

# Culture, Tourism and Sport Board

Agenda

Wednesday 23 May 2012  
1.00 – 3.00pm

Smith Square Rooms 1 & 2  
Local Government House  
Smith Square  
LONDON  
SW1P 3HZ

**To:** Members of the Culture, Tourism and Sport 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.

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DO NOT USE THE LIFTS.

DO NOT STOP TO COLLECT PERSONAL BELONGINGS.

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### **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.**

## **LGA Culture Tourism and Sport Board**

23 May 2012

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The **Culture Tourism & Sport Board** meeting will be held on **Wednesday 23 May 2012** at **1.00pm**, in Smith Square Rooms 1 & 2 (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**

Fatima de Abreu Tel: 020 7664 3136; Fax: 020 7664 3232;  
e-mail: [fatima.deabreu@local.gov.uk](mailto:fatima.deabreu@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 £149 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: localgovernmentgroup and you should receive the LGA negotiated rate for your booking.



**Culture, Tourism and Sport Board**

Date: 19.03.12

**Culture, Tourism and Sport Board - Membership 2011/2012**

<b>Councillor</b>	<b>Authority</b>
<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 BC
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>	
Flick Rea <b>[Chair]</b>	Camden LB
<i>Vacancy</i>	
<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 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	Yes	Yes		
Roger Begy	Yes	Yes	No	Yes		
Sir William Lawrence	Yes	Yes	Yes	Yes		
Ken Maddock	Yes	Yes	Yes	Yes		
Doreen Stephenson	Yes	No	Yes	Yes		
David Lloyd	Yes	Yes	No	Yes		
<b>Labour Group</b>						
Simon Henig	Yes	Yes	Yes	Yes		
Caitlin Bisknell	Yes	Yes	Yes	Yes		
Chris Roberts	No	No	Yes	Yes		
Florence Nosegbe	Yes	Yes	Yes	Yes		
David Phillips	No	Yes	No	No		
<b>Lib Dem Group</b>						
Chris White (Chair to March 2012)	Yes	Yes	Yes	No		
Flick Rea (Chair from March 2012)				Yes		
<i>Vacancy from April 2012</i>	-	-	-	-	-	-
<b>Independent</b>						
Geoff Knight	Yes	Yes	Yes	Yes		
<b>Substitutes</b>						
Chris Knowles-Fitton						
Peter Golds		Yes	Yes			
Nick Worth						
Michael Mordey	Yes					
Mike Amesbury / Rosa Battle						
Flick Rea (until March 2012 – then Chair)						
Mark Ereira-Guyer						
Robert Dutton						

## Agenda

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### LGA Culture, Tourism and Sport Board

Wednesday 23 May 2012

1:00pm – 3:00pm

Smith Square Rooms 1 & 2, Local Government House

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	<b>Item</b>	<b>Page</b>	<b>Time</b>
	<i>For discussion</i>		
1.	<b>Note of last meeting and matters arising</b> – draft minutes attached	3	1:00pm
2.	<b>Culture, Tourism and Sport Conference Evaluation 2012 and look ahead to 2013</b> – report attached	7	1.10pm
3.	<b>Outside Bodies feedback from Members</b> – report attached	17	1:25pm
4.	<b>Join In Local Sport and Community Games</b> David Moorcroft OBE, Director of the Join In Trust and Chair of the West Midlands Leadership Group for the 2012 Games – report attached	27	1.35pm
5.	<b>Creating a sporting habit for life</b> Jennie Price, Chief Executive, Sport England – report attached	35	2.15pm
	<i>For noting / information</i>		2:50pm
6.	Update on current issues – report attached	47	
7.	°CLOA Case Studies – sport and the 2012 Games – report attached	57	
8.	Any other business		

Date of Next Meeting: **Wednesday 18 July 2012**





**Item 1**

**Note of last Meeting and Matters arising**

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**Title:** Culture, Tourism and Sport Board  
**Date and time:** 6 March 2012, 4.00pm  
**Venue:** Cardiff City Hall

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**Attendance**

<b>Position</b>	<b>Councillor</b>	<b>Council</b>
Chair:	Flick Rea	Camden LB
Vice chair:	Simon Henig	Durham CC
Deputy chairman:	Andrew Lewer	Derbyshire CC
Deputy chair:	Geoff Knight	Lancaster City
Members:	Roger Begy	Rutland CC
	Sir William Lawrence	Stratford-on-Avon DC
	Ken Maddock	Somerset CC
	Caitlin Bisknell	High Borough DC
	Florence Nosegbe	Lambeth LB
	Chris Roberts	Greenwich LB
	Doreen Stephenson	East Lindsey DC
	David Lloyd	Hertfordshire CC
Apologies:	Brendan Jameson	South Lakeland DC
	David Phillips	City & County of Swansea
<b>LGA Officers:</b>	Helen Johnston, Laura Caton, Siraz Natha, Justine Wharton, Virginia Ponton	

Cllr Flick Rea welcomed all to the meeting and introduced herself as the new Chair. She asked that thanks be recorded to Chris White for his valuable contribution to the Board over several years.

## **1 Note of previous meeting**

Under matters arising, officers said that ACE had launched a consultation on the future of libraries. The Board asked Lead Members to agree the LGA's response at their next meeting.

### ***Decision***

All actions were noted as completed.

## **2 142 days to go: Countdown to the 2012 Olympic and Paralympic Games**

The Chair welcomed Cllr Stephen Castle, Chairman of the 2012 Olympic and Paralympic Games Task and Finish Group.

Cllr Castle updated the Board on the discussions of the 2012 Olympic and Paralympic Games Task and Finish Group which had met earlier that day. The key points were:

- 2.1 The purpose of the Task and Finish Group was to ensure that all LGA Boards played their full part in supporting councils to host an exciting and safe Games.
- 2.2 In particular, the Torch Relay and Paralympic Flame events highlighted the potential for the Games to engage communities across the country, and councils' critical role in resilience.
- 2.3 Transport implications were also crucial and the Economy and Transport Board had worked with the British Chambers of Commerce to raise awareness amongst businesses across the country about the impact of the Games on the supply chain, particularly freight deliveries.
- 2.4 The LGA had also published guidance on workforce issues during the Games, which can be found at [http://www.local.gov.uk/web/guest/culture-tourism-and-sport/-/journal\\_content/56/10171/3414992/ARTICLE-TEMPLATE](http://www.local.gov.uk/web/guest/culture-tourism-and-sport/-/journal_content/56/10171/3414992/ARTICLE-TEMPLATE)
- 2.5 Finally, it was noted that communicating local policing strategies to communities was important. The LGA's 2012 Games media toolkit can help with this and can be found at [http://www.local.gov.uk/c/document\\_library/get\\_file?uuid=a40aec61-7464-4530-abb6-06e56cc3bcbf&groupId=10171](http://www.local.gov.uk/c/document_library/get_file?uuid=a40aec61-7464-4530-abb6-06e56cc3bcbf&groupId=10171)

The Chair thanked Cllr Castle. Members were grateful for the helpful table appended to the report which set out the LGA's work on the Games.

The Chair asked for an update on the Local Leaders scheme. Cllr Castle said that there was a big opportunity for local authorities to encourage and support residents to get involved with the Games through the Local Leaders scheme, which will see hundreds of communities celebrate the Games in lots of different ways.

Asked about police resourcing for the Games, Cllr Castle said that Chief Inspector Colin Green, from the Association of Chief Police Officers and Metropolitan Police Olympic and Paralympic Policing Coordination, had attended the Task and Finish Group and detailed how mutual aid would work across boundaries and between police and councils. He stressed the need to ensure contingencies were in place locally. Cllr Castle and Cllr Simon Henig were due to meet with LOCOG in April and Cllr Castle invited members to contact them to raise any issues.

### **3 Conference briefing**

Members noted their roles at the conference.

#### ***Decision***

Members noted the report and conference packs were circulated.

### **4 Creating a world class, quality of life capital**

Cllr Nigel Howells, Executive Member for Sport, Leisure and Culture at Cardiff Council, presented to the Board about the how the council led the cultural and sporting transformation of the city.

He highlighted the many attractions in Cardiff and said that local authority venues contributed greatly to the local economy. Large city centre projects have focussed on award winning architecture, eco-building and heritage, and have delivered tremendous benefits to visitors and residents alike. The local authority was instrumental in securing finance and providing land.

The Chair thanked Cllr Howells and Cardiff Council for hosting the meeting and Conference.

### **5 Outside Bodies feedback from Members**

Members agreed the new format of the report, which was amended in response to feedback at the last meeting.

The Chair asked Cllr Florence Nosegbe about the LGA seminar for libraries Portfolio Holders held on 29 February in Leeds. Cllr Nosegbe said that it had been very successful, with good attendance. She said that the event enabled the sharing of much innovation and good practice. Attendees were keen that the LGA held more events outside London.

The Chair said that these successful events should be built upon over the next few months and Helen Johnston added that there was equally good feedback from the leadership seminars we ran with Sport England.

**6 Update on current issues**

Members noted the report.

The Chair thanked all for attending and closed the meeting.

**Date of the next meeting: Wednesday 23 May 2012 at 1.00pm**

23 May 2012

**Item 2**

**Culture, Tourism and Sport Conference Evaluation 2012  
and look ahead to 2013**

**Purpose of report**

For decision.

**Summary**

144 delegates and exhibitors attended the CTS Conference at Cardiff in March 2012, which was supported by CLOA. This report summarises delegate feedback and asks Members to agree a format for next year.

**Recommendation**

Members are asked to note the delegate feedback and comment on the format of next year's event – in particular **Appendix A**.

**Action**

To be taken forward by officers, as directed by Members.

