **Culture Tourism & Sport Programme Board** meeting will be held on **Wednesday 18 January 2012 at 1.00pm**, in Smith Square Rooms 3 & 4 (Ground Floor), Local Government House, LONDON, SW1P 3HZ.

A sandwich lunch will be provided beforehand from 12.30pm.

### **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](mailto:aicha.less@local.gov.uk)  
**Conservative:** Luke Taylor: 020 7664 3264 email: [luke.taylor@local.gov.uk](mailto:luke.taylor@local.gov.uk)  
**Liberal Democrat:** Evelyn Mark: 020 7664 3235 email: [libdem@local.gov.uk](mailto:libdem@local.gov.uk)  
**Independent:** Group Office: 020 7664 3224 email: [independent.group@local.gov.uk](mailto:independent.group@local.gov.uk)

### **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.

### **Location**

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

### **Contact**

Stephen Service (Tel: 020 7664 3194, email: [stephen.service@local.gov.uk](mailto:stephen.service@local.gov.uk) )

### **Carers' Allowance**

As part of the LGA Members' Allowances Scheme, a Carers' Allowance of up to £6.08 per hour is available to cover the cost of dependents (i.e. children, elderly people or people with disabilities) incurred as a result of attending this meeting.

### **Hotels**

The LGA has negotiated preferential rates with Club Quarters Hotels in central London. Club Quarters have hotels opposite Trafalgar Square, in the City near St Pauls Cathedral and in Gracechurch Street, in the City, near the Bank of England. These hotels are all within easy travelling distance from Local Government House. A standard room in a Club Quarters Hotel, at the negotiated rate, should cost no more than £129 per night.

To book a room in any of the Club Quarters Hotels please link to the Club Quarters website at <http://www.clubquarters.com>. Once on the website enter the password: LOCALGOV and you should receive the LGA negotiated rate for your booking.



## Culture, Tourism and Sport Programme Board - Membership 2011/2012

Councillor	Authority
<b>Conservative (6)</b>	
Andrew Lewer <b>[Deputy Chairman]</b>	Derbyshire CC
Roger Begy	Rutland CC
Sir William Lawrence	Stratford-on-Avon DC
Ken Maddock	Somerset CC
Doreen Stephenson	East Lindsey DC
David Lloyd	Hertfordshire CC
<b>Substitutes:</b>	
Peter Golds	Tower Hamlets LB
Chris Knowles-Fitton	Craven DC
Nick Worth	South Holland DC
<b>Labour (5)</b>	
Simon Henig <b>[Vice Chair]</b>	Durham CC
Caitlin Bisknell	High Peak DC
Chris Roberts	Greenwich LB
Florence Nosegbe	Lambeth LB
David Phillips	City & County of Swansea
<b>Substitutes:</b>	
Mike Amesbury/Rosa Battle	Manchester City
Michael Mordey	Sunderland City
<b>Liberal Democrat (2)</b>	
Chris White <b>[Chair]</b>	Hertfordshire CC
Brendan Jameson	South Lakeland DC
<b>Substitute</b>	
Flick Rea	Camden LB
<b>Independent (1)</b>	
Geoff Knight <b>[Deputy Chair]</b>	Lancaster City
<b>Substitutes</b>	
Mark Ereira-Guyer	Suffolk CC
Robert Dutton	Wrexham CBC



## LGA Culture, Tourism and Sport Programme Board Attendance 2011-2012

Councillors	12.09.11	23.11.11	18.01.12	06.03.12	23.05.12	18.07.12
<b>Conservative Group</b>						
Andrew Lewer	Yes	Via video				
Roger Begy	Yes	Yes				
Sir William Lawrence	Yes	Yes				
Ken Maddock	Yes	Yes				
Doreen Stephenson	Yes	No				
David Lloyd	Yes	Yes				
<b>Labour Group</b>						
Simon Henig	Yes	Yes				
Caitlin Bisknell	Yes	Yes				
Chris Roberts	No	No				
Florence Nosegbe	Yes	Yes				
David Phillips	No	Yes				
<b>Lib Dem Group</b>						
Chris White	Yes	Yes				
Brendan Jameson	Yes	Yes				
<b>Independent</b>						
Geoff Knight	Yes	Yes				
<b>Substitutes</b>						
Chris Knowles-Fitton						
Peter Golds		Yes				
Nick Worth						
Michael Mordey	Yes					
Mike Amesbury / Rosa Battle						
Flick Rea						
Mark Ereira-Guyer						
Robert Dutton						





## Agenda

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### LGA Culture, Tourism and Sport Board

Wednesday 18 January 2012

1:00pm – 3:00pm

Smith Square Rooms 3 & 4 (Ground Floor), Local Government House

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#### For discussion

	<b>Item</b>	<b>Page</b>	<b>Time</b>
1.	<b>Note of last meeting and matters arising</b>  Feedback from Office Holders 9 January	<b>3</b>	1:00pm
2.	<b>Libraries</b> – draft response to CMS Committee Inquiry into library closures attached. (CONFIDENTIAL)		1:10pm
3.	<b>2012 Olympic and Paralympic Games Task and Finish Group</b> – paper attached.	<b>9</b>	1:30pm
4.	<b>LGA business plan and priorities 2012/13</b> – report attached.	35	1:45pm
5.	<b>Public health reforms: opportunities and challenges for culture and sport</b> – report attached.  Presentation from Andrew Cozens, Strategic Director Children and Adult Health and Cultural Services, LGA and Cllr Chris Roberts, Leader of Greenwich Council.	55	2:00pm
6.	<b>Outside Bodies feedback from Members</b> – report attached.	67	2:45pm

### For information / noting

	<b>Item</b>	<b>Page</b>	<b>Time</b>
7.	Update on current issues – report attached covering: <ul style="list-style-type: none"><li>• 2012 Olympic and Paralympic Games</li><li>• New National Plan for Music Education</li><li>• Live Music Private Members' Bill</li><li>• BBC Local Radio</li><li>• Broadband</li><li>• Tourist Business Improvement Districts</li><li>• Local Government Finance Settlement and Autumn Statement</li></ul>	75	
8.	Any other business		

**Date of Next Meeting:** Tuesday 6 March 2012, 4.00pm, City Hall, Cardiff

## Note of last Meeting

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**Title:** LGA Culture, Tourism and Sport Programme Board  
**Date and time:** Wednesday 23 November 2011, 1.00pm  
**Venue:** Local Government House

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### Attendance

<b>Position</b>	<b>Councillor</b>	<b>Council</b>
Chair:	Chris White	Hertfordshire CC
Vice chair:	Simon Henig	Durham CC
Deputy chair:	Andrew Lewer (Via Videolink)	Derbyshire CC
Deputy chair:	Geoff Knight	Lancaster City
Members:	Roger Begy	Rutland CC
	Sir William Lawrence	Stratford-on-Avon DC
	Ken Maddock	Somerset CC
	David Lloyd	Hertfordshire CC
	Caitlin Bisknell	High Peak DC
	Florence Nosegbe	Lambeth LB
	Brendan Jameson	South Lakeland DC
	David Phillips	City & County of Swansea
Substitutes:	Peter Golds	Tower Hamlets LB
Apologies:	Chris Roberts	Greenwich LB
	Doreen Stephenson	East Lindsey DC
<b>Speakers:</b>	Alan Davey, Andrea Stark (Arts Council England)	
<b>CLOA:</b>	Richard Hunt	
<b>LGA Officers:</b>	Helen Johnston, Laura Caton, Siraz Natha, Justine Wharton, Stephen Service	

Item	Decisions and actions	Action by
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Cllr White (Chair) welcomed Members to the meeting.

**1 Note of last meeting**

Members noted the minutes of the last meeting.

On **libraries**, Cllr Maddock updated Members on the judicial review into library closures in Somerset.

Cllr White added that he appeared on BBC Breakfast on 18 November to discuss libraries.

Cllr Nosegbe updated the Board on Lambeth’s libraries programme.

On the **Visitor Economy Landscape**, Cllr Maddock asked Members to note that the TBID opportunity was in San Diego and not San Francisco as stated in the minutes.

Laura Caton updated Members on the forthcoming **CTS Conference**. The team will send out an email to Members inviting interest for chairing workshops.

**Decision**

*Members agreed the note of the last meeting as a correct record.*

**Action**

Officers to ask Board Members to express an interest in chairing a workshop at the CTS Conference.

**Stephen Service**

**2 Regulated Entertainment (Confidential item)**

Cllr White tabled a new paper updating Members on the Live Music Private Members’ Bill. The Bill had been substantially amended and included a number of new conditions which responded to LGA concerns. Members suggested LGA should propose extending the exemption for provision of late night food to also include low risk regulated entertainment, such as cinema. As the Bill was passing through Committee stage in the House of Lords, the Board asked Lead Members to have a further discussion and reach an LGA position.

On regulated entertainment, Members supported the draft LGA response to the DCMS consultation. Members noted that some of the proposals were common sense changes that will reduce red tape for communities. However, Members also noted that councils had raised significant concerns about the impact of other

proposals on councils' ability to ensure the safety of higher risk events. Members agreed they could not support the full extent of deregulation proposed by DCMS.

**Action**

Officers to take forward an LGA response to the Live Music Private Members' Bill with Lead Members.

**Laura Caton**

Officers to submit the LGA's response to the DCMS consultation on regulated entertainment by 3 December.

**Laura Caton**

**3 Visitor Economy Campaign**

Cllr White asked that the proposal to write to portfolio holders in Paragraph 7.1 was amended to Chief Executives and Leaders instead.

Members agreed that the visitor economy was an important priority for the CTS Board but felt the suggested actions should be strengthened and consider issues such as visas, the BRIC countries (Brazil, Russia, India, China) and developing new markets.

Members highlighted the importance of local investment to support and grow the visitor economy and noted VisitEngland's new funding through the "growing tourism locally campaign." Richard Hunt from CLOA offered CLOA's support to local areas and said that intelligence suggested a reasonable level of match funding would be available.

The Board highlighted long waiting times for visitor visas and queues at customs as issues that local government need to engage with Government on. Cllr Maddock said that he has been speaking to John Penrose MP, Tourism Minister, on this issue.

The Board felt that the LGA should focus on good news stories and build on the 2012 Games legacy as numbers coming to the UK will increase during this time.

**Decision**

*Members endorsed the proposal, subject to revision in response to comments at the Board.*

**Action**

Officers to reflect Members' comments in developing a more detailed plan.

