

# Culture, Tourism and Sport Board

Agenda

Wednesday 16 January 2013  
1.00pm – 3.00pm

Rathbone Rooms 1 & 2 (7<sup>th</sup> Floor)  
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**

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

**LGA Culture Tourism and Sport Board**

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The **Culture Tourism & Sport Board** meeting will be held on **Wednesday 16 January 2013** at **1.00pm**, in Rathbone Rooms 1 & 2 (7<sup>th</sup> Floor), Local Government House, London, SW1P 3HZ.

A sandwich lunch will be provided before 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:** Group Office: 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 Local Government House is printed on the back cover.

**Contact**

Zoe Glacken  
Tel: 020 7664 33236  
e-mail: [zoe.glacken@local.gov.uk](mailto:zoe.glacken@local.gov.uk)

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**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.

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**Culture, Tourism and Sport Board**

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**Culture, Tourism and Sport Board - Membership 2012/2013**

<b>Councillor</b>	<b>Authority</b>
<b>Conservative (8)</b>	
Andrew Lewer <b>[Deputy-Chair]</b>	Derbyshire CC
Roger Begy OBE	Rutland CC
Sir William Lawrence	Stratford-on-Avon DC
Doreen Stephenson	East Lindsey DC
Ian Gillies	City of York
Peter Golds	Tower Hamlets LB
James Hockney	South Cambridgeshire DC
Chris Knowles-Fitton	Craven DC
<b>Substitutes:</b>	
Morris Bright	Hertsmere BC
Joe Cooney	Pendle BC
Nicholas Daubney	Kings Lynn & W Norfolk
Patricia Sullivan	Rochdale MBC
<b>Labour (6)</b>	
Simon Henig <b>[Vice Chair]</b>	Durham CC
Caitlin Bisknell	High Peak BC
David Phillips	City & County of Swansea
Veronica Ward	Southwark LB
Simon Blackburn	Blackpool Council
Sonia Crisp	City of York
<b>Substitutes:</b>	
Michael Mordey	Sunderland City
<b>Liberal Democrat (3)</b>	
Flick Rea <b>[Chair]</b>	Camden LB
Stewart Golton	Leeds City
Paul Crossley	Bath & NE Somerset Council

<b>Substitute:</b>	
Philip Eades	Borough of Poole
<b>Independent (1)</b>	
Geoff Knight <b>[Deputy Chair]</b>	Lancaster City
<b>Substitutes</b>	
Mark Ereira-Guyer	Suffolk CC
Robert Dutton OBE	Wrexham CBC
Roger Dennison	Lancaster City

## LGA Culture, Tourism and Sport Board Attendance 2012-2013

Councillors	10.09. 12	21.09. 12	16.01. 13	07.03. 13	22.05. 13	09.07. 13
<b>Conservative Group</b>						
Andrew Lewer <b>[Deputy-Chair]</b>	Yes	Yes				
Roger Begy OBE	Yes	Yes				
Sir William Lawrence	Yes	Yes				
Doreen Stephenson	Yes	Yes				
Ian Gillies	Yes	Yes				
Peter Golds	Yes	Yes				
James Hockney	Yes	Yes				
Chris Knowles-Fitton	Yes	Yes				
<b>Labour Group</b>						
Simon Henig <b>[Vice Chair]</b>	Yes	Yes				
Caitlin Bisknell	Yes	Yes				
David Phillips	No	No				
Veronica Ward	Yes	Yes				
Simon Blackburn	No	Yes				
Sonia Crisp	Yes	Yes				
<b>Lib Dem Group</b>						
Flick Rea <b>[Chair]</b>	Yes	Yes				
Stewart Golton	Yes	Yes				
Paul Crossley	Yes	Yes				
<b>Independent</b>						
<b>Geoff Knight</b> [Deputy Chair]	Yes	Yes				
<b>Substitutes</b>						





## Agenda

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### LGA Culture, Tourism and Sport Board Meeting