**Contact officer:** Prashant Parekh  
**Position:** Event Manager  
**Phone no:** 020 7664 3242  
**E-mail:** [Prashant.Parekh@local.gov.uk](mailto:Prashant.Parekh@local.gov.uk)



## **Culture, Tourism and Sport Conference Evaluation 2012 and look ahead to 2013**

### **Summary of financial position**

	<u>2012</u>	<u>2011</u>
Delegate income	£28,702	£29,689
Conference expenses	£18,665	£22,035
Surplus	£10,037	£8,081
Sponsorship:	£3,000	£6,250
<b>TOTAL:</b>	<b>£13,037</b>	<b>£14,331</b>

### **Summary of attendance**

	<u>2012</u>	<u>2011</u>	<u>Difference</u>
<b>Total attendance:</b>	<b>144</b>	<b>123</b>	<b>21</b>
Paying delegates:			
Entire conf.	91	78	13
Only Dinner or One day	0	19	-19
Total	91	97	-6
LGA Members:	88	77	11
Non-LGA members:	3	20	-17
Exhibition stands:	6	6	0
Exhibitors/Sponsors:	11	15	-4
Speakers:	39	42	3

### **Breakdown of paid delegates**

1. 47 councils in LGA membership sent a paid delegate to the 2012 conference, meaning the conference reached 13% of the LGA's membership. Some councils sent multiple delegates, resulting in a total of 91 paid delegates. Of these, 34 were councillors and 57 were officers. The table below and overleaf shows which part of the country they came from:

East Midlands	10
West Midlands	8
London	11
South East	7
South West	15
North East	2
North West	13

**Item 2**

East of England	10
Yorkshire & Humber	5
Wales	6
Scotland	2
Don't know / other	2

**Notes on financial and attendance figures**

- The attendance figures show a slight increase in LGA members' attendance at the conference in 2012 and reduction in non-LGA member/one day delegates and sponsorship income, reflecting the impact of the spending cuts on the wider culture, tourism and sport sectors. The net figures reflect more than a 50% drop in sponsorship income, which were partially off set by tighter cost control.
- Our two main sponsors last year - Arts Council England and Heritage Lottery Fund - were unable to sponsor the event this year and it was very challenging to secure the level of support that we did achieve.
- This was anticipated by the events team who ensured that maximum flexibility and considerably lower rates were negotiated with the venue and all suppliers in advance. As a result the Events team ensured that the reduction in revenue did not affect the bottom-line figures proportionally, or the delegate experience.
- Below is an indicative breakdown of the significant saving achieved on costs:

	<u>2012</u>	<u>2011</u>	<u>Difference</u>
Hotel cost per attendee*	£76.29	£111.70	-£35.21

\*includes catering, room hire, dinner (in 2011), drinks (in 2012) for all delegates including non-paying

**Delegate online survey – summary of main points**

- Respondents:** We had one of the highest feedback levels – 38%, which is a reasonably representative proportion of delegates 33% (11) of respondents were councillors, 49% (16) were officers and the remaining were exhibitors). Below are some highlights of responses received:
  - Overall satisfaction:  
Overall, 88% of respondents were satisfied with the conference. Only 3% of respondents were dissatisfied and the remaining were neither satisfied nor dissatisfied. This compares favourably with last year when 70% of respondents were satisfied and 12% dissatisfied.
  - 40% of respondents attended the conference for the first time, while 60% had attended it two or more times previously.



**Item 2**

- 6.3 78% of respondents said that they would attend the conference again. This is very favourable compared to last year, when 59% of respondents said that they would attend the conference again.
7. **Venue and Drinks reception:** Cardiff was deemed a successful destination to hold the conference. 94% of respondents said that they were either fairly satisfied or very satisfied and 6% were neither satisfied nor dissatisfied. 82.8% rated the Cardiff Mercure Hotel as a satisfactory venue/location for the conference.
- 7.1 77% were satisfied with the hotel as an *accommodation* venue. 9% were dissatisfied. This is good feedback if we factor in the disturbances on the evening of 7 March.
- 7.2 27% of respondents did not attend the drinks reception. Of those who did attend, 42% were satisfied, 9% were dissatisfied and the remaining neither satisfied nor dissatisfied.
8. **Speakers and programme:** Over 90% of respondents rated David Moorcroft's plenary address as satisfactory. The other plenary speakers – Hugh Robertson MP, Dame Jenny Abramsky and Harriet Harman MP, all achieved satisfactory ratings of over 70%.
- 8.1 The only plenary that got below 70% satisfaction level was the Panel discussion (42.4% satisfied and 36% dissatisfied).
- 8.2 This is in sharp contrast with last year when the only plenary speaker that was rated as satisfactory by above 60% of the respondents was Lloyd Grossman.
9. **Study Tours:** Not a single delegate was dissatisfied with the study tours. Sport – the road to 2012 was the most popular. However, one third of the delegates did not attend the study tours.
10. **Workshops:** Boosting the Visitor Economy was the highest scoring workshop in terms of satisfaction level. Superfast Broadband and Improving Museums were the only workshops with one or two (respectively) unsatisfied delegates. All the other workshops achieved 100% satisfactory ratings.
11. **Conference content, organisation and exhibition:**
- 11.1 93.7% of respondents were very or fairly satisfied with the organisation and running of the event.
- 11.2 63.6% of respondents were satisfied with the content and structure of the programme for the conference. 27% were neither satisfied nor dissatisfied and only two respondents were dissatisfied. This is quite similar to last year's satisfaction levels.

**Item 2**

11.3 81% of respondents visited the exhibition stands. Of these, 38% were satisfied with the exhibition, 12% were dissatisfied and the remaining were neutral.

**12. Summary of delegate suggestions for topics to cover at next year's conference:**

- 12.1 Raising finance to fund a non-statutory service.
- 12.2 Low carbon transition. Leisure services is the carbon hungriest service - opportunities to reflect upon innovation capable of providing opportunities for fun at a low carbon cost.
- 12.3 Localism and its impact on leisure.
- 12.4 Olympic Legacy post 2012.
- 12.5 The various models for providing leisure and cultural services – social enterprises, trusts.
- 12.6 Impact of public health and health reforms.
- 12.7 Case studies and sharing success stories and learning.

**LGA residential conferences**

- 13. The other LGA residential conferences are the Annual Conference, Fire, Rural and the National Children and Adult Services Conference (held with the Association of Directors of Adult Social Services). These are either much bigger than CTS (attracting over 1,000 delegates) or, in the case of fire, are regarded as the definitive event for the sector with over 90% of fire authorities attending. This represents 219 paid delegates.
- 14. Apart from fire, the other LGA boards have focussed on a programme of paid and free one-day events.

**Options for next year**

- 15. Although the 2012 conference was very well-received by those who attended, the size and financial position mean that Members may wish to consider an alternative format for next year's event that retains the most popular elements of the two-day format but is more cost effective and could attract more delegates. In turn this would make the event more attractive to potential sponsors.  
**Attached at Appendix A** is an example programme for Members' feedback.

**Estimated budget**

- 16. The 2012 conference achieved a £13,000 surplus for the LGA. Assuming a similar number of paid delegates attend in 2013, the estimated surplus for 2013 is £8,397. This reflects the fact that the events team secured an exceptional deal last year that is no longer available and audio visual costs are projected to increase.

**Item 2**

17. By comparison a one-day event attended by a similar number of paid delegates could achieve a surplus of approximately £10,000, which is in line with other one-day LGA events held at external venues, and would require significantly less staff time from the events and programmes teams.

**Format and venue**

18. The CTS Board could meet the day before the CTS Conference and an early evening dinner arranged, so that Board Members retain an important networking opportunity.
19. We could host the conference at a major culture and/or sport destination with an opportunity to experience it after the conference. The geographic breakdown suggests London or the Midlands would be the most convenient location for the majority of delegates – for example, the British Library, the Herbert Art Gallery and Museum in Coventry or the Nottingham Contemporary.
20. During registration and the lunch break, as well as traditional exhibition stands, we could secure interactive demonstrations from organisations who work in partnership with councils and will be keen to raise their profile, such as StreetGames.

**Delegate interaction**

21. To help make the event more interactive, we could involve the sector much more in the run-up to the conference. For example, by:
  - 21.1 Identifying hot topics for the Open Sessions. We could encourage these to be more cross-cutting and less silo based;
  - 21.2 Posing key discussion questions that will feature throughout the event;
  - 21.3 Making better use of the CTS Twitter account in advance of and during the conference;
  - 21.4 Giving delegates a visible way of sharing their ideas / comments with other delegates during the conference, such as a rolling Twitter feed displayed on a big screen (with access to a computer for those who need it);
  - 21.5 Working with an expert facilitator to provide some immediate feedback / observations to share at the end of the conference (a small-scale version of Alain de Botton's 'author in residence' experiments);
  - 21.6 Producing a post-conference report that acts as a manifesto for our sector with key 'asks' of government.

23 May 2012

**Item 2**

**Next Steps**

22. In order to secure the best possible deal and to maximise promotional time, it is suggested that we need to book a venue by the end of May.
23. Further milestones are suggested as:
  - 23.1 Lead Members agree overarching topic for conference – by end of May.
  - 23.2 Start promotion – early June.
  - 23.3 Secure headline speakers – by end June.
  - 23.4 Promote full programme with speakers – by early July.

**2013 Culture, Tourism and Sport Annual Conference (title to be confirmed)  
The British Library / Herbert Art Gallery and Museum / Nottingham  
Contemporary (or similar venue)**

**The morning programme**

- 09.45–10.30am      Registration and refreshments
- 10.30–10.45am      Chair's welcome  
Chair Local Government Association's Culture, Tourism and  
Sport Board
- 10.45–11.05am      **Ministerial Address**
- 11.05–11.15am      **Questions and discussion**
- 11:15 -11:40am      **Big name cultural commentator speaking on hot topic with  
Q&A**
- 11:40am – 12:45pm **Open sessions Round 1**  
Top four issues for CTS services
- 12:45 – 13:45pm      **LUNCH and NETWORKING**

**The afternoon programme**

- 13:45 – 14:15pm      **Beyond CTS**  
Three short thought provoking speeches from outside perspectives, such as health  
and the private sector, to challenge new thinking in CTS
- 14:15 – 14:25pm      **Questions and Discussion**
- 14:25 – 15:30pm      **Open sessions Round 2** (refreshments in the workshops)  
Top four issues for CTS services
- 15:30 - 16:00pm      **Where next for CTS?**  
Using feedback from Open Sessions discussion, questions posted at plenary  
sessions, Twitter feed etc. an expert facilitator offers a very brief analysis of key  
points from the conference, followed by final Q&A and closing remarks from the Chair
- 16.00pm              **Conference close and tour of British Library / Herbert Art  
Gallery and Museum / Nottingham Contemporary**



23 May 2012

**Item 3**

**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 current Chair's report is attached as **Appendix A**.

**Recommendation**

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

**Actions**

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

**Contact officer:**

Fatima de Abreu

**Position:**

Programme Support Officer

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**E-mail:**

[fatima.deabreu@local.gov.uk](mailto:fatima.deabreu@local.gov.uk)





**Item 3**

**Outside Bodies feedback from Members**

**Recent**

Purpose	Key points discussed	Outcome
<b>Cllr Caitlin Bisknell attended the Tourism Alliance Board on 12 March</b>		
To represent councils' interests to the tourism industry	The Alliance discussed Tourism Business Improvement Districts, the tourism regulation taskforce and Visit England's latest campaign: Growing tourism locally, which is assisting areas to develop locally tailored marketing campaigns that capitalise on interest generated by the Diamond Jubilee and 2012 Games.	<p>LGA agreed to work with VisitEngland to share learning from the Core Cities about Tourism Business Improvement Districts.</p> <p>LGA responded to the tourism regulation taskforce, which recently reported to the Tourism Minister. Whilst supportive of cutting top-down red tape, our response highlighted concerns that deregulation of certain licensing conditions could make it more difficult to tackle under-age drinking.</p> <p>LGA promoted the growing tourism locally campaign through the CTS bulletin.</p>
<b>Cllr Simon Henig spoke at the LGA / Sport England Leadership Academy on 14 March</b>		
To support Portfolio Holders for sport to understand the implications for sport of changes including the Localism Act, commissioning, Sport England's new strategy and	<p>Cllr Henig emphasised that councils fund the majority of this country's community sports infrastructure.</p> <p>Presentations from Sport England updated councillors on Sport England's new strategy, and the support that they offer to councils, including relationship managers, improvement tools and access to data about sports participation and facilities in local</p>	Supported 15 Portfolio Holders to develop further their understanding of the opportunities and challenges faced by local government funded and supported sport.