**Laura Caton**

#### **4 Outside bodies feedback from Members**

Cllr White summarised Member activity in recent meetings.

Cllr White clarified that the BHA's analysis of the hospitality industry's impact on "each local authority area" included district councils and has now been published at <http://www.bha.org.uk/hospitality-driving-local-economies-report/>.

On the London Organising Committee of the Olympic and Paralympic Games, Cllr Simon Henig reported that their last meeting had encompassed the potential public reaction to the Torch Relay and transport planning, and how local authorities could best respond.

Cllr Henig said he would be meeting with Harriet Harman MP towards the end of November.

#### ***Decision***

*Members noted the report.*

#### **5 Arts Council England – working in partnership on the arts, libraries and museums**

Alan Davey, Chief Executive of ACE and Andrea Stark, Area Director for the East and South East, gave an oral update on ACE's funding priorities in the wake of 30% cuts to its budget earlier this year.

Mr Davey said that ACE had engaged in wide ranging conversations with councils across the country. He recognised councils were under pressure and praised them as partners. He said ACE's responsibilities for libraries and museums presented significant opportunities, and committed to a new way of working with the heritage lottery fund. Mr Davey clarified that ACE will share publicly available data on libraries with DCMS but will not have a formal role in the 1964 Act. He said that ACE's emphasis would be on library development and he was very pleased to be working in partnership with LGA on the Libraries Development Initiative. Mr Davey outlined funding available to councils to support the arts and audience development.

Ms Stark added that ACE were keen to get feedback from the Board on the current situation in councils as they moved into their next budget round.

Members noted that responsibility for archives had passed to The National Archives. They are currently in talks with ACE about a memorandum of understanding.

Members raised a number of issues with ACE, including the importance of engaging with councillors, more temporary paid events at regional arts venues and continued dialogue between LGA and ACE at a time of significant change.

Cllr White thanked ACE Officers for attending.

**Decision**

*Members noted the report.*

Post meeting note: Chris White is meeting Dame Liz Forgan and Alan Davey, Chair and Chief Executive of ACE, on 9 February.

**6 Strategic Commissioning**

Members sought greater clarity from Officers on the detail of this Paper, including what was being offered and who was being targeted.

Siraz Natha responded that commissioners could constitute one of a number of different stakeholders, including PCTs and Children's Services. He referred to the paper's paragraph on the role of CTS in reducing crime.

Members said that local partnerships and the role of CTS in regeneration to provide economic opportunities also needed to be included. The Board also cited the transfer of public health responsibilities from PCTs to Upper Tier Authorities as a crucial area which needed to be reflected more strongly in the paper.

**Action**

Officers to reflect Members' comments in developing proposals for the strategic commissioning offer. **Siraz Natha**

**7 6 month Performance update**

Members noted the update.

**8. Update on Current issues**

On the Regional Growth fund, councillors asked what the figure for the VisitEngland bid was. Officers agreed to find out and let Members know via email.

Cllr Maddock offered to host a future CTS Board in Taunton. Members were very supportive of this but recognised there were travel implications and asked Officers to investigate further, in view of other meetings taking place.

***Decision***

*Members noted the report.*

**Action**

Officers to let Members know the figure for the regional growth fund bid via email.

**Laura Caton**

Officers to work with Somerset County Council on hosting a CTS Board in Taunton.

**Stephen Service**

**Date of next meeting: 1.00pm, Wednesday 18 January, 2012  
Local Government House**



## **2012 Olympic and Paralympic Games Task and Finish Group**

### **Purpose of report**

For discussion and direction.

### **Summary**

This paper updates the CTS Board on the LGA's 2012 Olympic and Paralympic Games task and finish group, set up by the LGA Executive to ensure that the LGA provides a coherent offer to councils in the run-up to the Games.

The task and finish group is meeting before the CTS Board so the chair of the Board will update Members on latest developments.

### **Recommendation**

Members are asked to comment on the issues raised in the report and the Chair's update, and to highlight any other issues or concerns.

### **Action**

To be taken forward by officers as directed by Members.

**Contact officer:** Liz Hobson  
**Position:** LGA Senior Adviser  
**Phone no:** 0207 664 3229  
**E-mail:** [liz.hobson@local.gov.uk](mailto:liz.hobson@local.gov.uk)



## **2012 Olympic and Paralympic Games Task and Finish Group**

### **Background**

1. A 2012 Olympic and Paralympic Games task and finish group has been set up by the LGA Executive to provide a 'check and challenge' to LGA Programme Boards in order to ensure that the LGA provides a coherent offer to councils in the run-up to the Games. The Culture Tourism and Sport Board will continue to have policy oversight, including the legacy (including community sports participation and tourism) and on aspects such as the torch relay, promoting the UK wide calendar of events and encouraging councils and communities to get involved in the Games.
2. The task and finish group has ten members drawn from the membership of LGA Programme Boards, including three members from CTS, two members from Children and Young People Board and one each from the Economy and Transport, Safer and Stronger Communities, Workforce and Environment and Housing Boards. The group is chaired by Cllr Stephen Castle (Con). The deputy chairs are Cllr Chris White (Lib Dem) and Cllr Simon Henig (Lab) and Cllr Apu Bagchi (Ind).
3. The objectives for the work of the task and finish group are as follows:
  - 3.1 To support councils to play their part in hosting an exciting and safe 2012 Olympic and Paralympic Games that delivers wider benefits for the whole country
  - 3.2 To ensure that links with all relevant services are identified
  - 3.3 To ensure that the role of councils in delivering a successful Games is understood by key stakeholders
  - 3.4 To ensure that councils have the latest information and share experience and knowledge of local operational issues.
  - 3.5 To make recommendations regarding learning and legacy.
4. The task group wants to encourage each Programme Board to consider what activities are already underway or remain to be addressed to support councils in the period before and during the Olympic and Paralympic Games. London Councils will continue to lead on issues that affect London Boroughs but there is a shared interest in pursuing concerns about operational issues that have an impact not only in councils in London but on councils bordering outer London and elsewhere.

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5. The Olympic and Paralympic Games this summer will be the largest sports event in the world and like any large event, the Games will bring with them certain challenges. While the impact will be greatest during the Olympic Games (27 July – 12 August) and Paralympic Games (29 August – 9 September), there may also be some impact at other times during this period. The biggest impact of the Games will be felt in and around competition venues and across central London, where Games competitions, Live Sites and planned parallel events will affect the surrounding areas. There are 37 competition venues across the country, of which 27 are in London.
6. There will be a wide range of Games-related activity occurring across the UK during 2012, including Olympic Torch Relay events and overnight stops, Pre-Games Training Camps, Live Sites or other cultural events. Significant Games activity is taking place in Weymouth and Portland, Dorset; Eton Dorney, Buckinghamshire; Broxbourne, Hertfordshire; and Hadleigh Farm, Essex. The Football competition is taking place at stadia in Cardiff, Coventry, Glasgow, Manchester and Newcastle, as well as London.
7. The task group had its first meeting on 15 December 2011 and discussed key operational issues which will be standing items on its agenda, including emergency planning, transport and communications and agreed a work programme for the months ahead. Cllr Chris White introduced a report to update the task group on work on the Olympic and Paralympic Torch Relay, highlighting the issue of associated road closures and the importance of proper consultation with local authorities.
8. A table of LGA programme boards' activity is attached at **Appendix A**.

**Emergency Planning and Resilience**

9. A significant amount has already been done to support emergency planning activities in the run up to the Games, which has been overseen jointly by the Culture Tourism and Sport Programme Board and the Safer and Stronger Communities Programme Board. The National Local Authority Olympic Resilience Programme has been established which is funded by the Home Office, backed by the LGA and London Councils and hosted by the London Fire Brigade.
10. This Programme is also supporting the national representation of local government during the Games, for example in the Cabinet Office Briefing Rooms (COBR) Olympic Coordination Group (OCG). This builds upon existing working as the LGA routinely attends COBR when relevant issues arise, but reinforces the current arrangements by providing continuous support to the National Representative for Local Government (either a Member or a Chief Executive, depending on the nature of the meeting being convened). Cllr

**Item 3**

Stephen Castle represented the LGA at COBR at a national exercise held in December 2011 and demonstrated that councils have much to contribute to the success of the Games in 2012. Cllr Chris White will represent the LGA at the next exercise which is due to be held in the Spring which will look at a significant civil contingencies scenario.

**Transport**

11. Transport is considered one of the biggest risks to the smooth running of the Games. Transport issues will be the main item for discussion at the next meeting of the task and finish group on the morning of 18 January 2012, the same day as the Culture Tourism and Sport Programme Board meeting. Nick Lester, Corporate Director at London Councils will be making a presentation.

**Financial Implications**

12. The 2012 Olympic and Paralympic Games Task Group can be taken forward within existing resources.





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**Appendix A**

Countdown to 2012 – LGA Programme Boards' activity					
LGA Programme Board	Activity	LGA work	Key milestone(s)	Date(s)	Progress Green = on track Amber = some challenges Red = Significant delays, risk of not being achieved
<b>Culture, Tourism and Sport</b>	<b>Outcome: To support councils to play their part in hosting an exciting and safe 2012 Olympic and Paralympic Games that delivers wider benefits for the whole country</b>				
	Torch Relay	Represent councils' interests on key issues such as the Torch Relay to LOCOG, government & others	Regular meetings between CTS lead members and senior LOCOG officials.		Green
	Cultural events and tourism  Live Sites – big screens in 22 locations  Community live sites		Torch test exercise involving stakeholders including local authorities  Live test exercise over 3 days  Start of torch relay - 70 days across the UK using 8,000 torchbearers	13 January 2012  April 2012  19 May 2012	

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**Appendix A**

<b>Countdown to 2012 – LGA Programme Boards’ activity</b>					
<b>LGA Programme Board</b>	<b>Activity</b>	<b>LGA work</b>	<b>Key milestone(s)</b>	<b>Date(s)</b>	<b>Progress</b> Green = on track Amber = some challenges Red = Significant delays, risk of not being achieved
		<p>Keep councils informed about vital operational information in the run-up to the Games</p> <p>Targeted councillor communications</p>	Monthly e-bulletins	Ongoing	<b>Green</b>
<b>Safer and Stronger Communities</b>	Resilience and Emergency Planning	<p>LGA part funding the National Local Authority Olympic Resilience Programme with support from London Fire Brigade.</p> <p>COBR – manage and support LGA</p>	<p>Outputs already include guidance, handbook, concept of operations, framework and training pack</p> <p>National Exercises</p>	6-8th December 2011 and April 2012	<b>Green</b>