Wednesday 16 January 2013

1:00pm – 3:00pm

Rathbone Rooms 1 & 2 (7<sup>th</sup> Floor), Local Government House

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	Item	Page	Time
	<b>Declarations of Interest</b>		
	Opportunity for Members to declare any personal or prejudicial interests.		
	<b>FOR DISCUSSION</b>		
1.	<b>Note of last meeting and matters arising</b>	3	1:00pm
2.	<b>Achieving an Olympic and Paralympic legacy through improved local connectivity</b> Charles Johnston, Director of Property – Sport England, and representatives from National Governing Bodies	9	1:05pm
3.	<b>Supporting growth of the visitor economy through the hospitality industry</b> Ufi Ibrahim, Chief Executive of the British Hospitality Association	21	2:00pm
4.	<b>Culture, Tourism and Sport conference update</b> Officers will update members on the programme.	-	2:30pm
	<b>FOR NOTING/INFORMATION</b>		2:40pm
5.	<b>Outside Bodies feedback from Members</b> Report attached.	31	

- 6. Update on current issues 39**  
Report attached including:  
a) The Autumn Statement and Provisional Local Government Funding Settlement 2013-14 and 2015-16  
b) Superfast Broadband  
c) Libraries
- 7. cCLOA case studies 45**  
Report attached.
- 8. Any other business**

Date of Next Meeting: **Thursday 7 March, 12:00pm – 12:45pm, Culture, Tourism and Sport Annual Conference, Rothesay Suite, Crowne Plaza Hotel, Chester**

**Item 1**

## Note of Previous Meeting

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<b>Title:</b>	Culture, Tourism and Sport Board
<b>Date and time:</b>	21 November 2012, 11.00am
<b>Venue:</b>	Westminster Suite, Local Government House

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### Attendance

Position	Councillor	Council
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 OBE	Rutland CC
	Sir William Lawrence	Stratford-on-Avon DC
	Doreen Stephenson	East Lindsey DC
	Ian Gillies	City of York
	Peter Golds	Tower Hamlets LB
	James Hockney	South Cambridgeshire DC
	Chris Knowles-Fitton	Craven DC
	Caitlin Bisknell	High Peak BC
	Richard Mordey	Sunderland
	Veronica Ward	Southwark LB
	Sonja Crisp	City of York
	Simon Blackburn	Blackpool
	Stewart Golton	Leeds
	Paul Crossley	Bath & NE Somerset
Apologies	David Phillips	City & County of Swansea
Speakers:	Baroness Andrews	English Heritage
Other Attendees:	Owain Lloyd-James and Shane Gould (English Heritage)	
LGA Officers:	Laura Caton, Siraz Natha, Justine Wharton, Zoe Glacken	

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**Item 1**

**Item Decisions and actions**

**Action by**

Councillor Flick Rea welcomed Members to the meeting.

Councillor Rea updated members that Sir Merrick Cockell, Chairman of the Local Government Association, had a positive introductory meeting with Rt Hon Maria Miller MP, Secretary of State for Culture, Media and Sport, earlier this week.

**1 Note of last meeting and matters arising**

The note from the last meeting on 10 September 2012 was approved.

**Decision**

All actions were noted as completed or in progress.

**2 Driving growth through the visitor economy**

Councillor Rea invited members to comment on the report and discuss the potential of driving growth through the visitor economy in rural areas.

Members discussed councils' important leadership role creating the conditions for the rural visitor economy to thrive through consolidating planning reforms, improving skills and incentivising inward investment.

They highlighted a number of issues, including the challenge of converting day visits into overnight stays, the importance of accessible transport and superfast broadband, the economic impact of festivals and the key role that rural areas play in Local Enterprise Partnerships and the Regional Growth Fund.

Members agreed that there was an important opportunity for the Culture, Tourism and Sport Board to support councils in their leadership role of the visitor economy and on the need to ensure appropriate linkages with other LGA Boards.

**Decision**

Members noted the report.

**Action**

Officers to continue to support members in their work to drive local growth through the visitor economy and to take forward the recommendations of the report in line with members' steer.

Seek input of the LGA Rural Commission and special interest group SPARSE Rural to help shape the LGA's focus and key messages.

**Officers/Justine  
Wharton**

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Officers to continue to collect case studies demonstrating good practice in this area to share with the sector.

**3 Boosting the economy through heritage**

Councillor Rea welcomed Baroness Kay Andrews, Chair of English Heritage, to the meeting.

Baroness Andrews updated the Board on English Heritage's latest projects, including the National Heritage Protection Plan, developing a network of Heritage Champions, providing training to council officers and supporting local historic environmental services to become more efficient. She concluded by emphasising the importance of English Heritage working with the LGA to support councils.