Purpose	Key points discussed	Outcome
public health reforms	<p>areas.</p> <p>Discussion focussed on the extent of the transformation that is required in the planning, delivery and development of sport services within councils.</p>	
<b>Cllr Flick Rea met Ed Vaizey MP, Culture Minister, on 20 March</b>		
Introductory meeting	<p>The Minister and Cllr Rea discussed key points from the Culture, Media and Sport Committee's evidence sessions on library closures. In particular, Cllr Rea highlighted the impact of budget pressures on councils and reinforced the need for LGA, DCMS and ACE to work together to share good practice examples of library service delivery.</p> <p>The Minister updated Cllr Rea on government plans to offer a free library card to every year 3 pupil.</p> <p>Cllr Rea also raised councils' concerns about the government's end of year deadline for the procurement of superfast broadband in rural areas. 30 to 40 projects will be going out to tender at a similar time and it is unclear whether the market can sustain this and competitive deals be negotiated.</p>	<p>Ed Vaizey agreed to attend the CTS Board in July.</p> <p>DCMS agreed to discuss further with LGA the proposal to give every Year 3 pupil a library card.</p> <p>The Minister noted concerns about the superfast broadband timetable.</p>
<b>Cllr David Lloyd attended the World Heritage Forum AGM on 11 April</b>		
To represent the LGA	<p>As this was an AGM, a number of administrative matters were discussed. This was followed by discussion on key policy developments, including the impact of the National Planning Policy Framework (NPPF) on sites of historic importance. Cllr Lloyd said that the NPPF clearly encourages the sector to give strong consideration to the benefit and opportunities of heritage and historic entrainment issues. The NPPF is also clear that Local Plans should be the starting point for all planning decisions. Local authorities will always need to find a balance between these particular issues and the wider social economic and environment needs and</p>	<p>Shared LGA position on the NPPF.</p>

Purpose	Key points discussed	Outcome
	ambitions of their communities.	
<b>Cllr Flick Rea attended Arts Council England's (ACE) External Reference Group on 11 April</b>		
To represent councils' interests at the first meeting of ACE's External Reference Group, which was set up to consult on the impact of a 50% reduction in ACE's administration costs	<p>ACE presented on the funding challenges they face and how they are consulting sectors, including local government.</p> <p>Cllr Rea encouraged ACE to support a sector-led approach to improvement for local government arts, museums and libraries that enables as much funding as possible to reach the frontline to keep services open.</p>	Shared LGA key position on encouraging councils to lead their own improvement.
<b>Cllr Simon Henig and Cllr Stephen Castle (Chair of LGA 2012 Games Task and Finish Group) met with Angela Salt (NRG) and Sarah Bartholomew (LOCOG) on 17 April</b>		
To discuss latest preparations with NRG and LOCOG and to raise any concerns	Members highlighted the importance of sharing information about Local Leaders events with councils so that organisers can be supported to ensure events are safe and successful.	<p>LGA argued successfully for a distinction to be made between private and public events on the Local Leaders website.</p> <p>LGA launched events handbook for councillors and new events case studies on Knowledge Hub.</p>
<b>Cllr Flick Rea attended the DCMS 2012 disability sport summit on 19 April</b>		
To highlight local government's role in helping to increase participation in disability sport	The Summit was attended by leading sporting figures to discuss how to tackle the low levels of disabled participation in sport. Cllr Rea highlighted the role that councils have played over many years to promote disability sports participation and encouraging more awareness of the barriers faced by disabled people. She also said that councils are using the 2012 Paralympic Games to raise the profile of disability sport.	<p>LGA to continue sharing case studies.</p> <p>Continued discussions with Sport England to ensure that there is greater local sports connectivity to increase opportunities for disabled people.</p>
<b>Cllr Flick Rea met Lady Penelope Cobham, Chair of VisitEngland, on 24 April</b>		
Introductory meeting	Cllr Rea and Lady Cobham discussed the important role local government plays in the visitor economy. Cllr Rea emphasised the importance of	<p>Lady Cobham to speak at the CTS Board in November.</p> <p>The LGA and VisitEngland to</p>

Purpose	Key points discussed	Outcome
	encouraging strong partnerships between Destination Management Organisations and Local Enterprise Partnerships.	continue to work together to share good and innovative approaches to strengthening the visitor economy, including a Member seminar in Autumn 2012.
<b>Cllr Flick Rea met Jennie Price, Chief Executive of Sport England, on 30 April</b>		
Introductory meeting and to discuss Jennie Price's attendance at the CTS Board in May	Jennie Price outlined Sport England's new strategy – in particular the emphasis on 14 to 25 year olds and funding available to support local investment in sport. Cllr Rea emphasised the importance of strengthening local political leadership, supporting councils to develop and share different delivery models and encouraging National Governing Bodies to work more closely with councils.	Sport England has agreed to deliver a joint political leadership programme, building on the success of last year's Leadership Academies. We hope to work with around 100 councillors through a programme of events, peer support and sharing good practice.
<b>Cllr Flick Rea attended a roundtable on libraries, hosted by Ed Vaizey MP, Culture Minister, on 1 May</b>		
To bring the local political perspective to an officer discussion	<p>The main librarian professional bodies and the directors of four library services shared their reflections on the changing role of professional librarians. All agreed that volunteers were an important part of delivering library services. The professional bodies emphasised that volunteers perform a very different role and bring a different skill set than volunteers.</p> <p>Cllr Rea said that the LGA is working with ACE to share case studies about different aspects of library delivery.</p>	LGA, DCMS and ACE agreed to explore opportunities to promote examples about how councils are supporting creative approaches to developing the libraries workforce.
<b>Members of the 2012 Games Task and Finish Group (Cllr Flick Rea, Cllr Simon Henig, Cllr Stephen Castle and Cllr Apu Bagchi) met Hugh Robertson MP, Sports Minister, and Bob Neill MP, Parliamentary Under Secretary of State for Communities, to discuss the Torch Relay</b>		
To discuss latest preparations for the Olympic Torch Relay, which starts on 19 May	Members' emphasised that councils are very positive about the torch relay and 2012 Games. They contributed fully to the recent Olympic Torch Relay Dress Rehearsal, although there remain some concerns around	LGA to continue gathering intelligence from councils on any concerns and to raise these with LOCOG and Government.

Purpose	Key points discussed	Outcome
	increasing costs for staging the torch relay.	
<b>Cllr Flick Rea met Andrew Murrison MP, appointed by the Prime Minister to plan for the commemoration of World War 1 in 2014 – 18, and the Heritage Lottery Fund, on 2 May</b>		
To discuss the role of councils in World War 1 commemorations	Andrew Murrison MP said that the focus of the commemoration will be young people and education. Cllr Rea emphasised that councils will commemorate World War I in different and locally appropriate ways. The Heritage Lottery Fund has some funding available to councils, schools and community groups, and Cllr Rea offered to share details through LGA bulletins. She also said that the LGA has already produced several useful tools and resources around community events for the Diamond Jubilee and Games 2012 which we can refresh and re-publicise for World War 1 events.	DCMS and CLG officials will keep LGA up to date on plans to mark the commemoration, and any funding sources. LGA will share this information with councils through the CTS and CYP bulletins.

**Forthcoming (at the time of writing the Board papers)**

<b>Title</b>	<b>Date</b>	<b>Attendees</b>
Meeting with Mark Taylor (Director of the Museums Association)	16 May 2012	Cllr Flick Rea
South East Cultural Improvement Forum on Skills and Apprenticeship event, LGA	18 May 2012	Cllr Flick Rea speaking
Tour of Olympic Park	29 May 2012	Cllr Sir William Lawrence, Cllr Roger Begy, Cllr Ken Maddock, Cllr Florence Nosegbe, Sir Merrick Cockell and Members of the 2012 Games Task and Finish Group
Leading Learning Event	11 June 2012	Cllr Flick Rea speaking
Sport Workshop at LGA Annual Conference	26 June 2012	Cllr Simon Henig chairing
Libraries Workshop at LGA Annual Conference	27 June 2012	Cllr Flick Rea chairing
Tourism Alliance Board AGM	4 July 2012	Cllr Caitlin Bisknell
Culture and Sport Commissioning Event	09 July 2012	Cllr Flick Rea speaking

**Item 3**

**Appendix A**

**Culture, Tourism and Sport Board – report from Cllr Flick Rea  
(Chair)**

**The Visitor Economy**

1. On 24 April, I met with Lady Penelope Cobham, Chair of VisitEngland. We discussed the important role local government plays in the visitor economy, which is the country's fifth biggest industry and a major source of jobs. I emphasised the importance of encouraging strong partnerships between Destination Management Organisations and Local Enterprise Partnerships. The LGA and VisitEngland will continue to work together to share innovative approaches to strengthening and investing in the visitor economy. I invited Lady Cobham to speak at a future meeting of the CTS Board.

**Libraries and Culture**

2. On 1 May, I attended a roundtable on workforce issues regarding libraries, hosted by Ed Vaizey MP, Culture Minister. Discussion focussed on the role of professional librarians in public libraries; how it is changing and what this means for service provision. I emphasised the importance of capturing and sharing the different ways in which the libraries' workforce is adapting.
3. I attended the first meeting of Arts Council England's (ACE) External Reference Group on 11 April, which was set up to consult on the impact of a 50% reduction in ACE's administration costs. I encouraged ACE to support a sector-led approach to improvement for local government arts, museums and libraries that enables as much funding as possible to reach the frontline to keep services open.

**2012 Games and Sport**

4. I met Jennie Price, Chief Executive of Sport England, on 30 April and am pleased to report that Sport England has agreed to fund a joint political leadership programme, building on the success of last year's Leadership Academies. We hope to work with around 100 councillors through a programme of events, peer support and sharing good practice.
5. Cllr Simon Henig and Cllr Stephen Castle met senior officials from London 2012 (LOCOG) and the Nations and Regions Group (NRG) on 17 April to discuss final preparations for the 2012 Games. Members highlighted the importance of sharing information about Local Leaders events with councils so that organisers can be supported to ensure events are safe and successful.

6. I attended the DCMS Disability Sports Summit on 19 April. The Summit was attended by leading sporting figures and we discussed how to tackle the low levels of disabled participation in sport. I highlighted the role that councils have played over many years to promote disability sports participation and encouraging more awareness of the barriers faced by disabled people. Councils are also using the 2012 Paralympic Games to raise the profile of disability sport. I am continuing discussions with Sport England to ensure that there is greater local sports connectivity to increase opportunities for disabled people.
7. On 2 May, I attended a meeting alongside Councillors Castle, Henig and Bagchi with Hugh Robertson MP, Sports Minister, and Bob Neill MP, Parliamentary Under-Secretary of State at CLG, to discuss the role that councils have played in the lead up to the torch relay and 2012 Games. We emphasised that councils are very positive about the torch relay and 2012 Games and contributed fully to the recent Olympic Torch Relay Dress Rehearsal, although there remain some concerns around increasing costs for staging the torch relay.
8. Councils have already received about 6,500 road closures applications from people wishing to celebrate the Jubilee, building on the success of the 5,000 events from last year's Royal Wedding. I used an article in *First* magazine to launch a new events handbook for councillors, which will help colleagues to think through how their council has responded to events and share some of the new ways of working that have emerged. It also showcases those councils that have truly gone the extra mile in supporting residents and removing traditional barriers to events, helping to challenge the many myths about council red tape blocking community events.