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**Appendix A**

<b>Countdown to 2012 – LGA Programme Boards' activity</b>					
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		representation for national exercises and during Games	National conference for emergency planning officers	7 February 2012 in Local Government House	
	Safety and Security at venues	The Home Office's Olympic Safety & Security Programme fully integrates with City and UK-wide Operations for routine planning and LOCOG for Olympic specific issues.	Other councils hosting the torch route may have to undertake further resilience planning, which may put pressure on local security arrangements – CSPs should be involved in the planning for this.		Green
		LOCOG (or the police equivalent) have approached CSPs in	LGA is sounding out councils for their feedback on these and other issues	December 2011 – new year 2012	

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**Appendix A**

<b>Countdown to 2012 – LGA Programme Boards' activity</b>					
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		<p>host and venue areas and plans are up and running.</p> <p>London Boroughs also have their own arrangements for safety and security.</p>	<p>via our adviser network and member bulletin in the new year, and via our community of practice</p>		
	<p>Trading Standards and Licensing</p> <p>Councils retain their existing responsibilities for fair trading and counterfeit goods (trading standards).</p>	<p>Links maintained with councils via officer forums,</p> <p>Working with the licensing policy forum to raise awareness of a possible shortage of security for events more widely.</p>		<p>Dates to be confirmed</p>	<p>Green</p>

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**Appendix A**

Countdown to 2012 – LGA Programme Boards' activity					
LGA Programme Board	Activity	LGA work	Key milestone(s)	Date(s)	Progress Green = on track Amber = some challenges Red = Significant delays, risk of not being achieved
	events (licensing) and local bye laws on street trading (licensing) outside of the 'Event Zones'.	Considering further work on reducing red tape for local events linked in to both the Olympics and Diamond Jubilee		Ongoing	
	Other potential community safety areas:	Promote and support the National Food Hygiene Rating System, which London Boroughs are also driving in the run up to the Olympics Sounding out councils for their feedback on these and other issues	Next adviser network meeting, and via the Safer Communities Bulletin and	Ongoing  December 2011 – new year 2012	<b>Green</b>

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**Appendix A**

<b>Countdown to 2012 – LGA Programme Boards’ activity</b>					
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	<ul style="list-style-type: none"> <li>• Domestic violence,</li> <li>• Trafficking</li> <li>• Prostitution,</li> <li>• Street crime</li> <li>• Crowd control - increased visitor numbers or civil unrest (strikes, protests, riots)</li> </ul> <p>Metal theft, including power cuts, transport problems, unsafe temporary structures/venues</p>	via our adviser network, community of practice and bulletin	the community of practice		
<b>Economy &amp;</b>	Travel planning for	Joint letters (with CTS)	Formal consultation	Starts in	<b>Green</b>



**Item 3**

**Appendix A**

<b>Countdown to 2012 – LGA Programme Boards' activity</b>					
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	Road closures for Olympic Torch relay	Discussion underway with LOCOG re. timing of notice given to public	Detailed route disclosure	Ongoing	Green
	Local economies and economic benefits	LEP engagement on economic benefit/lasting links		Ongoing	Green
<b>Children and Young People</b>	Get Set programme for young people	Inform councils about programme and	'Get Set' application deadline	16 December 2011	Green

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**Appendix A**

<b>Countdown to 2012 – LGA Programme Boards' activity</b>					
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		<p>deadlines for local schools to join network and get free tickets.</p> <p>Letter to portfolio holders from Vice Chair of Board</p> <p>Promote role of councils youth service and potential for councils to distribute any surplus tickets to youth sport clubs</p> <p>Ensure that LOCOG are aware of local</p>		<p>1 December 2011</p> <p>Ongoing</p>	
	Safeguarding Children - LOCOG		LOCOG policy to be published and available on	Date tbc	Green

**Item 3**

**Appendix A**

<b>Countdown to 2012 – LGA Programme Boards' activity</b>					
<b>LGA Programme Board</b>	<b>Activity</b>	<b>LGA work</b>	<b>Key milestone(s)</b>	<b>Date(s)</b>	<b>Progress</b> Green = on track Amber = some challenges Red = Significant delays, risk of not being achieved
	is committed to safeguarding all children and vulnerable adults – range of measures in being put in place including briefing of Games workforce on safeguarding policy during their role and venue training.	safeguarding requirements and understand the role of councils and Local Safeguarding Children Boards.	2012 website		
	London Councils guidance to London Boroughs on safeguarding	Work with London Councils to share safeguarding guidance more widely with LGA	London Councils guidance and checklist issued .	February 2012	



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	children – scoping report commissioned	member councils			
	Business continuity/service delivery to children, young people and families	Workforce guidance to councils will include advice on need to address ability to deliver essential care and support services.		January 2012	Green
<b>Community Wellbeing</b>	Physical Activity Challenge	The NHS is to use the inspirational power of the 2012 Olympics to get NHS employees actively engaged in sport or physical	LGA Event on transfer of public health to local authorities	28 February 2012	Green

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		activity as part of, or associated with, their NHS employment, by the time of the 2012 Games			
		LGA Officers to explore alignment with Healthy and Engaged Workforce programme	Physical Activity Event	13 March 2012	
	Business Continuity/service delivery of adult services	Workforce guidance to councils will include advice on need to address ability to deliver essential care and support services		January 2012	Green

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<b>Environment and Housing</b>	2012 Zero Waste to landfill commitment Promoting recycling Sustainability, including sustainable sourcing and procurement	Potential for challenge back to Games sponsors/commercial partners regarding sharing responsibility for littering during Games events.  Maintaining close working with officers at London Councils - guidance and checklist issued on cleaning and waste to London Boroughs including promoting recycling at local events	Meeting with one of the Presenting Partners	March 2012  Ongoing	<b>Green</b>

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	Homelessness /rough sleeping Business continuity	Input into Ministerial Working Group on homelessness. LGA participated in the first report which was focused on rough sleeping which highlighted the <i>No Second Night Out</i> Campaign in London	The next report scheduled will be focused on prevention.	Spring 2012	Green
<b>Workforce</b>	Council staffing during Games time across range of key services	Advice to councils on managing absence, leave, business continuity, flexible working.		January 2012	Green

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		Healthy and engaged workforce	Get Set countdown for council staff to get fit – Workforce and Community Well-being programme Boards joint initiative with NHS.	One-day conference date to be confirmed	
<b>European &amp; International</b>	Pre-games training camps for international teams in locations across England and Wales  Visiting Heads of State	Raising council awareness and promoting discussion for inward investment. LEP engagement on economic benefit/lasting links  Contact with Foreign & Commonwealth Office	Camp locations announced  E & I Programme Board item for discussion at January meeting	November 2011  17 January 2012	<b>Green</b>

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		to discuss if LGA can assist in facilitating links with local areas.			
<b>Improvement/ LGA Executive (Localism)</b>	Community leadership role of local authorities.	Improvement support programme for councils. Principal Advisers – key point of contact for issues that councils want to raise at national level Share innovation and best practice	Ongoing	Ongoing	Green
	Local Leaders for	Publicise and promote	Ongoing		Green



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	2012 – local people are being asked to volunteer to create events and celebrations in local areas. Volunteers are integral to making the Games and related events happen	the opportunities for community engagement and volunteering through Localism team bulletins and web presence  Identify opportunities for building into work on 'riot recovery' – particularly re engaging young people  Where possible / appropriate build	Final report of 'communities and victims panel'	Feb 2012	

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		discussion of legacy opportunities into project work with councils on the 'Keep it REAL – councils at the heart of their communities' programme looking at effective decision-making, commissioning and engagement	programme commences Feb 2012	Feb 2012 – Dec 2012	
		Identify possible options for joint promotion on legacy opportunities with key	Ongoing		



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**Appendix A**

<b>Countdown to 2012 – LGA Programme Boards' activity</b>					
<b>LGA Programme Board</b>	<b>Activity</b>	<b>LGA work</b>	<b>Key milestone(s)</b>	<b>Date(s)</b>	<b>Progress</b> Green = on track Amber = some challenges Red = Significant delays, risk of not being achieved
		VCS partners including ACEVO, NAVCA and NCVO			



**Item 4**

**LGA Business Plan and Priorities 2012/13**

**Purpose of report**

For review and direction.

**Summary**

This paper outlines current work on the 2012/13 LGA Business Plan and asks Members to agree the Culture Tourism and Sport Programme Board's contribution to it.

**Recommendation**

To provide a steer on priorities for culture, tourism and sport services for 2012/13 in the light of the direction of travel for local government and the LGA presented in the outline business plan.

**Action**

To feedback the Programme Board discussion to Leadership Board, to inform the final business plan which is due to be signed off by the LGA Executive in March.

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**Item 4**

**LGA Business Plan and Priorities 2012/13**

**Introduction**

1. Work is currently underway on the LGA's Business Plan for 2012/13. As part of this, each of the Programme Boards is asked to identify the headline priorities for their areas of work for next year in the light of the LGA's overall direction of travel.
2. An outline business plan, attached as **Appendix B** to this paper, was presented for initial review at the January Executive. This was developed in discussions at Leadership Board and through the political group offices. This work has informed the statement of our vision for local government and, given this, initial proposals as to where the LGA can have most impact.
3. Six priorities have emerged as the focus for the LGA's work in 2012/13:
  - 3.1 Public Service Reform
  - 3.2 Growth and Prosperity
  - 3.3 Funding for local government
  - 3.4 Efficiency and Productivity
  - 3.5 Sector-led Improvement
  - 3.6 The LGA's own effectiveness and efficiency.
4. Heads of Programmes have provided the known priorities for their area in the light of the Programme Board issues identified by Members in September 2011. For the Culture, Tourism and Sport Board, these were:
  - 4.1 The 2012 Games
  - 4.2 Libraries
  - 4.3 The visitor economy
  - 4.4 Superfast broadband
  - 4.5 Improvement
5. At the time Members agreed that these were the biggest culture, tourism and sport issues facing councils, but the Board continues to oversee work across its remit.
6. Programme Boards are asked to review these business plan priorities for 2012/13. It is suggested that these priorities are still the biggest issues for the

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CTS Board and Members are asked to comment on the following for the 2012/13 business plan:

- 6.1 Supporting councils in hosting and engaging communities in a safe and exciting 2012 Games, to deliver wider benefits for the whole country.
  - 6.2 Supporting councils to modernise and improve public libraries and improvement programmes for culture, tourism and sport services.
  - 6.3 Promoting and developing councils' role in the visitor economy.
  - 6.4 Supporting councils as they lead the national roll-out of superfast broadband.
7. **Appendix A** gives Members some background information about each suggested priority, drawing upon the priorities paper that Members considered at the September Board.