Members welcomed English Heritage's more localist approach to working with councils, emphasised the importance of maximising the economic impact of councils' investment in heritage and offered to strengthen English Heritage's engagement with portfolio holders to complement their engagement with champions.

Members strongly supported working with English Heritage to share good practice on managing heritage and supporting councillors to lead transformational change and position heritage as central to local growth ambitions.

**Decision**

Members agreed the suggested areas for the LGA to focus on which were set out in the report.

**Action**

Officers to progress the agreed actions with English Heritage.

**Officers/Laura  
Caton**

**4 Priorities for 2013/14**

Members discussed the draft LGA 2013/14 business plan headings and agreed that the CTS Board will focus on boosting local growth through the visitor economy and Olympic and Paralympic Games legacy.

**Decision**

Members noted the report.

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**Action**

The Board's discussion to inform the Leadership Board's consideration of the draft business plan.

**Laura Caton**

**5 Culture, Tourism and Sport Conference**

Officers updated members on the programme and Councillor Rea invited all members to sign up to attend.

**Action**

Officers to confirm that there will be a Board meeting during the conference.

**Officers/Laura  
Caton**

**6 Outside Bodies feedback from members**

Councillor Rea updated Members on the latest Outside Body activity. Councillor Crisp added that she substituted for Councillor Bisknell at a recent meeting of the Tourism Alliance. Sir William Lawrence reported back on his attendance at the latest meeting of the British Board of Film Classification.

**Decision**

Members noted the update.

**7 Update on current issues**

Members noted the update.

**8 cCloa Case studies – boosting the economy through heritage**

Members received a paper presenting case studies about councils' leadership role in the visitor economy.

**Decision**

Members noted the case studies.

**9 Leading Olympic and Paralympic Legacy**

For this item Councillor Rea welcomed Councillor Stephen Castle, Chairman of the LGA's 2012 Olympic and Paralympic Games Task and Finish Group, who attended to give a final report on the Group. He explained how the Task and Finish Group was set up to support local

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authorities on the operational delivery of the Olympic and Paralympic Games. He emphasised that it had done so successfully and the way that it had shown the resourcefulness and resilience of local government.

Members noted the importance of legacy as it was one of the key factors which contributed to Great Britain winning the bid to host the Games. Members agreed that with the dismantling of the Games support structures, in and outside of London, only local government is in a position to ensure the legacy and the benefits of the Games can be realised on the ground in localities across the country. The Culture, Tourism and Sport Board is well-placed to support this and to take ownership of the legacy agenda.

Councillor Castle thanked members who were a part of the Task and Finish Group, as well as the Culture, Tourism and Sport Board for its support. He stated that local government should be proud of what the sector had achieved in relation to the Games.

Members thanked Councillor Castle for his leadership of the Task and Finish Group and for his long-standing support for local government's role in the Games.

**Decision**

Members agreed that legacy should be a key priority for the Culture, Tourism and Sport Board this year.

**Action**

Officers to progress actions as outlined in the report.

**Officers/Laura  
Caton**

**10 Any other business**

None.

**Date of the next meeting: Wednesday 16 January 2012 at 1.00pm  
Local Government House**





**Item 2**

**Achieving an Olympic and Paralympic Legacy through improved local connectivity**

**Purpose of report**

For discussion and direction.

**Summary**

One of the Board's priorities for 2012 -13 is supporting councils to lead a local sporting and physical activity legacy from the Olympic and Paralympic Games.

Last year Sport England published its Youth and Community Strategy for 2012-17 and has been working with councils on its implementation including support for transformation of services.

A key element of the strategy is Sport England's work with National Governing Bodies of Sport (NGBs). Sport England recently announced its 2013-17 funding plans for National Governing Bodies of Sport (NGBs), which will result in almost £0.5 billion of investment in grass roots sport. Senior representatives from Sport England, the Football Association and England Netball will attend the Board to discuss with Members how best to achieve a local sporting and physical activity legacy from the Games.

**Annex A** gives Members some background information about the Football Association and England Netball.

**Recommendation(s)**

Members are asked to:

Discuss and agree the suggested areas for the LGA to focus on, set out in paragraphs 22, 25 and 27.

**Action**

To be taken forward by Officers as directed by Members.