### **World War I Commemoration meeting**

9. On 2 May, I attended met with Andrew Murrison MP, who has been appointed by the Prime Minister to lead the Government's planning for World War I commemorations in 2014-18, and the Heritage Lottery Fund. I emphasised that councils will commemorate World War I in different and locally appropriate ways and that the LGA would be happy to promote potential funding sources to councils.

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**Item 4**

## **Join In Local Sport and Community Games**

### **Purpose of report**

For discussion and direction.

### **Summary**

David Moorcroft OBE, Chair of the West Midlands Leadership Group for the 2012 Games, and Director of the Join In Trust, will present to the Board on two 2012 Games initiatives highly relevant to local government – Join In Local Sport and Community Games.

This report provides a brief overview of the projects, which David will expand upon in his presentation.

Information in the report accompanying the Sport England item, such as the latest participation figures and public health reforms, is not repeated here.

### **Recommendation**

Members are asked to comment upon the issues raised in this report and agree how the LGA can support Join In Local Sport and Community Games.

### **Action**

To be taken forward by officers as directed by Members.

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## **Join In Local Sport and Community Games**

### **Background**

1. The UK secured the 2012 Olympic and Paralympic Games on the back of a promise to increase participation in sport; something no other host nation has achieved. Whilst there is much good work happening across the country and much enthusiasm to capitalise on the Games, the latest participation figures, continued financial pressures and the national survey of sports clubs highlight the scale of the challenge. **Appendix A** is a small snapshot of how councils are working with partners to increase participation in sport and Members might also like to refer to the CLOA case studies paper at **item 7**.
2. There are a number of different initiatives aimed at capitalising on the 2012 Games. Two of the most recent and relevant to local government are Join In Local Sport – which is focussed on sports clubs, and the Community Games – which is focussed on informal sport and culture.
3. There are approximately 150,000 sports clubs in the UK and they come in many different sizes and forms and receive varying degrees of support and funding from councils and organisations such as Sport England. Some of the ways councils support sports clubs include access to facilities, discretionary rate relief, advice on fundraising, volunteers, safeguarding and marketing, small grants and connecting up sports clubs to other local partners through County Sport Partnership Networks.
4. According to the 2011 Sports Club Survey, more than one quarter of sports clubs are running at a loss; 20 volunteers are involved in the average running of a sports club; adult membership levels have declined by 11% since 2008; 64% of clubs are concerned about attracting new members; 61% are concerned about generating sufficient income and local authorities and educational institutions provide 71% of all hired facilities.<sup>1</sup>
5. Official figures do not always capture informal grass roots participation in community sport, which often takes place in local government facilities – for example friends who play five-a-side football after work, or who meet for walks around the local park. In many places councils – through their membership of County Sport Partnership Networks – are working with National Governing

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[http://www.sportandrecreation.org.uk/sites/sportandrecreation.org.uk/files/web/Sports%20Club%20Survey%202011%20Final\\_lowres2.pdf](http://www.sportandrecreation.org.uk/sites/sportandrecreation.org.uk/files/web/Sports%20Club%20Survey%202011%20Final_lowres2.pdf)

Bodies to provide opportunities for people to progress from informal to club sport, if they want to.

### **Join In Local Sport**

6. The Join In Trust is a charitable trust set up to encourage a sporting and cultural legacy from the 2012 Games. It is chaired by Sir Charles Allen (also Chair of the Nations and Regions Group) and David Moorcroft is the Director of Sport. The Trust has seed funding from the Cabinet Office and is a facilitator and encourager of community action, as opposed to a grant-giver.
7. On 4 May the Join In Trust launched Join In Local Sport – a campaign to encourage people to connect and get involved with local sports clubs over the weekend 18/19 August; the first weekend in between the Olympic and Paralympic Games.
8. The Trust believes that the weekend will help to convert the once-in-a-generation interest in sport prompted by the Games into a sustainable future of help, support and membership from their local community. The campaign will be a powerful reminder that the greatest sporting stars all started in local sports clubs.
9. There will be a website for sports clubs to advertise volunteering, participation opportunities and events during the weekend, and the Join In Trust will use a marketing campaign and social media to increase awareness. Activities could range from fixing a leak, painting a fence or cleaning the car park through to registering as a coach.

### **Community Games**

10. £2 million of funding from the Big Society Fund is supporting a national Community Games programme. Organised by the County Sports Partnership Network (CSPN) and the YMCA, the programme is providing support and resources for communities to organise around 2,000 local sporting and cultural events in celebration of the Diamond Jubilee and 2012 Games. Local funding will depend upon what individual County Sports Partnerships (CSPs) are able to secure.
11. The CSPN and YMCA are also working with partners to develop a nationally-accredited training and mentoring programme, designed to create a lasting legacy of community volunteers with the skills and confidence to activate social change. The YMCA will provide additional mentoring support in 18 areas with the lowest levels of engagement.
12. The Community Games is based upon a very successful model in the West Midlands, which David Moorcroft led in his capacity as Chair of the West Midlands Leadership Group for the 2012 Games. Since June 2010 the West Midlands CSP, with funding from the UK Legacy Trust, has supported 200 community events in the West Midlands, which have reached over 150,000 participants and 4,000 volunteers.

13. Community Games will take place between now and Autumn 2012 across the country. Events that fall on the Join In Local Sport weekend will also be eligible to be a part of that programme. Anybody can register a Community Games on a dedicated website – the only conditions are that events must support community participation and they should reflect the Olympic and Paralympic venues. Organisations will receive access to toolkits and promotional activity to support local activities, which could take place in a range of venues – from a park to community centre, depending upon the time of year and the type of event.
14. From 2013 it is planned to link the Community Games with the 2014 Commonwealth Games in Glasgow.

### **The Role of Councils**

15. The Join In Local Sport weekend and Community Games have tremendous potential to build upon and shine a light upon the work that local councils and their partners are already doing to encourage participation in sport.
16. Many councils are already supporting the Community Games. For example, Cannock Chase Council has joined forces with the Wigan Leisure and Culture Trust to develop the Chase Community Games with the support of local community groups. A number of events will be taking place across the district including Walk 2 Win, Party in the Park and the Paralympic Torch celebration. Buck Sport (the CSP) and South Bucks Council are offering community groups £250 to help towards the costs of hosting Community Games. Telford & Wrekin Council is organising a Disability Community Games.
17. Some of the other ways councils are supporting Join In Local Sport and Community Games are:
  - 17.1 Promoting Join In Local Sport and the Community Games to local partners, sports clubs and communities;
  - 17.2 Working with communities to ensure that events are successful and safe – the LGA has recently launched an events handbook for councils;
  - 17.3 Whenever possible, making it as easy as possible for communities and sports clubs to use council-owned facilities for events and activities;
  - 17.4 Connecting and making links with broader agendas, such as volunteering, health and local efforts to deliver a lasting legacy from the Games.

### **Potential Issues to explore**

18. Members might like to discuss the following issues with David Moorcroft:
  - 18.1 Raising the profile of local sports clubs and generating new interest through Join In Local Sport is very welcome, but how are sports clubs being supported to ensure that they have the capacity to make the most of this opportunity?

- 18.2 The mix of sport providers is increasingly diverse, with a growing number of trusts and social enterprises, and the private sector plays an important role too – how are they involved with Join In Local Sport and Community Games?
- 18.3 How is the YMCA working with local councils in the areas where it is providing additional mentoring support?
- 18.4 How can we use both of these initiatives as a catalyst to strengthen further the relationship between councils and County Sport Partnerships, so that it is consistently strong across the country?
- 18.5 How can we ensure that these are not one-off events but contribute to lasting change in local areas? And what's the relationship with other national Games-inspired participation programmes, such as Local Leaders?
- 18.6 How are organisers of Community Games being encouraged to notify their local council and find out about any licensing implications of events?

### **Conclusion and next steps**

19. Local government support will be crucial to the success and longevity of Join In Local Sport and the Community Games. The LGA can help to raise awareness of the initiatives amongst councils, for example through the CTS e-bulletin. The LGA would also welcome continued dialogue with the Join In Trust and the County Sport Partnership Network to identify and help to resolve any issues or challenges that arise over the next few weeks.

### **Financial Implications**

20. None. This work can be taken forward within existing resources.

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**Appendix A**

1. Essex County Council and the Salvation Army plan to combine the Hadleigh Farm and Country Park with the new mountain bike course built specifically for the 2012 Olympics. Plans for the beauty spot include adapting the mountain bike course for the public, improving trails and paths around the site, creating animal habitats, protecting sensitive environmental features and installing new facilities, including new signs and seating. There will be 'traffic-free' links to the site from Hadleigh Town Centre and Leigh-On-Sea train station. Proposals also include a Salvation Army 'hub' to provide training, which will include community spaces, changing rooms, a cafe and a shop.
2. Durham County Council held a Sportsability week in February which aimed to celebrate achievements and encourage as many people as possible with a disability to try a new sport, learn a new skill and meet new people. The initiative offered a wide range of sporting opportunities for all ages for anyone with a disability, learning or physical, including wheelchair basketball, boccia, new age kurling, swimming, and zumbatomic. It culminated with a free Junior Sportsability Festival for youngsters aged between eight and 16 years.
3. Kent County Council is hoping its Kent School Games 2012, organised in partnership with local sports clubs, schools, sports colleges and national governing bodies, will be bigger and better than in previous years and engage more young people in competitive school sport than ever before. There will be more than 30,000 young people aged from four to sixteen years of age taking part, from more than 500 schools, with 7,000 competitors reaching the finals. Overall, there will be 87 finals events in 36 sports, held between February and the end of June at 15 venues across the county. All 30,000 participants and each school taking part will receive certificates and there will be more than 2,000 medallists overall.
4. More than 950 young people in Oxfordshire have been inspired to do sport in their own time in the first six months of Sport England's Places, People, Play legacy initiative, Sportivate. One such project was the Oxford City Council Street 3 v 3 basketball. This project, a partnership comprising of Oxford City Council, England Basketball, Oxfordshire Sports Partnership and Oxford Hoops basketball club provided informal basketball competition to four areas of Oxford throughout last summer. Forty per cent of the 112 young people took part subsequently joined local clubs. Football and netball players across the city are also now benefiting from a new state-of-the-art multi-sports hub at Oxford City Football Club. Comprising a full size floodlit artificial grass pitch, six floodlit netball courts and a new changing pavilion, the Community Arena received a total of £1.59 million of funding from the Football Foundation, Sport England, The Football Association, England Netball, Oxford City Council and the Oxford

Sport Council - adding to the £550,000 raised by the football club and Oxfordshire netballers.