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**Appendix A**

**Background information on suggested culture, tourism and sport priorities for 2012/13**

**2012 Games** – with just six months to go until the 2012 Games, this continues to be a priority issue for councils. 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 to the Organising Committee and keep councils informed about vital operational information in the run-up to the Games.

**Libraries** - councils spend over £1 billion providing public libraries. Continued budget pressures mean that LGA has a key role to play supporting councils to improve frontline provision whilst making savings. The Board has argued consistently 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. With Arts Council England (ACE) we recently launched the Libraries Development Initiative – a £200,000 fund to build upon our already highly successful Future Libraries Programme. We have received over 100 expressions of interest. Projects will explore new and more efficient ways of delivering library services with LGA capturing and sharing the learning.

**Improvement** – In common with all council services, culture, tourism and sport services are adapting and making significant savings. Priorities are to strengthen local political leadership, support professionals to develop new ways of working and help the sector to maximise the opportunities and respond to the challenges posed by wider public sector reform, including the Localism Act, the commissioning landscape and health reforms. We achieve this through a range of improvement tools, including leadership events and training, peer support and access to learning networks.

**The Visitor Economy** – tourism is this country's fifth biggest industry. Councils are the largest public funder of the industry, investing £120m per year in business support, visitor information and destination marketing. They also provide the core infrastructure of places, such as transport facilities and clean, safe and attractive public spaces, that the visitor economy relies upon. We are supporting councils to respond to recent changes in the visitor economy landscape, which include Local Enterprise Partnerships playing a bigger role, and to develop and share new approaches to investment, such as Tourism Business Improvement Districts.

**Superfast broadband** – the Government is investing £530 million in the national rollout of superfast broadband and this year will be critical. Councils are required to develop local broadband plans by the end of February 2012 and complete procurement by December 2012. This has huge potential to improve people's quality

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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 LGA.





**Appendix B**

**DRAFT**

**BUSINESS PLAN**  
**2012/13**

## **A SHARED VISION FOR LOCAL GOVERNMENT**

### **CHANGING LIVES**

Local government has the potential to lead local communities, now more than ever before, and play a central role in growth and in changing people's lives.

In the current economic climate, it is down to local government and its leaders, to rise to the challenge. People rely on us to do so, not just as the trusted deliverers of local services, but as leaders and innovators, as councillors who really know and work hard for their communities, and as officers who get on with the job.

Local government leaders are demonstrating they are up to the task and driving their councils forward to ensure they fulfil this role. Their aim is to make places distinctive and attractive for people to live and work in and enjoy.

Part of that leadership role is to communicate powerfully, to connect with people, taking the argument, strongly and self-confidently to central government, the wider public, other partners and the media.

### **ACCOUNTABLE**

Local government really can make a tangible, lasting difference to people. It has the ability to inspire and lead communities, and improve quality of life, by creating and contributing to a real sense of place, rooted in those local communities.

Unlike many other organisations, councils can make change happen instantly and with real authority, at a very local level – the opposite of the grand, empty gesture. It is sometimes the small things which have most impact and leave the biggest impression.

Key to this is localism, by definition not something which is set out at a national level – localism means central government letting go, putting more faith in local people, and being confident about local democracy. Councils are the enablers of localism, not the impediment to it. They are often the single most important source of practical advice to local communities who want to take on more responsibility.

This means collaboration, partnership, no silos, and working across boundaries. Local government must work like this both internally and externally, facing outwards towards those who use local services.

Councils and councillors get involved and involve others. They encourage by example and support others to develop – and this includes their own workforce as much as their communities and the partners they work with. Councils actively involve people in the design and delivery of their local services.

Councils work as enablers – supporting people to take more control over their lives and their localities, and encouraging growth, through influence over land use, education, training and local infrastructure. There is real impact to be made in helping local economies and local businesses prosper.

## **EFFICIENT**

Local government remains the most efficient part of the public sector and rightly rests its reputation on this fact. People correctly expect it to deliver cost effectively and efficiently, with excellence being pursued in balance with the appropriate use of public money.

Councils are ambitious in finding ways to do the job within their means, so they are good spenders of public money and more effective than most other organisations in helping people and communities.

In this way local councils and those who run them lead by example and by supporting others – by being bold, innovating, and sharing best practice.

Councils are not afraid to cut costs and be innovative about ways of improving services, as well as being prepared to consider radical economies of scale where this helps delivery on the ground. This means councils focusing relentlessly on performance, eliminating cost. To achieve this councillors are having to make difficult and at times unpopular decisions, while earning a reputation for delivering value for money.

Councils know they can only achieve this by ensuring they have a workforce that is appropriately rewarded, flexible, skilled and engaged through this time of unprecedented change.

## **RELIABLE**

Councils are the backbones of their communities, relied on day in day out, to deliver excellent services whatever the circumstances. They are the safety net, relied on to pick up where other services fail.

People and their local communities depend on this and place their trust in their council, their councillors and what they deliver. Councils must live up to people's expectations and make sure their trust is not misplaced.

Local government can do this because it is one of the most open and accountable parts of the public sector. Voters expect it to deliver. It can be relied on to handle issues important to people's everyday lives and is a force for practical good.

Councillors themselves are trustworthy individuals and work hard in a transparent, highly accessible environment. They need to be supported and encouraged, as their talents, commitment and energy are a really important resource for the local communities they represent.

In return, councils connect to the daily lives of families and their communities. They do this by earning trust, being accountable and staying local. They put their faith in local people and are confident about local democracy.

Councils and their leaders provide the glue for local communities, ensuring social cohesion and successful diversity. Councils also have a key role in supporting the most vulnerable people in society.

## THE LGA'S PRIORITIES

### **The LGA's mission is to support, promote and improve local government.**

We work with councils to achieve our shared vision for local government by focusing our efforts where there is a need for us to get involved and where we can have real impact.

The LGA has a major role to play in upholding local government's reputation and supporting real leadership. We are politically led, but independently authoritative, holding unrivalled expertise and knowledge about local government and local government issues.

Leadership is about being bold and ambitious, supporting councils to make a difference, deliver and be trusted. The LGA is proactive and confident, unlocking the economic power and influence of local government and driving change. This is only possible if we work together as a single sector.

The LGA has a key role in driving the debate on public sector reform, to ensure that councils can bring together local services so they are better for the people who use them and better value for the taxpayer.

As the national organisation representing councils and councillors, we play a critical link between central and local government as the legitimate voice of our sector, making the case to ministers. Our policy work is based on objective, independent and credible analysis. It is driven by knowledge, not ideology, and by new thinking, not dogma.

The LGA also acts as the key conduit and promoter of the best that local government has to offer, by encouraging councils to develop and share best practice, through our improvement, innovation and productivity programmes.

As a politically-led membership organisation, we invest in support to the elected members who are directly involved in the LGA. We use our governance arrangements to build strong connections with councils and their sub-national partners to provide political direction for all our work.

This business plan focuses primarily on the services and support funded by subscriptions from LGA member authorities including fire and rescue authorities, and RSG top-slice. We seek additional funding for specific programmes where these fit with our priorities. We also provide services on a cost-recovery basis where councils are prepared to pay for them.

## Our top priorities

To deliver our vision for local government, in 2012/13 we will focus on achieving the following outcomes:

### Public Service Reform

**Councils are at the centre - and are seen to be at the centre - of public sector reform and delivering more effective services for local people.**

This includes:

- making the case for continued decentralisation of responsibilities and resources to councils
- making the case to government for community budgets and working with councils to develop and share good practice on community budgets for families with complex needs, and neighbourhood and area community budgets
- supporting councils with implementing the Localism Bill including the Power of General Competence and the Community Right to Bid and Challenge
- influencing the government's Open Public Services proposals and supporting councils in pursuing innovative public service reforms
- ensuring the negotiating machinery and national agreements for workforce are relevant and fit for purpose
- developing an affordable, sustainable and fair local government pension scheme that delivers value for money for the taxpayer
- supporting councils in the transfer of public health to local government
- supporting councils and community safety partnerships in preparing for police and crime commissioners, including setting up police and crime panels
- supporting councils in their role in education with the expansion of academies and free schools to ensure councils can ensure a fair system for all
- lobbying for fair funding for all schools and arguing the case for councils to be the mediating layer between central government and schools
- responding positively to the anticipated White/Green paper on the care system, supporting councils to share best practice
- articulating councils' role in the Big Society and supporting councils in commissioning from the voluntary and community sector
- helping councils share and develop good practice on payment by results
- lobbying in Brussels and Whitehall to ensure that future EU regulation minimises burdens and maximises opportunities.

## Growth and Prosperity

**Councils are recognised as central to economic growth.**

This includes:

- leading a campaign to ensure that the local levers of growth are unfettered
- supporting the development of new planning powers, to achieve wellbeing and growth in local communities
- supporting councils to deliver the new housing strategy
- supporting councils in developing innovative funding for economic infrastructure
- representing councils' interests with reform of the EU structural funds
- lobbying to ensure councils are better able to influence local transport provision
- supporting councils in hosting and engaging communities in a safe and exciting 2012 Games, to deliver wider benefits for the whole country
- promoting and developing councils' role in the visitor economy
- supporting councils as they lead the national roll-out of superfast broadband
- working with government, industry and councils to ensure the Green Deal and new statutory responsibilities on home energy work for councils
- working with councils to strengthen community resilience, including understanding the underlying causes of the civil disturbances in the summer
- working to ensure regulatory services can remain flexible and accountable to the needs of local businesses and local communities
- supporting the development of members and officers in driving the economic potential of their areas.

## Funding for local government

**Reform of the public sector finance system so councils raise more funds locally, have confidence their financing is sustainable and greater ability to co-ordinate local public services.**

This includes:

- the Resource Review, so that investment is focused more effectively on the local areas which most need it
- leading and shaping the debate on the Dilnot Commission's recommendations on the future funding of care and support
- lobbying for welfare reform, in the interests of improving services to local communities and to support local employment
- supporting the creation of a collective agency to help councils reduce their borrowing costs by using the bond markets
- working to achieve equitable needs-based funding arrangements that are fair to local government in all parts of the United Kingdom.