**Contact officer:** Siraz Natha  
**Position:** Adviser  
**Phone no:** 078999 74298  
**E-mail:** [siraz.natha@local.gov.uk](mailto:siraz.natha@local.gov.uk)



**Item 2**

## **Achieving an Olympic and Paralympic Games Legacy through improved local connectivity**

### **Background**

1. As leaders of place, councils are central to securing a lasting local sporting and physical activity legacy from the 2012 Games. They are the biggest public spenders on community sport, spending £925 million per year (excluding capital spend) on the leisure centres, swimming pools and open spaces where the majority of this country's 9.5 million grass roots enthusiasts play sport. This infrastructure is also essential for the thousands of sports clubs, supported by National Governing Bodies (NGBs), where more formal participation takes place.
2. The sporting and physical activity landscape is changing rapidly in response to funding pressures and wider public sector reform. There is a more diverse mix of providers from different sectors, communities are playing a bigger role in running facilities and councils are increasingly commissioning sport to achieve wider community outcomes. In particular, councils taking on responsibility for public health in April 2013 offers a unique opportunity for them to address rising obesity levels, and other health problems which place a financial burden on public spending, by getting local communities more physically active. A thriving leisure offer also brings important economic benefits to a place as it attracts visitors and creates jobs.
3. Since the UK won the bid in 2005 to host the 2012 Olympic and Paralympic Games, achieving a step change in mass participation in sport has been a priority for councils and the LGA. Councils all over the country seized this opportunity, with 44% reporting an increase in people wanting to get involved in sport during the Games.
4. The government has set up a new Legacy Unit in the Cabinet Office, headed by Lord Coe, to provide national leadership on four legacy priorities – including sport. The LGA has established a positive relationship with the new team and made the case for a localist approach to legacy that recognises councils' leadership role. The government is also investing £125 million in elite sport over the next four years and £1 billion over the same period locally through Sport England's Youth and Community Strategy. NGBs receive almost half of this funding to grow and sustain participation in the sports they support.
5. The LGA and Sport England share a commitment to support strong local political leadership of sport and physical activity and for the last two years have jointly delivered a highly successful improvement offer for councillors. Together we have supported over 65 portfolio holders to lead transformational change of sport services and lock in legacy through leadership academies and action learning sets, with further joint activity planned for next year.

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**A sporting and physical activity participation legacy**

6. Boosting participation in sport and physical activity after hosting the Olympic and Paralympic Games is the holy grail of legacy and to date no host nation has achieved it.
7. The latest Sport England Active People Survey results are showing positive signs. During the period October 2011 – October 2012, 15.5 million people (age 16 plus) participated in sport at least once a week. This is over 750,000 more people than the previous year and a 1.6 million increase since the UK was awarded the 2012 Games in 2005.
8. Of the 15.5 million who play sport, some are elite athletes and some are members of sports clubs. They are supported by UK Sport, the British Olympic and Paralympic Associations, NGBs and DCMS. The majority – around 9.5 million – are grass roots enthusiasts who, for example, get together after work to play five a side football, who are supported by the local council and partners. **Annex A** shows the ten most participated sports in the country - the majority of which have substantial reliance on council/school facilities to deliver their activities.
9. Further, perhaps more important in legacy terms, there are the many more who want to get involved but haven't quite got around to it or who feel excluded. For example, although female participation has increased since 2005, it is still some 10 per cent lower than that of male participation. The percentage of young people aged 16-25 participating once a week has decreased slightly since 2005, and whilst there has been an increase in participation levels amongst disabled people, this is still well below that of non-disabled people.

**Local Leadership, Local Connectivity**

10. There is no shortage of evidence that major sporting events motivate people to want to play sport, but there is much less evidence of translating that motivation into sustained participation.
11. We believe that the best way to achieve this is by a team approach that recognises all of the national, regional and local bodies striving to increase sports participation from informal through to excellence.
12. Such an approach can be summarised as:
  - 12.1 Sport England provides strategic funding to increase and sustain participation through NGB whole sport plans. They also fund programmes open to a wide range of community organisations alongside providing advocacy, advice and support to local councils to increase the quantity and quality of opportunities to take part in sport;
  - 12.2 NGBs working with County Sport and Physical Activity Partnerships (CSPs) to broker relationships with those local authorities whose

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infrastructure, demographics and priorities fit closely with a particular sport; and