5. Aylesbury Vale District Council has agreed to set aside up to £87,000 to ensure the area's role in celebrating this year's Paralympic Games in London goes with a bang. The council funding will be used to support the Paralympic Flame Festival on 28 August, which will take place at Stoke Mandeville Stadium. Discussions are also underway on extending the celebrations to include Aylesbury town centre so that as many people as possible can share in the occasion.



**Item 5**

**Creating a sporting habit for life**

**Purpose of report**

This report outlines Sport England's new strategy and suggests how it could help councils to exploit the opportunities and address the challenges that they face as leaders of community sport.

**Summary**

1. Councils are the biggest public investors in community sport and are key to increasing participation and creating a legacy from the 2012 Games. However, continued budget pressures mean that it is unlikely that councils can sustain this level of investment.
2. Jennie Price, Chief Executive of Sport England, will give a presentation to the CTS Board about Sport England's new strategy and working with councils to grow and sustain local participation in sport.

**Recommendation**

Members are asked to discuss the issues raised in points 14-15.

**Action**

To be taken forward by officers as directed by Members.

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## **Creating a sporting habit for life**

### **Background**

1. Councils are the biggest public spenders on community sport (spending around £1.8 billion per year including capital spend). However, it is unlikely that this level of investment can be maintained in the current financial climate. This reinforces the importance of a strong partnership between Sport England and local government, both at the strategic level and at the individual local authority level.
2. Councils are responding to the financial challenges by continuing to develop different approaches to maintaining a local sporting infrastructure – for example, transferring assets to community sports clubs, setting up trusts or equivalent structures, co-locating sports facilities with other public services, and encouraging the community use of school sports facilities.
3. With the 2012 Games torch relay already underway and the start of the Olympics just over two months away, many councils are working with local partners to encourage a local sporting legacy; something no previous host nation has achieved.
4. The latest participation figures highlight the scale of the challenge. In particular, the latest Active People Survey showed a decrease in sports participation amongst school leavers, since 2007/08: the proportion of 16-25 year olds playing sport once a week has fallen by 2 per cent, and the number of 16-19 year olds participating three times 30 minutes per week has fallen by over 100,000 since 2008. However, during the same period, adult participation in sport three times a week was 7 million, an increase of over 110,000 adults.
5. Wider changes to the public service landscape are also having a significant impact upon community sport. The public health reforms will transfer the responsibility for public health - including physical activity - to councils from 2013 onwards. This presents significant opportunities for councils to join up local delivery of public health improvement and physical activity provision, which could lead to new and more efficient ways of delivering sport and physical activity provision to communities. For example, building on the exercise/GP referral schemes by involving hospitals and other front line health providers making referrals.
6. The Localism Act seeks to give effect to the Government's ambitions to decentralise power away from Whitehall and back into the hands of local councils, communities and individuals to act on local priorities. Within the Act, the 'community right to bid' offers a range of alternative service

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providers the opportunity to submit an expression of interest to run a service, which could create more opportunities for communities to run sports facilities.

**Sport England's Strategy 2012-17**

7. Sport England is an NDPB (Non Departmental Public Body) and is a primary revenue and capital funder of sports provision through exchequer and lottery funding. Sport England also supports councils through its relationship managers, improvement tools and data on participation, and is a statutory consultee on planning applications that affect playing fields.
8. Since November 2011, Sport England and the LGA have undertaken a programme of joint activity to deliver a member leadership programme with the aim of strengthening political leadership amongst cabinet/portfolio holders with responsibility for sport, increasing awareness of Sport England's support to councils and supporting councils to deliver a lasting legacy from the 2012 Games. Two Leadership Academies and a one day workshop in 2011/12 were attended by over fifty councillors and feedback was extremely positive.
9. Sport England's new strategy: A Sporting Habit for Life 2012-17 (**Appendix A**), sets out the strategic direction for how Sport England will work with sports providers and councils in delivering increased participation in sport. It reflects extensive consultation with sectors, including local government.
10. The aims of the strategy are to:
  - 10.1 See more people taking on and keeping a sporting habit for life;
  - 10.2 Create more opportunities for young people;
  - 10.3 Nurture and develop talent;
  - 10.4 Provide the right facilities in the right places;
  - 10.5 Support local authorities and unlock local funding;
  - 10.6 Ensure real opportunities for communities.
11. The success measures are to:
  - 11.1 Achieve a year-on-year increase in the proportion of people who play sport once a week for at least 30 minutes; and
  - 11.2 Raise the percentage of 14-25 year olds playing sport once a week and reduce the proportion dropping out.

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12. Sport England will invest £1 billion over the next five years and take forward a number of initiatives that are highly relevant to local government:
  - 12.1 Every one of the 4,000 secondary schools in England will be offered a **community sport club** on its site with a direct link to one or more National Governing Bodies of Sport (NGBs), depending on the local clubs in its area.
  - 12.2 **County Sports Partnerships** will be given new resources to create effective links locally between schools and sport in the community.
  - 12.3 All **secondary schools** who wish to do so will be supported to open up, or keep open, their sports facilities for local community use and at least a third of these will receive additional funding to make this happen.
  - 12.4 **At least 150 further education colleges** will benefit from a full-time sports professional who will act as a College Sport Maker and organise activities to increase participation amongst students.
  - 12.5 **Three-quarters of the student population** (aged 16-24) - over 900,000 young people - will get a chance to take up a new sport or continue playing a sport they enjoyed in school or college.
  - 12.6 A thousand of our most **disadvantaged** local communities will get a Door Step Club.
  - 12.7 Two thousand young people on the **margins of society** will be supported by the Dame Kelly Holmes Legacy Trust into sport and to gain new life skills.
  - 12.8 Building on the early success of Places People Play, a further **£100m will be invested in new facilities** for the most popular sports, for example new artificial pitches and upgrading local swimming pools.
  - 12.9 **Around £450 million** will be available between 2013 and 2017 for NGB Whole Sport Plans (WSP). Around 60 per cent of that will benefit young people aged 14 – 25 and the remaining 40 per cent will be aimed at the rest of the adult population. There will be more emphasis on payment by results.
13. Councils and local political leadership will be central to the local implementation of all aspects of the strategy. The role of councils is reflected throughout the strategy and in particular councils have a direct role to support the implementation of the £40 million Community Sport

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Activation Fund, which will see Sport England working with councils and others to develop the fund and test their approach during 2012/13.

**Key issues for councils**

14. Members might like to explore how the initiatives and funding streams in Sport England's new strategy can support councils to address the key issues for local community sport:
  - 14.1 **Supporting new delivery models / different ways of working** – given the financial situation our collective focus must be on identifying and sharing more cost effective ways of delivering sport and leisure services. We encourage Sport England to devolve as much funding as possible to local areas so that they can commission provision that meets local need and help to maintain access to a high quality local sporting offer.
  - 14.2 **A more joined-up approach to community sport and strong local political leadership** – councillors are uniquely placed to work with County Sports Partnerships to bring together key players from all sectors to develop shared approaches to sport on issues such as asset management, commissioning, investment and reaching marginalised communities. This is especially important in terms of integrating public health and connecting school sport to the wider community offer.
  - 14.3 **Encouraging stronger relationships between councils and NGBs** – whilst some NGBs are involving councils more, we want to see a higher proportion of NGB funding reaching the local level. As Whole Sport Plans evolve Sport England has a vital role to play encouraging NGBs to be ready to engage councils in meaningful discussions around joint commissioning and investment locally, understanding and appreciating the role of local authorities and the financial challenges they face.
  - 14.4 **Making the most of the opportunities presented by the health reforms and the contribution of sport to wider community outcomes** – with the responsibility for public health moving to councils from 2013 onwards, sport portfolio holders have a significant opportunity to position sport and leisure as a key contributor towards better health and narrowing health inequalities, community safety, children's services, adult social care and community cohesion.
  - 14.5 **Supporting sports clubs and communities to play a bigger role in managing assets** – The Localism Act will enable more

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communities and sports clubs to manage facilities, however, most will need capacity building and support from councils in order to be able to take on the new roles.

- 14.6 **Ensuring that local councils are at the heart of Sport England's strategy** – locally, we encourage Sport England to build upon its strong relationship with senior council officers to also engage councillors. Nationally, we encourage Sport England to continue to raise awareness amongst NGBs about councils' broader community leadership role, building on the success of recent events.

**Next steps**

15. In addition to any actions arising from the discussion at the Board, Members are invited to comment on the following next steps:
- 15.1 **Reflect the issues raised in this paper in the 2012/13 LGA / Sport England member leadership programme** – we would reach another 100 sport portfolio holders through academies, action learning sessions and peer reviews/challenges, building on the tremendous success of last year. Sport England is also speaking at a workshop on community sport at LGA Annual conference in June.
- 15.2 **Direct conversations between LGA and a small number of key NGBs** – it is vital that the NGBs understand the role and perspective of councillors. The more developed this relationship is the more we can help each other address any future difficulties either within a particular sport, CSP or local authority. A direct conversation would help us scale up successes quicker and get messages out to councils about where things are working well.
- 15.3 **Continue to identify and share new models of delivering sport and leisure and services** – CLOA is leading this for officers, and Members might want to consider a short publication aimed at councillors. This could also include how the 2012 Games have acted as a catalyst to increase participation in sport. There is also an opportunity to consider how Sport England might relate to our work with Arts Council England about a single cultural conversation – there are a growing number of examples of co-location and delivery between sport and culture, and learning that could be shared on issues such as asset transfer.
- 15.4 **Continue to support the sports and leisure sector to get ready for public health reform and the implications of the**

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**Localism Act** – through case studies, at appropriate events and dialogue with the Community Wellbeing Board.

**Financial Implications**

16. There are no financial implications arising from this report.



# SPORT ENGLAND STRATEGY 2012-17



## WHAT DO WE WANT TO ACHIEVE?

In 2017, five years after the Olympic Games, we want to have transformed sport in England so that sport becomes a habit for life for more people and a regular choice for the majority. Our strategy will:

- **see more people taking on and keeping a sporting habit for life;**
- **create more opportunities for young people;**
- **nurture and develop talent;**
- **provide the right facilities in the right places;**
- **support local authorities and unlock local funding;**
- **ensure real opportunities for communities.**

We are seeking a year-on-year increase in the proportion of people who play sport once a week for at least 30 minutes. In particular, we will raise the percentage of 14-25 year olds playing sport once a week and reduce the proportion dropping out of sport.

## WHY DO WE NEED A NEW STRATEGY?

We are determined to create a meaningful and lasting community sport legacy from the London 2012 Olympic and Paralympic Games, by growing sports participation at the grassroots level. We want to create a lifelong sporting habit.

We cannot underestimate the size of the challenge, not least because of the current trend in participation levels and the tough economic climate.

We believe that with a new and sharper focus:

- **continuing to work through NGBs with a tougher performance regime;**
- **an increased focus on youth sport, making the transition from school to community sport easier; and**
- **taking sport to where people are;**

we can and will deliver a community sport legacy.

The consultation we undertook in summer 2011, involving 500 stakeholders, clubs and participants, confirmed strong support for this new approach.