## Efficiency and Productivity

**Councils dramatically reduce costs in ways which minimise the impact on the quality of life for their residents.**

This includes:

- helping councils save at least £150m over the next 3 years by supporting pathfinder programmes, productivity master classes and good practice
- roll-out of the capital assets programme with a particular emphasis on councils using their assets to generate economic growth
- lobbying and leading support for councils with waste and recycling including collection, infrastructure planning and delivery and waste minimisation
- providing free of charge tools such as LG Inform to allow councils to benchmark costs and performance information against other authorities
- continuing to support the Creative Councils programme to help councils turn their ideas into action and share the outcomes with the rest of the sector
- supporting councils to develop on the type of workforce they will need in five years' time helping them with reward, motivation and improved performance
- supporting councils and fire and rescue authorities to respond to civil emergencies

## Sector-led improvement

**Councils are the most improved part of the public sector.**

**Local politicians and senior managers lead the transformation of local places.**

This includes:

- a programme of over 100 peer challenges in each of the next three years for councils and fire and rescue authorities
- maintaining an overview of the performance of local government and providing tailored support to councils that face significant challenges
- support to enhance councils' accountability to local people including support to strengthen scrutiny working with the Centre for Public Scrutiny
- an improvement programme for children's services
- working with councils to develop an improvement model for adult social care through Promoting Excellence in Adult Social Care
- support to councils to modernise and improve public libraries and programmes for culture, tourism and sport services
- ensuring that international practice is available to support service improvement in the UK and abroad
- providing a range of development programmes for elected members, and one free/subsidised place for every council for each of the next three years
- offering every council over the next three years a member development workshop to support councils to become "champions of their patch"
- working with the national parties and others to increase the diversity of people standing for public office through our "Be A Councillor" programme
- offering member mentoring free of charge for any council where there is a change of political leadership
- providing development programmes which bring together elected members and officers through programmes such as our Leeds Castle programme
- attracting new talent into the public sector through programmes such as the National Graduate Development programme.



## **Our own effectiveness and efficiency**

**The LGA is the single voice of local government, representing every local authority and locally democratically elected representatives across England and Wales.**

This includes:

### **Membership**

- increasing membership levels amongst local authorities in England and Wales and providing a membership body for Police and Crime Commissioners
- improving engagement and building strong and productive relationships with councils and groupings of councils – this will be the focus of a member scrutiny review
- acting as conduit between local authorities and central government to ensure a local perspective to emerging policy debate
- securing amendments to emerging legislation and running effective campaigns that deliver real change and improvements for our membership
- developing our suite of communications to provide clear, relevant and up to the minute information that councils value and use
- enhancing benefits and reducing the cost of membership.

### **Business management**

- reviewing our costs with a view to achieving a significant reduction in overheads – this is also the focus of a member scrutiny review
- focusing on value for money, transparency and accountability
- supporting our employees through regular appraisal and investment in their development.



## Outline budget 2012/13

	Pay £m	Non-Pay £m	Total £m
Subscriptions			10.0
RSG England			25.5
RSG Wales			0.3
Specific grants and other ring-fenced funding			8.5
Other income (conferences, seminars, sponsorship)			2.0
Rental income			1.0
Other			1.0
Possible carry forward of prior year underspend			1.4
<b>Total income</b>			<b>49.7</b>
<b>Political support and governance</b>	<b>1.7</b>	<b>1.4</b>	<b>3.1</b>
Programme teams			
Leadership and Productivity			
Workforce			
<b>Policy and Delivery</b>	<b>10.8</b>	<b>7.8</b>	<b>18.6</b>
<b>Strategy and Communications</b>	<b>2.2</b>	<b>2.5</b>	<b>4.7</b>
<b>Total operational costs</b>	<b>14.7</b>	<b>11.7</b>	<b>26.4</b>
<b>Specific grants and other ring-fenced funding</b>	<b>2.8</b>	<b>2.8</b>	<b>5.6</b>
Strategic Management Board	0.7	0.1	0.8
Finance and Resources	1.0	-	1.0
Liberata shared service	-	6.8	6.8
Accommodation	-	2.8	2.8
Other overheads (audit, insurance etc)	-	1.7	1.7
Pensions - past employees	-	0.9	0.9
Pensions - additional contribution	-	3.7	3.7
<b>Total overheads</b>	<b>1.7</b>	<b>16.0</b>	<b>17.7</b>
<b>Total expenditure</b>	<b>19.2</b>	<b>30.5</b>	<b>49.7</b>



## Our Corporate Indicators

	<b>Target 2012/13 (TBC)</b>	<b>Baseline</b>
<b>Membership</b>	<b>September 2012</b>	<b>September 2011</b>
Total membership	422	422
<b>People Management</b>		<b>September 2011</b>
Employees – total headcount	307 (269 estabd posts + posts for grant-funded programmes)	307
Average sick days per employee for 12 months	Maintain or improve (public sector av 9.6 days; local govt av 10.3 days)	4.5 days
Workforce profile		
BME employees % of the workforce		17%
BME - proportion of employees Grade 6 and above	Increase % of BME employees grade 6+ in line with workforce	5.9%
<b>Employee engagement</b>	<b>Survey during 2012</b>	<b>Survey July 2009</b>
Satisfied with their job	Maintain or improve	79%
Good place to work		66%
Kept well-informed		80%
Line manager helps them achieve their potential		61%
Organisation is committed to equality and diversity in its services		69%
Organisation is committed to equality and diversity in its employment practices		66%
<b>Debtors</b>	<b>March 2013</b>	<b>March 2011</b>
0 – 2 months	80%	56%
3-12 months	20%	10%
13-24 months	0%	14%
Over 24 months	0%	20%
	100%	100%
<b>Liberata customer satisfaction</b>	<b>Survey Nov 2012</b>	<b>Survey Nov 2010</b>
HR and Payroll	80%	66%
Finance and accounting	80%	72%
ICT	80%	58%
FM	80%	80%
Print and design	80%	68%
Overall	80%	61%
<b>Carbon emissions</b>	March 2013 reduce by 6% from 07/08 baseline of 1,450 CO2 tonnes	March 2011
	1,363	1,373



## **Public Health: opportunities and challenges for culture and sport**

### **Purpose of report**

For discussion and direction.

### **Summary**

The Government is implementing far-reaching health reforms that will transform the way health services are delivered nationally and locally.

In particular, responsibility for key public health functions is transferring from Primary Care Trusts to councils in 2013. Improving public health and wellbeing will be a key contribution to reducing inequality and meeting the challenges to the public finances.

This paper suggests how the CTS Board can support the leaders of local culture and sport services to get ready to maximise the opportunities and meet the challenges presented by the Government's public health reforms.

### **Recommendation**

Members are asked to comment on the suggested actions in Paragraphs 20 to 22.

### **Action**

To be taken forward by officers as directed by Members.

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## **Public Health – the opportunities and challenges for culture and sport**

### **Background**

#### The Government's health reform agenda

1. The main drivers of the Government's health policy are to focus on outcomes, to reduce inequalities, to make health services more accountable to users, to increase choice and to empower health professionals.
2. To achieve this, the Government is proposing a major restructuring, not just of health services and commissioning, but also of local authority responsibilities in relation to health improvement and the coordination of health and social care.<sup>1</sup>
3. The key provisions of the 2011 Health and Social Care Bill, which has been subject to lengthy consultation, are:
  - 3.1 The abolition of Strategic Health Authorities and Primary Care Trusts (PCTs) and the creation of clinical commissioning groups (CCGs) to commission the majority of health treatment.
  - 3.2 The creation of an independent NHS Commissioning Board to oversee GP commissioning and commissioning some health services, such as community maternity services and specialised health services.
  - 3.3 Transfer public health responsibilities and resources from PCTs to local authorities in 2013.
  - 3.4 Local authorities leading the coordination of health and wellbeing through the creation of high-level health and wellbeing boards (HWBS), in partnership with local health commissioners and local Health Watch.
  - 3.5 Greater integration in the planning, commissioning and provision of health, wellbeing and care services.

#### The current status of public health reform

4. Public health has improved significantly but the scale of the challenge remains huge. Rising levels of obesity, misuse of drugs and alcohol, high levels of sexually transmitted infections and continuing threats from infectious disease have a heavy cost in health, life expectancy and a large economic burden through costs to the NHS and lost productivity. People living in the poorest

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<sup>1</sup> The government's proposals for health reform were first published in the White Paper *Equity and Excellence: Liberating the NHS* in July 2010.

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areas will, on average, die seven years earlier than people living in richer areas and spend up to 17 more years living with poor health. It is estimated that health inequality costs the economy between £56 billion and £60.5 billion per year.<sup>2</sup>

5. The Government's 2010 White Paper on the future of public health, *Healthy lives healthy people*, recognised that public health has become narrowly targeted and fragmented and that the wider determinants of health cannot be addressed by the NHS alone.
6. It proposed splitting responsibility for public health between Public Health England at a national level and local authorities, who will take over the public health responsibilities of PCTs, following their abolition in 2013. A ring-fenced grant will be made available to local authorities to meet their new responsibilities.
7. Much of the detail about the funding, transferring the public health workforce from PCTs to councils and how councils, Public Health England and the NHS will work together to reflect changing roles is still developing.
8. **Appendix A** is a list of the public health responsibilities that will transfer to local government in 2013. Public Health England will focus mainly on health protection.

**LGA Position**

9. The LGA's Community Wellbeing Board has been at the forefront of influencing the Government's health reforms. We have secured some important changes, including a stronger role for councillors on health and wellbeing boards, a more prominent focus on health and social care integration, a greater role for health and wellbeing boards in GP commissioning and coterminosity of boundaries between clinical commissioning groups and local authorities.
10. The LGA welcomed the Government's acknowledgement of councils' ability to influence public health. We have long argued that local government is the rightful home for public health as we have responsibility for services that have a huge impact on health, including housing, transport, sport and recreation, health and social care, planning, economic development and culture.

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<sup>2</sup>

[http://www.dh.gov.uk/prod\\_consum\\_dh/groups/dh\\_digitalassets/documents/digitalasset/dh\\_127424.pdf](http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_127424.pdf)

11. However, we did not support a ring-fenced grant and are pressing Government hard to ensure that the funding is adequate to meet our responsibilities. It is also important that all staff working in public health are properly accountable to the council and therefore to its local population.
12. The Community Wellbeing Board is leading a comprehensive support package for councils to help them get ready to take on the new responsibilities. This includes supporting the shadow health and wellbeing boards (which cover 93% of councils), ensuring the preparedness of elected members and sharing early lessons.