- 12.3 Local delivery networks led by councils to help deliver increased engagement with sport working with local organisations, volunteers and voluntary sector bodies, sports clubs, the private sector, sponsors and facilities. It is here that a legacy of mass participation will be realised.
13. Within this team approach the leadership role of democratically elected councillors is crucial, especially when it comes to reaching people who play sport informally or who want to start playing sport. These are the people councils are reaching: they are the people for whom the 2012 Games holds the greatest inspirational potential, because they are often the hardest to motivate – councils are helping them to start playing sport, sustain participation and, if they want to, to move on to play more formal sport.
14. The partnerships between councils and NGBs are particularly critical in bridging the gap between informal and formal participation. NGBs vary in size and resources, with some having multi-million pound turnovers and staff in many council areas, counties or regions; whereas other NGBs have modest turnovers and a small number of staff covering multiple regions or even having national remits. Such diversity has led to some NGBs developing good links with councils and others have relied on CSPs to provide the interface between them and councils or have no links with councils. As councils commission more sport and physical activity provision, and deliver less themselves, so the relationships with NGBs are shifting further from a focus on operational issues to a more strategic conversation about meeting the sporting needs of the whole population.
15. In December 2012, Sport England announced a £493 million investment programme for 46 NGBs between 2013-17 to keep the inspiration of the Games alive and help achieve a legacy. It is vital that this significant investment in localities is embedded within, and supportive of, local strategic plans for sport and physical activity.
16. Feedback from councils suggests that there is variation in the strength of partnerships between councils and NGBs, partly reflecting the different sizes and capacities of the NGBs, but also different levels of mutual understanding about roles and priorities. Where the relationship between councils and NGBs is strong, there are clearer pathways to nurture and develop talent, investment is channelled to meet local priorities, and there is a greater understanding of the wider benefits of sport and physical activity – especially improved health, which strengthens the case for continued local investment.
17. Sport England is already working with cCLOA and the Core Cities to develop a more structured engagement process between localities and those NGBs who want to focus on those cities, and this is being tested in Leeds City Council over the next four months.

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**Suggested LGA areas to focus on**

18. Our analysis has shown that:

- 18.1 Most people who play sport, do so informally in council owned and community sports facilities;
- 18.2 Councils are the biggest spenders on community sport; and
- 18.3 Elite athletes are already very well catered for by government and specialist bodies.

19. This suggests that the LGA can add most value by supporting councils to lead the local delivery networks where a legacy of mass participation will be achieved. A key element of this is strengthening the national and local strategic engagement between Sport England, NGBs and local government.

Strengthen local political leadership of sport and physical activity

20. Councillors can make sure that the 2012 Games and a legacy of mass participation continues to be given a high priority locally and use the £925 million councils spend every year on sport (excluding capital spend) to deliver the sporting opportunities local people want. They can secure the commitment of important public sector partners such as schools, embed sport within the new health landscape, and help to lever in additional funding, by articulating how sport can help to create stronger, healthier and safer communities. They can also lead the transformation of services to ensure they are sustainable for the future. This involves ensuring that services are provided as efficiently as possible – for example, by benchmarking, by transferring assets to community sports clubs, setting up trusts or equivalent structures, and encouraging the community use of school facilities.

21. Councillors can ensure that the voluntary sports sector, with its army of volunteers, expertise and facilities, is involved in strong local partnerships. Elected members can also build alliances with local businesses and local media to get the sports legacy messages across.

22. Recommended LGA actions:

- 22.1 With Sport England continue to offer a comprehensive leadership programme to all sport and physical activity portfolio holders, including Leadership Academies, Action Learning Sets and bespoke peer support. This will help councillors to take the lead in strategic discussions with NGBs.
- 22.2 With the Community Wellbeing Board, support sport and physical activity portfolio holders to engage with health and wellbeing partnerships and clinical commissioning groups, so that sport is central to achieving local public health priorities.