# A SPORTING HABIT FOR LIFE: 2012-2017



**BETTER TRANSITIONS FROM SCHOOL TO COLLEGE, UNIVERSITY, WORK AND BEYOND**

**RAISE THE PERCENTAGE OF 14-25 YEAR OLDS PLAYING SPORT ONCE A WEEK AND REDUCE THE PROPORTION DROPPING OUT OF SPORT BY AGE 25**

**YEAR-ON-YEAR GROWTH IN ADULT PARTICIPATION**

## PRINCIPLES OF NGBs WHOLE SPORT PLAN INVESTMENT

Whole Sport Plan (WSP) funding for sport National Governing Bodies (NGBs) is a **privilege**, not an entitlement.

It will be awarded on a **competitive** basis to those who put forward the strongest plans and have a good track record on delivery.

**Value for money** will be a key consideration and NGBs will need to demonstrate how they will connect, work and have an impact on participation at the local level.

In future, WSP investment will **start at age 14** to ensure a better transition from school sport and create a sporting habit for life through increasing participation overall.

WSP investment must deliver one or more of the following **outcomes**:

- **A growth in participation in the 14-25 age range;**
- **A growth in participation across the adult population;**
- **An excellent sporting experience for existing participants to keep them playing sport;**
- **High quality talent development which creates a strong England talent pathway to link with UK Sport elite programmes;**
- **A growth in participation by people who have disabilities, including those with talent.**

To be eligible for WSP funding, NGBs must also meet high standards of **governance** and financial control, which will be in line with those required by UK Sport and DCMS.

Of the total funding available for WSPs, we expect about **60% to benefit young people aged 14-25**, and 40% to benefit the rest of the adult population. The ratio will not be applied uniformly to individual sports, it will depend on the age of their participants and the nature of their programmes.

A proportion of total WSP investment for 2013-17 will form a '**Reward and Incentive Fund**' which will be allocated during the four year cycle to NGBs who perform exceptionally well to enable them to do even more.

NGBs whose sport is played in schools must deliver much more **robust transition programmes** creating links between school sport and club and community sport.

## WHAT WILL THE OUTCOMES BE?

Every one of the 4,000 secondary schools in England, will be offered a **community sport club** on its site with a direct link to one or more NGBs, depending on the local clubs in its area.

**County sports partnerships** will be given new resources to create effective links locally between schools and sport in the community.

All **secondary schools** who wish to do so will be supported to open up, or keep open, their sports facilities for local community use and at least a third of these will receive additional funding to make this happen.

At least 150 **further education colleges** will benefit from a full-time sports professional who will act as a College Sport Maker.

Three quarters of **university students** aged 18-24 will get the chance to take up a new sport or continue playing a sport they played at school or college.

A thousand of our most **disadvantaged** local communities will get a Door Step Club.

Two thousand young people on the **margins of society** will be supported by the Dame Kelly Holmes Legacy Trust into sport and to gain new life skills.

Building on the early success of Places People Play, a further **£100m will be invested in facilities** for the most popular sports.

A minimum of 30 sports will have enhanced **England Talent Pathways** to ensure young people and others fulfil their potential.

## WHO WILL WE WORK WITH?

**National governing bodies** will continue to play a pivotal role as the stewards of their sport.

**County sports partnerships** will support NGBs, foster local links and help transition young people into clubs.

We will support and work with **local authorities** through our advocacy tools and investment including a new community activation fund.

**Partners** including the equality groups, StreetGames, the Dame Kelly Holmes Legacy Trust, the Youth Sport Trust and others will add value and support delivery.

# STRATEGY OUTLINE

Between 2012 and 2017 we plan to invest over £1 billion into our new Youth and Community Strategy

Work Area	Detail
<b>Whole Sport Plans</b>	
<b>NGB Whole Sport Plans</b>	The next round of Whole Sport Plans will start at age 14 and will also help create a lifelong sporting habit, underpinned by a tough new performance regime with payment for results.
<b>Transition to Clubs</b>	NGBs, CSPs and others will create new community clubs on school sites, often utilising the successful satellite club approach trailblazed by the Premier League. We plan to invest up to £41m into this work including Whole Sport Plan delivery plus further resource going to CSPs.
<b>Higher Education</b>	NGBs, through their Whole Sport Plans, will work with universities to engage students through intramural and social sports opportunities. Building on our Active Universities investment, we will invest further into the sector from 2014.
<b>Local Investment</b>	
<b>Further Education</b>	We plan to invest up to £25m to create a national network of College Sports Makers who will organise and run sport for Further Education students and help NGBs reach into the sector to get more students playing sport.
<b>Community Sport Activation Fund</b>	Local authorities, community groups and other partners will have the opportunity to bid for matched funding to sustain and increase once a week participation in sport. We plan to invest up to £40m in this area of work. We will work closely with our local authority partners to develop the fund and test out our approach in 2012-13.
<b>Door Step Clubs &amp; Get on Track</b>	We will work with a range of partners including StreetGames and the Dame Kelly Holmes Legacy Trust to support young people from disadvantaged areas. At the heart of this work will be expanding the reach of the Door Step Sport programme to create sustainable Door Step Clubs; and the Get on Track scheme. Sports will help deliver this work.
<b>Health Pilot</b>	We will review the evidence of what works and look at how sport can best make a contribution to improving health and growing participation. If successful in our pilots we will do more between 2013-17.
<b>Market Development</b>	We will work with private sector providers of sport to understand the commercial principles they apply to attract and retain participants, and help local authorities and others apply them to community sport.
<b>Facilities</b>	
<b>Facilities</b>	Facilities remain the backbone of our strategy, providing new or upgraded facilities or opening access in the places where they are most needed. We will build on our Places People Play investment with up to £100m new funding to provide facilities for the most popular sports, as well as an additional mid-range (£50k to £500k) funding programme.
<b>Schools</b>	
<b>School Games</b>	Funding is in place for the first three cycles of the School Games. Every school in England has the chance to be part of the new competition allowing every child in England the chance to compete. The School Games is delivered through a national partnership made up of the Department for Culture, Media and Sport, the Department for Education, the Department of Health, Sport England, the British Paralympic Association and the Youth Sport Trust.
<b>Access to Education Facilities</b>	Targeted funding will help open up school facilities for community use through for example adapting changing rooms, creating a separate entrance or support the start up revenue costs.



## OTHER AREAS OF WORK

- Research, intelligence and tools for those delivering sport
- Governance
- Local support and delivery through CSPs and local partners
- Sporting workforce
- Statutory planning

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**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. Libraries
2. 2012 Games and sport
3. Regulated entertainment and events
4. Culture and education
5. Superfast broadband

**Recommendation**

Members are asked to note the update.

**Action**

Secretariat / CLOA Advisory Panel as appropriate.

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## **Update on current issues**

### **Libraries**

#### **ACE's consultation on the future of libraries**

1. Arts Council England (ACE) opened the first stage of their consultation on the future of libraries. At the end of the consultation process a final report will consolidate the findings of this research, enabling the Arts Council to shape their vision for the future of public libraries.
2. The LGA's response explained that the current and future funding cuts to the public sector mean unavoidable changes to the way local government delivers its services, and library services are no exception. The LGA feel it is impossible to envisage a single vision for what future library services in 2022 will, or should, look like because libraries are a local service and each council will have different local leadership, communities, needs and resources.
3. To read our full response: [http://environment003-  
uat.local.gov.uk/c/document\\_library/get\\_file?uuid=f3921653-9880-44f6-b483-  
5508e7dae97d&groupId=10171](http://environment003-uat.local.gov.uk/c/document_library/get_file?uuid=f3921653-9880-44f6-b483-5508e7dae97d&groupId=10171)

### **2012 Games and sport**

#### **Olympic Torch Relay**

4. The Government Olympic Executive (GOE) organised a dress rehearsal for the Olympic Torch Relay on 20 April, between Leicester and Peterborough. The dress rehearsal was intended to test out the logistical arrangements for the Torch Relay and overall it was successful. A number of operational issues and lessons were captured and shared, such as ensuring effective communication between the councils along the route and also to the public about possible traffic delays. The LGA is liaising with the GOE and London 2012 (LOCOG) to ensure that councils receive adequate support to deal with these issues and other issues that they have raised, such as activities planned by the sponsors.

### **Commissioning workshop**

5. The LGA is working in partnership with Sport England, Arts Council England and the Chief Cultural and Leisure Officers Association (CLOA) to develop a Commissioning Resource Pack for Members and Officers. The Resource Pack will shortly be available on-line for Members to access and it will provide information and support on how cabinet/portfolio holders with responsibility for culture and sport can better position their service to be commissioners and be commissioned, especially from other council service areas, such as Adult Social

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Care, Public Health and Children and Young People's Services. The resource pack will be launched at a workshop for Members on 9 July at the LGA.

### **Regulated entertainment and events**

#### **Letter to Rt Hon John Penrose MP on the government's response to the regulated entertainment consultation**

6. The LGA has written to Rt Hon John Penrose MP ahead of the government publishing its response to the regulated entertainment consultation (letter **attached** as **Appendix A**). The letter reinforced the LGA's offer to work with the government to ensure that proportionate deregulation is achieved.
7. The letter emphasised that there are many common sense proposals in the consultation which councils support. However it summarised a number of concerns that the LGA have regarding these proposals, which were included in our consultation response and reinforced at the LGA's Licensing Conference on 26 January. The concerns were:
  - 7.1 Numbers are not the only factor determining risk.
  - 7.2 A reliance on reactive powers removes the opportunity to work with an organiser in advance of an event to mitigate risk.
  - 7.3 The proposals would reduce councillors' ability to respond to residents' concerns.
  - 7.4 The powers available to respond to public nuisance issues from deregulated events are extremely limited.
8. The letter also requested a meeting with the Lead Members of the LGA Culture, Tourism and Sport Board in advance of the publication of the government's response in order to discuss to what extent councils' concerns have been taken on board.

### **Community events: A councillor handbook**

9. In this month's issue of *First* magazine, Councillor Rea, Chair of the Culture, Tourism and Sport (CTS) Board announced the publication of an LGA handbook on community events for elected members. The handbook aims to provide useful information on everything residents need to consider when planning community events, share good practice to new approaches, as well as signposting to valuable further resources.
10. A copy of the handbook can be found here:  
<http://email.local.gov.uk/t/6289/667100/7937/0/>



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**Police Reform and Social Responsibility Act 2011**

11. The changes introduced by the Police Reform and Social Responsibility Act 2011 came into force at the end of last month. Although this act introduces key initiatives such as police commissioners, it also introduces a number of reforms to make it easier to apply to hold a temporary event, while ensuring that councils have the ability to protect residents. It also introduces a new ability for environmental health officers to comment on proposals, allowing potential noise from an event to be taken into account. The LGA will be working with the Home Office to ensure councils get the support and advice they require as they work with businesses and organisers to implement the changes.
12. For the full briefing: [http://www.local.gov.uk/web/guest/home/-/journal\\_content/56/10171/3126088/ARTICLE-TEMPLATE](http://www.local.gov.uk/web/guest/home/-/journal_content/56/10171/3126088/ARTICLE-TEMPLATE)

**Culture and education**

**Henley Review of Cultural Education**

13. The Henley Review of Cultural Education was published in March, including a new national plan for cultural education. It aims to ensure that all children, especially those from poorer backgrounds, are able to access the arts. The Department for Education (DfE) will invest more than £15 million over three years to implement the report's recommendations. The LGA has responded to the numerous and wide-ranging Henley recommendations. The LGA's concern would be that such recommendations should not be implemented in a top-down or prescriptive way.
14. A copy of our full response can be found here: <http://email.local.gov.uk/t/6289/667100/7952/0/>

**ACE announce music education hubs**

15. Arts Council England has announced the network of 122 music education hubs that will be responsible for working with local partners to ensure that every child aged 5-18 has the opportunity to sing and learn a musical instrument and play with other children as part of an ensemble or choir. Funding has been transferred from 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 hubs. The LGA raised concerns about the additional bureaucracy created by the central bidding system, the limited transitional protection for areas that will see substantial reductions in funding as a result of the move to the 'per pupil' basis of funding and the small percentage of the allocation based on deprivation factors, which will see a funding shift away from areas suffering from high levels of deprivation.