### **What does this mean for culture and sport?**

#### The impact of culture and sport on public health

13. It has long been recognised that participation in sport and culture can help to increase physical activity and improve mental wellbeing, helping to save, extend and improve quality of lives and reduce demand on expensive health and social care services.<sup>3</sup>
14. A growing body of research, most notably the 2010 Marmot Review<sup>4</sup>, is also showing that participation in culture or sport can promote wider benefits which are crucial in determining health outcomes. These include social interaction, self-esteem, informal learning, diverting young people away from substance misuse, anti-social and criminal behaviour and providing volunteering and employment opportunities. This is reinforcing what councils have been doing locally for many years but have sometimes struggled to evidence, especially in terms of culture.
15. The LGA and Department of Health's recent project "tackling the social determinants of health through culture and sport" sought to improve the evidence available to local decision-makers. It collected case studies which demonstrated how culture and sport led to improved health outcomes and reduced demand on high-cost health, care and welfare services. A summary of the case studies is attached at **Appendix B**.

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<sup>3</sup> Regular physical activity reduces the risk of more than 20 chronic conditions, including coronary heart disease, stroke, type 2 diabetes, cancer, obesity and mental health problems.  
<http://www.idea.gov.uk/idk/core/page.do?pageId=30100484>.

<sup>4</sup> Marmot Review *Fair Society, Healthy Lives* 2010 <http://www.instituteofhealthequity.org/>. Also of importance is the World Health Organisation's *European Review of the Social Determinants of Health* 2008. <http://www.instituteofhealthequity.org/projects/who-european-review>

The opportunities and challenges for local culture and sport services

16. There are considerable opportunities for even closer links between culture, sport and health. It will be easier for councils to take a more joined-up approach to prevention that recognises the contribution of culture and sport, amongst other services, to improving public health. Ultimately this will lead to better outcomes and reduced costs.
17. Of particular relevance to this Board is increasing physical activity. Councils spend around £1.5 billion every year providing the facilities and activities that enable people to get active. Outside London councils are also the biggest public spenders on culture, working across the public, private and voluntary and community sectors to increase participation and support facilities and opportunities. Our sector also has a unique ability to reach people and be a gateway to a range of support and information. Many councils are using the 2012 Games to encourage greater participation in sport and culture. As major local employers, there is also potential for councils to encourage their own staff to get more active.
18. Of course it is not just about direct service delivery. Councils are increasingly acting as strategic commissioners of services and there is huge potential for culture and sport services to be commissioned by health and social care providers to help achieve local public health outcomes. Culture and sport partnerships with the private, public and voluntary and community sectors can also be harnessed in pursuit of public health, for example county sport partnership networks.
19. Whilst there is already considerable good practice to share and build upon, feedback from councils suggests there are some challenges to meet if the opportunities above are to be realised fully, including:
  - 19.1 **The impact of budget pressures on culture and sport** – improving public health outcomes requires a long-term vision. There is a risk that our sector's ability to contribute towards this will be hampered by the urgent need to make savings.
  - 19.2 **Supporting portfolio holders and senior managers leading culture and sport to understand and influence the new public health commissioning landscape** – councillors and officers will need to demonstrate the impact of investing in culture and sport services on public health outcomes in commissioning discussions with health and wellbeing boards and clinical commissioning groups.

- 19.3 **Raising the profile of culture and sport amongst health and wellbeing partnerships** - the leaders of the new public health system - councillors, GPs and Directors of Public Health - will have differing levels of understanding about our sector's offer.
- 19.4 **Working through the two-tier dynamic** – sport is the responsibility of district councils (with some counties providing a strategic leadership role across an area) but the health and wellbeing boards will operate at a county level.

### **Conclusion and next steps**

20. The Community Wellbeing Board is working with councils, public health stakeholders, the NHS and Department of Health to ensure a smooth and fully resourced transition of the public health function from PCTs to councils.
21. The CTS Board has already undertaken some actions which are supporting our sector to get ready for the public health reforms. For example, the Leadership Academy we ran recently with Sport England briefed 15 sport portfolio holders and enabled them to share emerging approaches. Other organisations we work closely with are also supporting councils, such as the Reading Agency's project to develop libraries' public health offer.
22. In addition, Members are asked to give officers a steer on the following suggested actions:
- 22.1 **Support culture and sport portfolio holders and professionals to engage with health and wellbeing partnerships and clinical commissioning groups.**
- 22.2 This could include:
- 22.2.1 Building upon existing good practice by tracking and sharing how a small number of councils are positioning culture and sport in the new public health landscape.
- 22.2.2 Ensuring that public health has a strong prominence in the culture and sport commissioning resource we are developing for councils.

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- 22.2.3 Embedding public health in the CTS leadership offer to councillors – for example, the sport workshops we are running with Sport England in January and February, and the CTS annual conference.
- 22.2.4 Keeping culture and sport portfolio holders and professionals up to date on public health reforms and emerging approaches through the CTS e-bulletin.
- 22.3 **Review and update CTS improvement tools**, such as the Outcomes Framework, to ensure they reflect the new public health landscape.
- 22.4 **Work with the Community Wellbeing Board to embed key messages about culture and sport into the LGA’s public health offer to councils.** This will enable us to reach portfolio holders for public health through, for example, events, briefings and other communications.

**Financial Implications**

- 23. The actions within this report can be taken forward within existing resources

**Appendix A**

**Summary of public health functions that will transfer from PCTs to councils  
from 2013**

Physical activity

Weighing and measuring children

Dental public health

Fluoridation

Medical inspection of school children

Sexual health

Seasonal mortality

Accidental injury

Drug, alcohol and tobacco misuse

Obesity

NHS health check programme

Health at work

Reducing and preventing health defects

Prevention and early intervention

Children's public health (5 – 19)

Social exclusion





## **Appendix B**

### **Summary of case studies from LGA and Department of Health's Tackling the Social Determinants of Health through Culture and Sport**

**North East Lincolnshire Council**, Humberside Police and Grimsby Town Football Club have run Sport Lincs since 2007. Sport Lincs tackles challenging behaviour in disaffected young people through sport and arts activities, and helps them turn their lives around. Young people have gained qualifications and full-time work through the project and anti-social behaviour has reduced significantly. Humberside Police estimate that the project has achieved savings of tens of millions of pounds.

**The Museum of East Anglian Life** in Suffolk has delivered a work-based learning programme for long-term unemployed and vulnerable adults since 2007. A Social Return on Investment (SROI) study quantified savings from reductions in welfare payments – Job Seekers Allowance, incapacity and housing benefits – resulting from the success of its work based learning programme in getting long-term unemployed people into work.

**Shropshire Council** responded to the commitment shown in the Pontesbury Parish Plan to improve countryside access by helping to establish a new Parish Paths Partnership (P3). The Pontesbury P3 has kept local footpaths clear and in good condition and opened up new walking routes, bringing local people together to walk and socialise. The value of volunteer time to Shropshire Council through the scheme exceeds the cost to the council of running it.

**Brighton & Hove City Council**, in partnership with the local Carers Centre, ran a screen-printing project for a group of 11 to 13-year-old carers. The project used the Brighton Museum and Art Gallery collections to help the young carers overcome their fears about moving from primary to secondary school.

**Dudley Metropolitan Borough Council** has established monthly reading groups in four of its libraries for adults with learning disabilities. Participation in the reading groups has supported their learning, boosted confidence and increased social and community engagement.

**Trafford Community Leisure Trust** has run a female participation project in deprived parts of the borough since 2008, targeting the most seldom-heard women and girls. Many more are now taking part in regular physical activity. The project has strengthened community cohesion, created positive role models and jobs, reduced anti-social behaviour and gang membership among girls. The project is expected to be self-financing in two years time.

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**Westminster City Council** has established 'Share a Book' reading groups in three of its libraries, targeted at adults at risk of social isolation or living with mental illness. These include people who are housebound, homeless or referred by the primary care trust (PCT). The mental health and wellbeing of those taking part in the reading groups has improved. For every £800 it spends to train a member of staff or volunteer, Westminster City Council can run a specialised reading group in one of its libraries every week.

## **Outside bodies feedback from Members**

### **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 Chair's report for December and January is attached as **Appendix A**.

### **Recommendation**

Members currently representing the Culture, Tourism and Sport 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 Culture, Tourism and Sport Programme Board, officers to take forward any suggested actions.

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## Outside bodies feedback from Members

### Recent

Title	Date
<b>Meeting with VisitEngland</b>	<b>28 November 2011</b>
Chris White and Sir Merrick Cockell met Penelope, Viscountess Cobham, Chairman of VisitEngland to discuss local enterprise partnerships and the 'growing tourism locally' project.	
<b>Member leadership academy for portfolio holders for sport</b>	<b>29/30 November 2011</b>
Chris White and Simon Henig spoke at the member leadership academy for portfolio holders for sport, which the LGA organised in partnership with Sport England. They highlighted the importance of strong local political leadership and the opportunities for sport presented by localism, public health reforms, commissioning and the 2012 Games.	
<b>Visitor Economy Forum</b>	<b>1 December 2011</b>
Chris White attended the inaugural meeting of the Visitor Economy Forum. Representatives from industry and the public sector discussed key issues facing the visitor economy, including the opportunities presented by Tourism Business Improvement Districts.	
<b>Nations and Regions (NRG) meeting</b>	<b>6 December 2011</b>
Chris White attended the Nations and Regions (NRG) meeting on 6 December, where he re-iterated the LGA's position that we will continue to work in partnership with NRG to ensure a safe and successful Games are delivered, with councils playing a full part in making this happen.	
<b>Modernising Library Services event</b>	<b>6 December 2011</b>
Portfolio holders for libraries from around the country came together at LGA on 6 December to share their experiences of modernising library services.	
<b>Meeting with the Reading Agency</b>	<b>13 December 2011</b>
Chris White met Miranda McKearney, Chief Executive of the Reading Agency, on 13 December. They discussed the changing role of public libraries in supporting literacy and agreed to explore a roundtable and conference in 2012.	

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<b>All Party Parliamentary Group (APPG) on libraries</b>	<b>14 December 2011</b>
Chris White attended the launch of the All Party Parliamentary Group on libraries on 14 December. The LGA has offered to participate in the APPG's work.	
<b>2012 Games Task and Finish Group</b>	<b>15 December 2011</b>
Chris White represented the CTS Board at the first meeting of the LGA 2012 Games Task and Finish Group. He highlighted CTS Board's lobbying on the Torch Relay and the need for transport operators to work much more closely with councils when planning how services will be altered during the Games.	