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Harness the local professional leadership of sport and physical activity

23. Council staff and volunteers running council and community sports facilities are the people out in places working with communities day in day out and are turning the high-level commitment to a legacy of mass participation into reality. Their knowledge about local communities and resources means they know best how to use the 2012 Games to excite and enthuse local people to start playing sport. We are already seeing lots of examples – from arranging for local Olympic and Paralympic athletes to visit schools to consolidating cultural and sporting links with nations who held a pre-games training camp in localities and giving residents the chance to try new sports at cultural festivals.
24. Council staff and volunteers are crucial to the maintenance of facilities and activities so that people who are inspired to play sport can do so and many sports clubs also make use of council facilities. This doesn't just mean formal coaching or elite facilities, but might be about making sure that council-owned pools, parks, gyms, schools and other facilities are as welcoming and accessible as possible to new participants inspired by the 2012 Games.
25. Recommended LGA actions:
- 25.1 With cCLOA, continue to share good practice case studies about how councils are achieving a local sporting legacy through KnowledgeHub;
  - 25.2 With cCLOA and Sport England, support professionals leading sport to improve their understanding of the health and social care commissioning landscape through the commissioning resource pack, bespoke support and seminars; and
  - 25.3 CTS Board representation at the seminar cCLOA is hosting to support professionals leading sport services to engage in the new health landscape (at the time of writing details are to be confirmed).

Improve the strategic engagement between Sport England, NGBs and local government nationally.

26. It is vital that NGBs understand the role and perspective of councillors – and vice versa. This Board is very much the start of developing a political dialogue nationally to complement the work that cCLOA is already leading. The more developed this national 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, recognising resource constraints, would help us scale up successes quicker and get messages out to councillors about where things are working well. It will also help us to develop common messages back to government about the local level at which legacy is delivered.

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27. Recommended LGA actions:

- 27.1 Continued dialogue between the CTS Board, Sport England and key NGBs to maintain mutual awareness about the key issues facing councils and sports clubs, to develop shared messages about partnership working, identify and resolve blockages and share success; and
- 27.2 Support Sport England, cCLOA and the Core Cities to test new ways for NGBs to work in localities, and share the learning widely with other councillors.

**Financial implications**

- 28. There are no financial implications arising from this report.



**Item 2**

## **ANNEX A: Background information**

### **Football Association**

1. The FA Group Strategic Plan 2011-2015 is firmly laying foundations for a healthy future. Launched among The FA Group in autumn 2011, the Strategic Plan is intended to ensure The FA upholds its responsibility to all of English football.
2. The plan is based around three core goals, namely:
  - 2.1 Build winning teams;
  - 2.2 Football for everyone; and
  - 2.3 Govern the game effectively.
3. The grassroots game has people of all ages playing football in parks, on playgrounds and in organised league football. There are 1,100 such leagues, collectively totaling 29,000 clubs and 115,000 teams. Together, they see approximately two million diverse people play organised football at least once a week.
4. Helping run the grassroots game throughout the year are 400,000 volunteers, more than 300,000 coaches and 27,000 qualified referees from different backgrounds.
5. In 2013, The FA is commemorating 150 years of organised football with a year-long feast of football. This will include high-profile international matches, major events and legacy projects that underline the range, reach and relevance of The FA looking forward to another memorable 150 years.

### **England Netball**

6. England Netball's mission is to establish England Netball as a top performing, financially sustainable NGB that promotes 'Netball for life' and develops more world class athletes. It has the following strategic goals:
  - 6.1 Grow participation in the game by an average of 10,000 participants per annum;
  - 6.2 Deliver a first class member and participant experience;
  - 6.3 Establish England as the number one team in the world by winning the world championships; and
  - 6.4 Lead an effective and progressive infrastructure enabling all involved in the Netball experience to collaborate as one team aligned behind one dream.

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7. In partnership with Sky Sports, netball is still the only women's team sport which enjoys weekly television coverage.
8. Levels of participation are growing. There are 75,000 affiliated members, and according England Netball at least one million women and girls play netball every week.
9. England Netball has shown that understanding what women want from sport is key to getting more women involved and plans to add to its success with a new *love Netball* campaign to inspire more teenage girls to take part.

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**ANNEX B: Top ten of the most participated sports in UK**

	<b>Sport</b>	<b>Numbers participating ( 1 * 30 minutes per week)</b>
1	Swimming	2,933,100
2	Football	2,126,800
3	Athletics	2,033,700
4	Cycling	1,962,000
5	Golf	850,500
6	Badminton	544,200
7	Tennis	445,100
8	Equestrian	331,000
9	Squash and Racketball	263,200
10	Bowls	214,100

**Source: Sport England Active People Survey (Oct 2011 – Oct 2012)**



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**Item 3**

**Supporting growth of the visitor economy through the hospitality industry**

**Purpose of report**

For discussion and direction.