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16. You can read ACE's full press release here:  
<http://www.artscouncil.org.uk/news/arts-council-news/we-announce-successful-music-education-hub-applica/>

**Museum Development Fund**

17. ACE has also announced the nine museums that will provide a national network of professional advice to all museums, particularly supporting smaller museums. They will receive £8 million between 2012 and 2015. The organisations and the amounts they will receive over the three years are:

17.1 Bristol City Museum & Art Gallery & Archives; Plymouth City Museum & Art Gallery; Royal Albert Memorial Museum & Art Gallery; South West Federation of Museums & Galleries - £1,192,000

17.2 Herefordshire Heritage Services; The Marches Network - £832,000

17.3 Leicestershire County Council - £719,887

17.4 Manchester Partnership (with Cumbria Museums Consortium) - £880,000

17.5 Museum of London - £650,190

17.6 Norfolk Museum & Archaeology Service - £1,141,000

17.7 Royal Pavilion & Museums, Brighton & Hove; HCC Arts & Museums; Chatham Historic Dockyard Trust; Oxfordshire County Museums Service - £1,400,000

17.8 Tyne & Wear Archive & Museums - £416,000

17.9 York Museums Trust - £840,000

18. The Museum Development Fund primarily targets those museums not covered by other strands of Renaissance funding. Support provided will include developing collections and engagement, skills and training, aligning museums with local priorities and strengthening leadership. The LGA has consistently emphasised to ACE the importance of supporting smaller museums and we are in discussions about joint activity to support portfolio holders with responsibility for museums.

**New partnership between ACE and The National Archives**

19. The National Archives and ACE have announced a new partnership to help benefit archives, museums and libraries and the people who use them. The two bodies have signed a memorandum of understanding, which marks a commitment on both sides to a shared vision for increasing access to information and improving services.
20. We welcome this partnership after the Culture, Tourism and Sport Board have long encouraged a single cultural conversation spanning the arts and cultural sector. The LGA are keen to support this partnership to work closely with local government in helping councils provide better cultural services to their residents.

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21. For ACE's press release: <http://email.local.gov.uk/t/6289/667100/7945/0/>

**Superfast Broadband**

22. The Department for Environment, Food and Rural Affairs is inviting applications from the most isolated communities to access £20 million of the Rural Community Broadband Fund. It complements the Government's £530 million Broadband Delivery UK programme to provide superfast broadband to 90 percent of every county. The Rural Community Broadband Fund allows for communities in the remaining ten percent to develop projects for a superfast broadband connection.
23. The LGA is urging government to give local areas the flexibility to align the funding and procurement timescales of the Rural Community Broadband Fund with other funding streams so that councils can secure maximum value for money for local taxpayers.

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**Appendix A – Letter to Rt Hon John Penrose MP**

Rt Hon John Penrose MP  
Minister for Tourism and Heritage  
Department for Culture, Olympics, Media and Sport  
2 – 4 Cockspur Street  
SW1Y 5DH

8 May 2012

Dear John

I understand that the government will publish shortly its response to the consultation on regulated entertainment. I wanted to reinforce the Local Government Association's (LGA) offer to work with you to ensure that proportionate deregulation is achieved.

Councils are fully in favour of making it easier for people to hold concerts, plays and public events and we support the aim of making the process as easy, transparent and free from red tape as possible. Our written submission emphasised that there are many common sense proposals in the consultation which councils support.

Our submission also highlighted a number of concerns. These were unanimously reinforced at the LGA's Licensing Conference on 26 January, which was attended by over 100 councillors and senior officers from across the country, and addressed by Don Foster MP and Stuart Roberts from DCMS.

In summary, these are:

- Numbers are not the only factor in determining risk. Other factors which need to be taken into account include the impact of public nuisance and noise on the surrounding area, crowd behaviour and control, the suitability of the venue and the logistics of people safely arriving at and leaving a venue. Councils were equally clear that in general 5,000 is too large a number for blanket deregulation and highlighted the increased risks of outdoor events. The practical difficulties of counting the number of people attending an event were raised. Canterbury City Council said that even lowering the threshold to 500 people would have a significant impact because it would exempt the majority of their premises due to the prevalence of smaller venues.
- A reliance on reactive powers removes the opportunity to work with an organiser in advance of an event to help identify potential problems, minimise the risk of these occurring and ensure any key issues are covered within appropriate licence conditions. Advance notification of events is critical.
- Any changes to the licensing laws should strike a balance which ensures democratically elected councillors are still able to protect people who attend public

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events as well as those who work and live nearby. Councillors said that the proposals would reduce their ability to respond to residents' concerns.

- The powers available to respond to public nuisance issues from deregulated events are extremely limited. Public nuisance relates to a whole range of issues that would not meet the definition of statutory nuisance and are often far wider than noise nuisance, such as control of patrons queuing to get in a premises, street congestion, rowdy behaviour, control of noise from smoking areas, car stereos, revving engines and dispersal arrangements. These issues can currently be controlled under the licence conditions and hours, with the associated threat of a licence review if issues persist.

Finally, councils emphasised their strong track record of working in partnership with and providing advice to communities to run successful events that can be enjoyed by all. Delegates also emphasised their willingness to continue to work with government in developing proposals that strike a better balance between cutting red tape and protecting people.

In particular the LGA would welcome working with DCMS to identify areas where the national framework can be reviewed to remove red tape, reduce excessive paperwork and provide the opportunity for local flexibility to ensure low risk community events can really flourish.

Lead Members of the LGA Culture, Tourism and Sport Board would welcome a meeting in advance of the publication of the government's response to discuss to what extent councils' concerns have been taken on board. Please be assured that the LGA is committed to working in partnership with DCMS to resolve councils' concerns and to support thriving and safe entertainment in local areas.

I look forward to hearing from you.

Yours sincerely



Councillor Flick Rea  
Chair LGA Culture, Tourism and Sport Board

Copied to:

Don Foster MP, Co-Chair Liberal Democrat Parliamentary Policy Committee on Culture, Olympics, Media and Sport  
Councillor Simon Henig, Vice Chair LGA Culture, Tourism and Sport Board  
Councillor Andrew Lewer, Deputy Chairman Culture, Tourism and Sport Board  
Councillor Geoff Knight, Deputy Chairman Culture, Tourism and Sport Board

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**°CLOA Case Studies – sport and the 2012 Games**

**Summary**

This report updates Members on CLOA's discussions with Sport England about local government's changing role in supporting sport.

Case studies are offered to inform the deliberations of the board; the first outlining how community asset transfer of a gymnastics training scheme in Leeds will realise a number of benefits including increased participation in gymnastics as well as significant savings to the Local Authority. The second illustrating how a joined up approach to the provision of tennis will see investment in facilities and barriers to participation removed.

One further case study offers an insight into how local authorities will be achieving a sporting legacy from the Olympic & Paralympic Games. In conclusion it is evident that shared approaches will be critical to maintaining a local sporting infrastructure and momentum for legacy initiatives.

**Recommendation**

Members are asked to note the case studies.

**Action**

To be taken forward by officers as directed by Members.

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**°CLOA Case Studies – sport and the 2012 Games**

**Recent discussions with Sport England**

1. °CLOA has been working closely with Sport England to try and improve the engagement of National Governing Bodies (NGB's) and Sport England with local authorities. This culminated in °CLOA being invited to a meeting of NGB Chief Executives and Development Directors earlier this year to set out our challenges and the how we could possibly work more closely together to increase participation.
2. One of the main outcomes of this event was to explore some of these opportunities and challenges in more detail and subsequently a two day session was held over the 26-27 March. This event included most of the key NGB's that are reliant on our support, such as the Football Association and the Amateur Swimmers Association, as well as a number of local authorities and County Sports Partnerships from across England.
3. In summary some of the key messages were:
  - 3.1 The landscape is fast changing and NGBs must understand it, including the role of local authorities as commissioners.
  - 3.2 There is scope, and a real willingness on all sides, to significantly improve joint working.
  - 3.3 All stakeholders need to considerably simplify the offer on the ground if we are to deliver a joined up offer locally and link to commissioning bodies better, especially health.
  - 3.4 There needs to be investment in the 'people' side of sport, developing stronger clubs to be less reliant on local authority support.
  - 3.5 The growing proliferation of community clubs/operations seeking charitable status (following Community Asset Transfer) presents wider challenges about economies of scale, coordination, support, skills and resource commitment.
  - 3.6 CSPs and LAs are best positioned to coordinate activity locally, but there is diminishing capacity in some areas to support this approach.
  - 3.7 We need to try and test new ways of working that are place based.
  - 3.8 Local leadership is vital to making sense of things on the ground.
  - 3.9 We all need to use insight and e- marketing/social media techniques to better understand what prospective consumers' want and to sell our offers more effectively. This area has huge potential and is under exploited.

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**Case Studies**

**Transfer of Leeds City Council Gymnastics Training Scheme to City of Leeds Gymnastics Club**

4. Leeds City Council (LCC) Sport and Active Recreation Service managed Leeds Gymnastics Training Scheme (GTS) for approximately 20 years until 31 March 2012. The GTS was established to help gymnasts reach their potential in the sport and provide pathways to sporting excellence. At the point of transfer, there were 135 gymnasts registered on the GTS and all of the gymnasts trained at Leeds Metropolitan University's (LMU) Carnegie Regional Gymnastics Centre.
5. Participants on the GTS were identified for their sporting talent through a variety of mechanisms and invited to attend. The majority of those invited to attend have progressed through the entry level programmes that exist in LCC leisure centres. Gymnasts paid monthly fees to LCC based on the weekly hours they trained. Gymnasts from outside Leeds pay the same fees as Leeds residents. The fees to train in the scheme were significantly below cost and those charged by other providers of performance gymnastics. The level of subsidy LCC provided to enable the scheme to operate reached £193,000 in 2009.
6. In 2009, British Gymnastics (the National Governing Body) and LCC commissioned Knight Kavanagh and Page (KKP) to strategically review the delivery of Gymnastics in Leeds. This included reviewing all levels of gymnastics from recreational through to elite performance. It extensively engaged with coaches, parents, existing Gymnastic Club officials and British Gymnastics officers. The review was designed to address a number of challenges but the main rationale was to establish ways to reduce the cost to LCC while securing sustainable and comprehensive performance Gymnastics training arrangements in Leeds.
7. In November 2010, LCC approved a report that asked officers to undertake detailed feasibility work aiming to transfer the GTS to an independent Club that would provide a full spectrum of gymnastics including recreational and elite provision. Between November 2010 and 31 March 2012, LCC worked with a volunteer Transition Team made up of parents of current and previous City of Leeds Gymnasts. A series of work streams were undertaken including: identifying a new facility; identifying capital funding; identifying and implementing appropriate governance arrangements; developing a realistic and robust business plan; consulting and communicating with coaches, parents and gymnasts.