**The following appointments are scheduled to take place between this paper being published and the board meeting on 18<sup>th</sup> January 2012. The attendees will give an oral update on the outcome of these meetings.**

<b>Title</b>	<b>Date</b>	<b>Attendees</b>
<b>London 2012 and Glasgow 2014 Parliamentary Reception</b>	<b>12 January 2012</b>	Simon Henig and Andrew Lewer
<b>Meeting with Institute for the Management of Sport and Physical Activity (IMSPA)</b>	<b>16 January 2012</b>	Chris White
<b>Local Government APPG – culture and regeneration</b>	<b>17 January 2012</b>	Chris White and Andrew Lewer
<b>Meeting with London 2012 Organising Committee (LOCOG)</b>	<b>17 January 2012</b>	Simon Henig and Stephen Castle
<b>Meeting with Sport and Recreation Alliance (SRA)</b>	<b>17 January 2012</b>	Chris White

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**Forthcoming**

<b>Title</b>	<b>Date</b>	<b>Attendees</b>
Meeting British Hospitality Association (BHA)	26 January 2012	Chris White
LGA Licensing Conference	26 January 2012	Chris White
Member steering group Olympic Resilience (at London Councils)	30 January 2012	Chris White Stephen Castle
Member leadership programme for sport portfolio holders (London)	30 January 2012	Chris White
Member leadership programme for sport portfolio holders (Birmingham)	31 January 2012	TBC
Meeting Arts Council England (ACE)	9 February 2012	Chris White
LGA Libraries seminar for portfolio holders	29 February 2012	Chris White





**Appendix A**

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

**Libraries**

1. The LGA and Arts Council England (ACE) have jointly launched the Libraries Development Initiative – a £200,000 fund to build upon our already highly successful Future Libraries Programme. We have received over 100 expressions of interest. Projects will explore new and more efficient ways of delivering library services with LGA capturing and sharing the learning.
2. Portfolio holders for libraries from around the country came together at the LGA on 6 December to share their experiences of modernising library services. In my opening speech, I emphasised that councils are already transforming libraries and the need for the outdated statutory framework to be reformed. In response to very positive feedback we will run a similar event in Leeds next year.
3. I met Miranda McKearney, Chief Executive of the Reading Agency, on 13 December. We discussed the changing role of public libraries in supporting literacy and agreed to explore a summit and conference in 2012.
4. I attended the launch of the All Party Parliamentary Group (APPG) on libraries on 14 December. The LGA has offered to participate in the APPG's work.

**Ed Vaizey MP, Culture Minister**

5. I met the Culture Minister on 7 November and said that the LGA is working with Arts Council England to ensure that new programmes for museums and libraries continue to support councils to lead their own improvement and share good practice. I also updated the minister on the challenges councils are facing with the roll out of superfast broadband, including access to European funding and concerns about microtrenching.

**Sport and 2012 Games**

6. Cllr Simon Henig (Vice-Chair) and I spoke at the member leadership academy for portfolio holders for sport on 29/30 November, which the LGA organised in partnership with Sport England. I highlighted the importance of strong local political leadership and the event supported councillors to make the most of the opportunities for sport presented by localism, public health reforms, commissioning and the 2012 Games.

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7. I attended the Nations and Regions (NRG) meeting on 6 December, where I reiterated the LGA's position that we will continue to work in partnership with NRG to ensure a safe and successful Games are delivered, with councils playing a full part in making this happen.
8. I met Charles Allen, Chair of the NRG on 14 December, to discuss the latest preparations for the 2012 Games. I raised councils' concerns about engagement in planning the Torch Relay and the economic impact on London of people staying away from the city during the Games. We agreed on the importance of joint communications to councils on key issues in the run-up to the Games.
9. I represented the CTS Board at the first meeting of the LGA's 2012 Olympic and Paralympic Games Task and Finish Group on 15 December. I highlighted CTS Board lobbying on the Torch Relay and the need for transport operators to work much more closely with councils when planning how services will be altered during the Games.

**The Visitor Economy**

10. Sir Merrick Cockell and I met Penelope, Viscountess Cobham, Chairman of VisitEngland on 28 November. We emphasised the importance of VisitEngland fully involving local enterprise partnerships in the 'growing tourism locally' project.
11. I attended the inaugural meeting of the Visitor Economy Forum on 1 December. Representatives from industry and the public sector discussed key issues facing the visitor economy, including the opportunities presented by Tourism Business Improvement Districts, which the CTS Board is keen to explore.

**CTS Board 23 November**

12. Alan Davey, Chief Executive of Arts Council England (ACE), said that ACE's new responsibilities for libraries and museums presented an opportunity for them to have a single, coherent conversation with local government. He stressed the importance of partnership working with councils and their commitment to support innovation.

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**Item 7**

**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. 2012 Olympic and Paralympic Games
2. New National Plan for Music Education
3. Live Music Private Members' Bill
4. BBC Local Radio
5. Broadband
6. Tourist Business Improvement Districts
7. Local Government Finance Settlement and Autumn Statement

**Recommendation**

Members are asked to note the update.

**Action**

Secretariat / CLOA Advisory Panel to action as appropriate.

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**Item 7**

**Update on current issues**

**2012 Olympic and Paralympic Games and Sport**

LGA and Sport England Leadership Programme for Sport Portfolio Holders

1. The LGA and Sport England delivered a successful two day leadership academy for members with responsibility for sport in November. The academy provided an opportunity for members to influence the development of Sport England's new strategy and debate how it will impact on councils, how some councils have engaged with commissioning services and how sport services can better position themselves to benefit from the newly created health and wellbeing boards. In response to positive feedback, we are organising three additional one day workshops providing an overview of the topics covered on 17 January (Leeds), 30 January (London) and 31 January (Birmingham).

Paralympic Flame Festivals

2. The LGA has successfully lobbied the London 2012 Organising Committee (LOCOG) to give more councils the opportunity to stage flame festivals in the lead up to the 2012 Paralympic Games, if they want to. Originally, LOCOG had intended to organise one flame festival per English region. Feedback from councils indicated greater interest. Following LGA lobbying, LOCOG has said that it will support as many councils as possible who want to host a flame festival, which will help to raise awareness about and promote participation in sport.

Olympic Torch relay route

3. LOCOG has announced details of the 1,018 villages, towns and cities on the Olympic Torch Relay route. Every county in England will host the Olympic Flame and the aspiration of taking the Olympic Flame to within an hour's journey time of 95% of the population has been realised. The street by street detail of the route will be confirmed next year. The LGA has highlighted the vital role that a wide range of council services will play and continues to press LOCOG on the importance of fully involving councils in route planning. A list of the UK wide host communities announced is available to view at the interactive map on [www.london2012.com/olympictorchrelaymap](http://www.london2012.com/olympictorchrelaymap).

**National Plan for Music Education**

4. On 25 November the Government published its National Plan for Music Education. This included details about school music funding: moving away from funding music education via ring-fenced grants to councils through the Standards Fund (and since the 2010 Spending Review via the Federation of Music Services), to funding on a 'per pupil basis' allocated to 'music education

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hubs' by Arts Council England. LGA have concerns about the extra cost and bureaucracy implied by the new bidding system. We are speaking to Department for Education (DfE) officials and ACE about the funding implications and accountability.

5. LGA's briefing can be found here: [http://www.local.gov.uk/web/10161/culture-tourism-and-sport/journal\\_content/56/10161/3205447/](http://www.local.gov.uk/web/10161/culture-tourism-and-sport/journal_content/56/10161/3205447/)

**Live Music Private Members' Bill**

6. The Live Music Private Members' Bill proposes that playing live music will no longer be considered to be 'regulated entertainment' and so does not need a licence. Premises will continue to need licences if any other licensable activities are taking place, such as the sale of alcohol. Any conditions imposed as part of those other licences should not impact on the playing of the live music.
7. The LGA had previously raised concerns with the original draft of the bill, however having been amended we now support the bill in its present form. We believe it strikes a balance between supporting the music industry and ensuring democratically-elected councillors are still able to protect people who attend public events as well as those who work and live nearby.
8. The Bill has now completed its committee stage and is awaiting its report stage on the floor of the House on 20 January 2011.
9. The LGA's briefing can be found here: [http://www.local.gov.uk/web/10161/live-music-bill/-/journal\\_content/56/10161/3222993/ARTICLE-TEMPLATE](http://www.local.gov.uk/web/10161/live-music-bill/-/journal_content/56/10161/3222993/ARTICLE-TEMPLATE)

**Local Radio**

10. The BBC is proposing to replace a significant amount of local radio content with national programmes as part of cost-cutting measures. It says local radio will be able to leave national schedules to broadcast during "times of civil emergency or bad weather" and medium wave will only be turned off in areas with an alternative FM service.
11. The LGA fears these cuts could seriously compromise local radio's effectiveness during emergencies and potentially put lives at risk. We have called for clarification about how new systems would work in an emergency.
12. LGA's response to the BBC Trust's review of BBC local radio can be found here: [http://www.local.gov.uk/c/document\\_library/get\\_file?uuid=2c396bf7-8a6b-4fd4-bf50-0c8c286aa568&groupId=10161](http://www.local.gov.uk/c/document_library/get_file?uuid=2c396bf7-8a6b-4fd4-bf50-0c8c286aa568&groupId=10161)

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13. In the Autumn Statement, the Chancellor George Osborne announced up to 10 cities would share £100m and become super-connected with 80-100Mbps broadband access.
14. Culture Secretary Jeremy Hunt has now announced the four capitals – London, Edinburgh, Cardiff and Belfast – will benefit while the others will be chosen through a competition. The competition is open to the eight core cities and the UK cities that have more than 150,000 dwellings: Birmingham, Bradford, Bristol, Glasgow, Leeds, Liverpool, Newcastle, Nottingham, Manchester and Sheffield. The Government says these cities have the necessary size and economy to be able to use super-connected status to drive growth, attract new businesses to the area and transform the way services are provided and accessed. The bidding cities will have to show how they will use the status to drive growth with a particular focus on small and medium sized enterprises and strategic employment zones.
15. The DCMS press release can be found here:  
[http://www.culture.gov.uk/news/media\\_releases/8730.aspx](http://www.culture.gov.uk/news/media_releases/8730.aspx)

**High Streets**

16. The Mary Portas review was published on the 13 December 2011. The LGA pre-empted the review with a press statement criticising the review's level of engagement with local government, and set out their plan for tackling decline on the high street. It received widespread coverage in the press.
17. The review made a number of recommendations, some of which are generally positive, including: strengthened role for local partnerships; increased responsibility on landlords; and new measures to tackle clustering and to fill empty shops. It also made recommendations that would hold back council efforts to revitalise town centres, for instance: centrally driven requirements for more free parking, with a national car parking league table; giving secretary of state power to decide on out of town developments; allowing anyone to trade on the high street
18. The LGA are beginning to plan a new phase of high street work, presenting a new vision for an 'alternative' high street that focuses on remodelling high streets away from a focus on retail, building on its role as a cultural, community and social hub.