**Summary**

This reports sets out opportunities for the LGA and councils to work with the hospitality industry to help improve the productivity of tourism businesses and generate local economic growth. Ufi Ibrahim, Chief Executive of the British Hospitality Association (BHA), will attend the Board.

**Recommendation**

Members are asked to discuss and agree the actions set out in paragraphs 11.1.1 – 11.1.3, 11.2.1, 11.3.1, 11.4.1 – 11.4.2, and 11.6.1 – 11.6.2.

**Action**

To be taken forward by Officers as directed by Members

**Contact officer:** Laura Caton  
**Position:** Senior Adviser  
**Phone no:** 020 7664 3154  
**E-mail:** [laura.caton@local.gov.uk](mailto:laura.caton@local.gov.uk)



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## **Supporting growth of the visitor economy through the hospitality industry**

### **Background**

1. Supporting councillors to drive economic growth through the visitor economy is the Culture, Tourism and Sport Board's top priority this year and is one of the Board's contributions to the LGA's local growth campaign.
2. The visitor economy is the UK's sixth largest industry, and in the current climate of economic uncertainty, it is one of the few sectors seeing substantial growth - it contributes around £97 billion to the English economy (8.6 per cent of Gross Domestic Product and the long-run Gross Value Added growth rate of the visitor economy is forecast to be 3.5 per cent annum over the period 2010 to 2020, well ahead of the 2.9 per cent forecast for the economy as a whole.
3. This demonstrates the potential opportunities for the visitor economy as a driver of local economic growth. Councils play an important leadership role through creating the conditions for the visitor economy to thrive in urban and rural places through consolidating planning reforms, improving skills, creating an attractive public realm, ensuring good transport links, supporting businesses and incentivising inward investment.
4. The British Hospitality Association (BHA) is the representative organisation for the hospitality industry, representing the hotels, restaurants, leisure outlets and food service providers that are essential to the visitor economy. As such, working with the BHA is a vital route through which the LGA and councils can support improving the productivity of tourism businesses – the key issue to come from our recent analysis of the visitor economy and consultation with councils.
5. The BHA aims to positively champion the hospitality industry through partnerships with government and with other organisations. The hospitality industry employs 2.44 million people, and with the right conditions – the BHA argues – could create an additional 236,000 jobs by 2015. The BHA is a strong champion of partnership working between the hospitality industry and local partners, but has raised concerns about the extent to which Local Enterprise Partnerships (LEPs) are reflecting the value of the hospitality industry to local economies and would like to see quicker progress made on reducing the regulatory burden on businesses. To assist with the former, the LGA contributed a joint foreword for a 2011 BHA publication that set out the economic value of the hospitality industry in every local authority area, which can be found here:  
<http://www.bha.org.uk/wp-content/uploads/2011/10/ENGLAND-HOSPITALITY-DRIVING-LOCAL-ECONOMIES-REPORT-FINAL-OCT-11.pdf>.

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**The hospitality industry and the visitor economy**

6. The LGA's analysis on tourism - developed at the last two Board meetings and in conjunction with the Rural Commission and the councillors who attended our visitor economy seminar in October – showed that most of the future growth potential in the visitor economy lies in higher productivity. This means giving visitors a higher-value offer in terms of accommodation and in the wider destination on food and visiting attractions, converting day visits into overnight visits – especially in the countryside – securing the durability of the “staycation” phenomenon even once the economy recovers, and attracting more business tourism.
7. The hospitality industry that welcomes domestic and overseas visitors is 80 per cent small or medium sized enterprises (SMEs) and often family-owned pubs, restaurants or guesthouses. Their turnover can fluctuate and depends upon factors including how much visitors spend, how long they stay, maximising the multiplier effect of wider spend in destinations, the cost of wages, the cost of complying with regulations and the impact of global trends on visitors' spending, such as economic confidence and currency exchange rates. They can also struggle to access the finance needed to improve the quality of their offer.
8. The local tourism economy also varies hugely from place to place – for instance, domestic visitors are more likely to holiday in rural areas and spend less, whereas overseas visitors are more likely to base themselves in urban areas and spend more.
9. Improving productivity is key to the tourism industry being able to attract new and repeat visitors and being resilient to fluctuations in visitor numbers and wider economic trends. Britain's tourism industry is not as competitive as those in other countries - we currently rank eleventh in the world. This suggests a focus on supporting industry to raise its game so that the quality and breadth of accommodation, hospitality, cultural and other attractions all encourage visitors to stay longer and spend more in destinations.