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8. The feasibility work highlighted that in transferring the GTS to an independent (not for profit) organisation a number of outcomes could be achieved including: increased participation in gymnastics; an enhanced pathway for gymnastics in the City; financially sustainable and better links with British Gymnastics. A suitable facility was identified and a capital grant from British Gymnastics to convert the venue to a new gymnastics centre agreed in addition to LMU contributing the equipment from their facility (which is now being converted to a Basketball Centre). The City of Leeds Gymnastics Club Community Interest Company (CIC) was registered in 2011 and is a fully independent organisation with its own board of trustees.
9. The Club developed a robust business plan which incorporates income generating recreational provision which, in turn assists the provision of affordable elite training. In March 2012 LCC approved the transfer of the GTS to the new organisation including a four year guarantee of the lease of the new facility and a £250,000 tapering grant to be distributed over four years to enable the initial start-up. The operation of the GTS transferred to City of Leeds Gymnastics Club (CIC) on 1 April 2012 and the new facility is due to open in June 2012.

**Partnership working delivering Love Tennis**

10. The Lawn Tennis Association (LTA) and The Tennis Foundation (TF) have joined forces with local authorities and trusts in eight locations nationally to deliver Community Tennis Pilots (CTPs), with the overarching aim of increasing participation in the sport, particularly from non-traditional tennis playing groups. The intention is that the CTPs will define what community tennis looks like and create an evidence base concerning the effectiveness of different methods, which in turn can shape LTA/TF policy post 2013 (the Pilots are funded for two years, after which time it is hoped they will be self-sufficient).
11. Specifics for Leeds' CTP - branded 'Love Tennis':
  - 11.1 The project has been designed and will be coordinated by a city-wide steering group comprising Leeds City Council [LCC] (Sport and Active Recreation, Parks & Countryside) and LTA staff, along with representatives from both universities.
  - 11.2 Activity is community driven, with each individual site coordinated by a team comprising coaches and local volunteers. Each site has a member of the steering group as a mentor. Both LCC, university and LTA staff are acting as mentors.
  - 11.3 The LTA have allocated £85k to Leeds to fund this project, with the potential for additional funds on some capital improvements if required. This investment follows on from the £265k of court refurbishment works at

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JCCS, Springhead Park and Dartmouth Park in 2011 and the recent installation of floodlights at Springhead Park.

12. Targets:
  - 12.1 Over the two years, we aim to increase participation figures by 1.5% on those identified in a LTA-commissioned YouGov study in 2011. This equates to 14,000 new tennis participants across the city.
  - 12.2 This will be achieved by removing barriers to participation and delivering creative and exciting opportunities based on localised demand.
13. Benefits for local outcomes include financial support of NGB to invest in facilities and provide revenue funding for project start up, access to national deals around sponsorship, equipment suppliers and marketing and promotion, and increasing levels of participation.
14. Benefits for LTA & TF - Leeds City Council has a large network of community facilities, coaches and a specialist team with local knowledge/contacts. This combination is able to function on the ground to deliver effective and targeted provision.

**Achieving a lasting legacy from the Games for Havering residents**

15. Havering Borough Council recognises that the benefits of 2012 Olympic and Paralympic Games will not achieve their full potential without pro-active intervention.
16. Ensuring a lasting legacy for the borough relies on the support of a diverse range of partners across the public, private, voluntary and community sectors and a range of local, regional and national schemes have been put in place to create a legacy.
17. This summary focuses on the local initiatives; include working towards the provision of a high standard of sport and leisure facility to encourage participation and to allow talented sports people to fulfill their potential.
18. **Leisure Centres**

The Council and Sport and Leisure Management (SLM) work in partnership to continually upgrade the boroughs three leisure centres.

  - 18.1 Hornchurch Sports Centre has recently been upgraded to include 98 stations, including many pieces of accessible equipment in conjunction with their bid for Inclusive Fitness Initiative status.
  - 18.2 Proposed Romford Leisure development will be a flagship Leisure Centre in Central Romford incorporating an 8 lane, 25m competition pool, ice rink

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and extensive health and fitness facilities. Opportunities to work with the Amateur Swimming Association (ASA), English Ice Hockey Association (EIHA) and National Ice Skating Association (NISA) are being investigated. Interactive, the London wide organisation for Disability sport and Physical Activity has also been consulted at an early stage to advise on accessibility issues to ensure a fully inclusive centre.

- 18.3 Hornchurch Stadium is the base for AFC Hornchurch and Havering Mayesbrook Athletics Club and is widely used for school sports days and training. New leases are currently being negotiated with both the football and athletics clubs.
- 18.4 5-a-side Centre - Play Football, the Council's partner, have received planning permission to develop a 5-a-side football centre at King George's Playing Fields, Romford. This high quality facility will provide seven 5-a-side pitches and two 7-a-side pitches and provide extensive opportunities for more people to take part in sport and physical activity. A substantial amount of community use is written into the agreement.

### **19. Additional Revenue Funding for Sport and Physical Activities**

During the last three years additional revenue funding has been made available from the Cultural Olympiad budget to organise and promote the following sport and physical activity initiatives:

- 19.1 Romfest 5K Fun Run was first held as part of Romfest in 2008, participation has increased year on year. It has encouraged runners of all ages and has provided an achievable goal to train for. In 2012 it will be combined with a Sports Festival which will include athletics, football and basketball for children, cycle polo, tennis and cricket.
  - 19.2 Holiday activities - The Sports Development team have organised Olympic themed Sports Camps during school holidays
  - 19.3 Havering Active for All - A range of inclusive and adapted activities, including the Paralympic sports of archery, boccia, goalball and sitting volleyball have been showcased and information on local opportunities disseminated. This event has been recognised as good practice by Interactive.
  - 19.4 Here Come the Girls - This event specifically promotes Sport and Physical Activity opportunities for women and girls, a group who are under represented in participation figures.
20. The aim is to identify alternative sources of funding to enable these activities to be continued and developed post 2012.

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**21. Havering School Sport Collective**

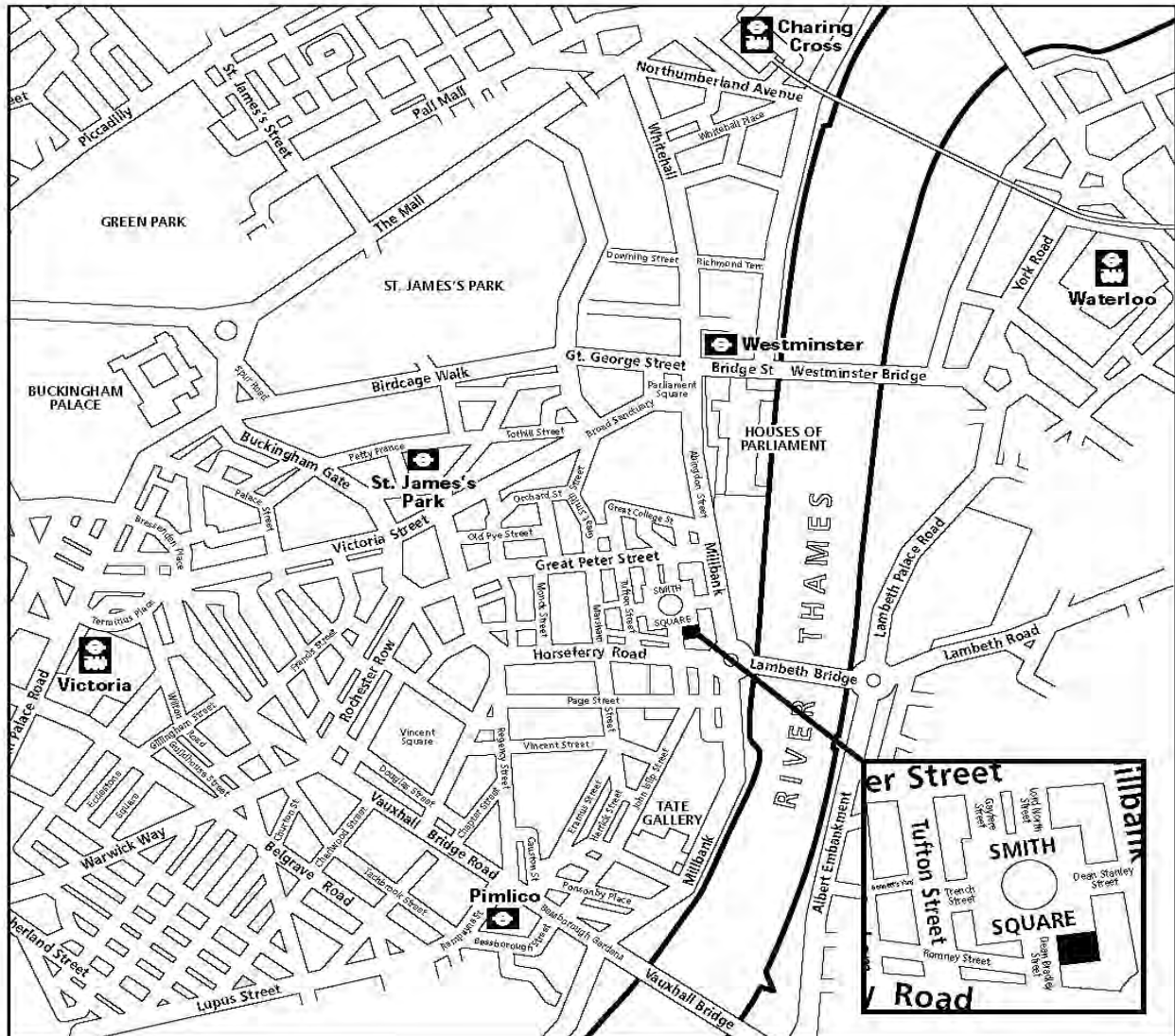
The Havering School Sport Collective has been set up to take the place of the former School Sport Partnerships. School Games Organisers are based in each of the Sports Colleges and every secondary school has a School Games Co-ordinator who is released for a minimum of half a day a week to work with local primary schools. This is one of only a small number of such organisations in the country and recognised as good practice.

**22. Havering Active Olympic Sport Directory**

It is anticipated that the Olympic and Paralympic Games will generate interest in a wide range of sports, not all of which will be available in Havering. The Health and Sports Development team will develop a directory of Olympic sports with contact details of clubs and other providers in and around Havering.



## 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