**Tourist Business Improvement Districts**

19. Attached at **Annex A** is a briefing on Tourist Business Improvement Districts (TBIDs). This follows on from a previous CTS Board discussion and the Visitor Economy Forum in December 2011 where further details about the TBID model were discussed.

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**Local Government Finance Settlement and Autumn Statement**

20. As previously announced, formula grant to all councils will fall by a further 7.7 per cent on top of the 9.9 per cent fall in 2011/12. The settlement confirms that local government continues to bear the brunt of public spending cuts in this Spending Review period. In response, the LGA said the time has come to turn the spotlight back on Whitehall departments which have thus far been sheltered from the worst of the cuts. We will continue to support councils to find more efficient ways of delivering culture, tourism and sport services through our improvement offer.
21. The Autumn Statement contained three announcements relevant to culture, tourism and sport and we will work with Government to understand the implications for councils:
  - 21.1 £100 million broadband investment to create up-to 10 'super-connected cities'.
  - 21.2 A new consultation into using new telegraph poles to aid in the rollout of superfast broadband.
  - 21.3 Simplifying reforms to the Heritage Protection System.
22. The LGA's briefing on the Local Government Finance Settlement can be found here:  
[http://www.local.gov.uk/web/10161/home//journal\\_content/56/10161/3202208/N\\_EWS-TEMPLATE](http://www.local.gov.uk/web/10161/home//journal_content/56/10161/3202208/N_EWS-TEMPLATE)
23. The LGA's briefing on the Autumn statement can be found here:  
[http://www.local.gov.uk/c/document\\_library/get\\_file?uuid=0e480dda-54e2-42eb-97bc-73df1697466b&groupId=10161](http://www.local.gov.uk/c/document_library/get_file?uuid=0e480dda-54e2-42eb-97bc-73df1697466b&groupId=10161)



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**Annex A – LGA brief on Tourism Business Improvement Districts**

**History of TBIDs**

1. Visit England, the English Core Cities DMO Group and their partners have been exploring the use of Tourism Business Improvement Districts (TBIDs) in the UK and as a result have written a document entitled “Introducing Tourism Business Improvement Districts in England” to share their learning.

**Why the need?**

2. The current financial climate is the main driver for the creation of TBIDs. They have been used in the USA since 1992 with growing success (see relevant section below). TBIDs offer the opportunity to build newly styled partnerships between the private sector and public sector and to provide sustainable funding to grow the local visitor economy.

**What are they?**

3. BIDS are regulated partnerships where businesses contribute a levy within a prescribed formula. The levy and monitors to be put in place are set out in a prospectus which prospective businesses ballot on. TBIDs are a development of BIDs with a specific focus on providing funding to grow the local tourism industry.
4. The fundamental difference between TBIDs and bed tax is that the levy from TBIDs are not imposed – this is a partnership of the willing. If businesses do not support them; they cannot happen.
5. Therefore, businesses choose whether to join the TBID and they will do this by deciding whether they think they benefit from the TBID levy. Businesses will want to see the TBID levy as an investment. Many businesses have developed their own personal criteria they use when deciding whether to join a BID.
6. As part of setting up the TBID, it will be decided how the success of the TBID will be monitored. TBIDs are initially set up for five years and after this period businesses re-evaluate whether they continue or not, based upon their success.
7. TBIDs will be developed and operated under the same legislation as BIDs, as a result the process is very similar to creating a BID. However, there are some key differences between the two: geography, defining the levy payer and setting the levy.
8. The BID regulations are very flexible to allow development of local projects depending on local specific needs. However, regulation needs amending to

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allow cross-boundary TBIDs.

**What are the benefits?**

9. Businesses will focus on the return of their investment. They will want to be convinced it will bring higher footfall, longer user stay, or higher spend.
10. All the money raised from the levy goes back into the local visitor economy to be spent on things such as sales and marketing campaigns, research, business support, tourism services and capital investment.

**Requirements for a successful TBID**

11. For a successful TBID, the requirements are:
  - Effective public-private partnership
  - Funds spent exclusively to benefit payers – the money cannot be spent on anything else
  - Responds to private sector needs and concerns
  - Guidelines for how to spend funds and reporting mechanisms
  - Set up for a limited time initially and only continues if businesses want it to, which increases accountability.

**Tried and tested in the USA**

12. TBIDs grew out of a very difficult time for tourism in the USA. The first TBID in USA was set up in 1992 in West Hollywood. TBIDs grew slowly at first but have grown significantly faster in the last decade, now with a total of 9 TBIDs in Washington, 10 in Montana and 62 districts in California.
13. In US the levy is called an “assessment” rather than a tax. It has been up to the businesses to decide whether they pass the levy cost onto guests. Either way, the customer reaction has been minimal and has not deterred business. The levy then passes from the hotel to the local government who then pass it onto the Destination Management Organisation (DMO).
14. In the USA hotels have been realising the benefits and pro-actively setting up TBIDs themselves. BIDs and TBIDs do overlap which is not seen as a problem because they have separate purposes; BIDs focus on “clean and safe activities” and TBIDs focus on activities to promote tourism.

**Questions moving forward**

15. The private sector is in charge of developing TBIDs – as it stands will the private sector have the structure and skills to lead, influence and monitor their progress?

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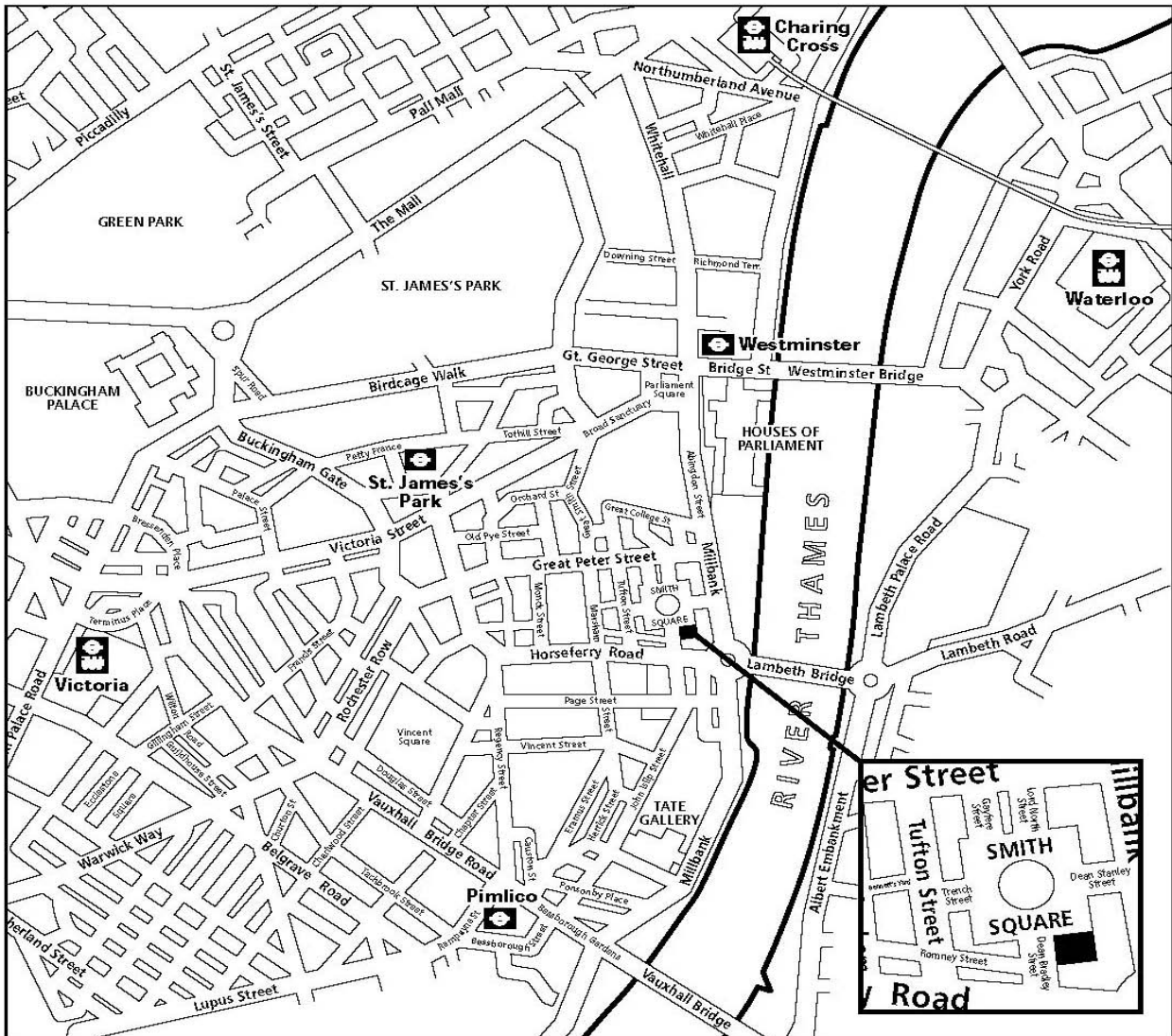
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16. If the TBID levy is passed onto the customer by businesses then is this included within the amount quoted (like VAT) or is it added on at the end (like the US model)?
17. Although USA overlap TBIDs and BIDs with no problems, there is concern in the UK about doing so. Can BIDs and TBIDs overlap in examples like Bristol where the billing authority is not large enough?
18. Further discussion on the development of TBIDs is required with industry partners. In order for success, there must be effective partnership working between the private and public sector, support from the industry and sharing of good practice.

**Potential ways LGA may work with Visit England to progress TBIDs**

19. LGA could assess the levels of demand from councils for TBIDs.
20. LGA with Visit England could promote and support the opportunity for councils to develop TBIDs through sharing information and good practice.
21. LGA can represent local government's views and interests in the wider discussion on TBID development.

## 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](mailto:info@lga.gov.uk)  
 Website: [www.lga.gov.uk](http://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](http://www.cclondon.com)

### Car Parks

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