**How councils are supporting the hospitality industry**

10. There are already lots of examples of councils supporting the hospitality industry to improve productivity. For instance:
  - 10.1 High Peak Borough Council, in partnership with Derbyshire County Council, is leading a scheme to build a five-star hotel and spa with a visitor centre, shops and restaurants. This quality accommodation will increase productivity by encouraging more higher spending day visitors to stay overnight in the local area.
  - 10.2 Broadland District Council and Norfolk County Council funded a programme called 'Trading Up' for SMEs operating in their visitor economy. The programme offered free training sessions covering key skills to help businesses improve their productivity, including customer service, marketing, business and consumer law, information technology and internet skills. Businesses reported a better understanding about what they needed to do to encourage visitors to spend more



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and stay longer in destinations and forged new partnerships with other SMEs to jointly market attractions.

- 10.3 Cambridgeshire County Council through Cambridge Local Government Pension Fund and Trinity Hall College have formed 'Cambridge and Counties Bank' which provides funding for local SMEs who have been unable to access loans from commercial lenders. The bank will loan around £100 million over the next four years and will be a new route for tourism businesses to potentially access the finance to enable them to improve the quality of their offer.
- 10.4 Local councils and Marketing Cheshire jointly ran 'Tourism Connect' to drive up local accommodation standards to a four star gold rating. Businesses received grants, which they had to match fund, and were supported to develop and implement plans that improved the design and quality of accommodation, as well as creating a new destinations network to improve joint marketing. Over 18 months the project supported 13 businesses and helped them to achieve a 3.6 per cent increase in overnight visitors.
- 10.5 However, councils want to do even more to improve the productivity of the visitor economy. There are a number of potential common priorities between the LGA and the BHA, and on which Members may wish to explore scope for joint advocacy work and supporting our respective memberships.

11. These are as follows and also relate to the work of other LGA Boards:

- 11.1 The local strategic engagement of the hospitality industry – In the Autumn statement the Chancellor signalled that there will be greater devolution of growth-related spending to LEPs via a single funding pot for local areas and additional funding for infrastructure. The LGA is supporting councillors in places that have prioritised the visitor economy to ensure that it is central to local growth plans so that local investment helps to grow the visitor economy. **Annex A** gives just a few examples of LEPs with good representation from the hospitality industry and nearly all LEPs have shown an interest in the visitor economy or identified it as a priority.

Recommended LGA actions:

- 11.1.1 Share key messages with industry about the potential benefits of engaging with LEPs and share examples of where this is already happening and with what results, building upon the 2011 BHA publication.
- 11.1.2 Promote and support the role of strong political leadership in embedding tourism support across councils and in strategic planning through, for example, First magazine, relevant LGA events and sharing good practice case studies on Knowledge Hub.

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11.1.3 LGA representation of councils at the Visitor Economy Forum and Strategic Industry Advisory Forum so that industry understands and values the leadership role of councils and LEPs in the visitor economy.

11.2 Skills - tourism businesses need skilled and reliable staff to give visitors a world class service. However, the seasonal nature and low pay of many of the jobs sometimes makes this difficult to achieve. Compared to other sectors there is a higher turnover of staff, career progression paths are weaker and it takes employers longer to fill vacancies. There also needs to be a better match between education and skills provision and the needs of tourism businesses in destinations.

The LGA welcomed the Chancellor's recent announcement that LEPs will also have a new strategic role in skills policy which will oblige further education colleges to take account of LEP priorities. The devolution of skills is a long-standing LGA position and should enable areas that have prioritised the visitor economy to ensure that education providers provide learning opportunities that will meet the workforce needs of the hospitality industry.

Recommended LGA action:

11.2.1 Support industry and councils to take forward a more localised approach to skills, sharing examples of how this is influencing training providers to respond to local labour market conditions in the hospitality industry.

11.3 Supporting SMEs to access finance – Although Cambridgeshire County Council have been able to navigate and meet the statutory requirements to set up a new bank, there have been relatively few new entrants to the market. Many other councils wishing to set up a similar bank to support SMEs are unable to do so because of the complexity of the process, time and money involved. We are encouraged that the FSA is currently looking at ways to simplify the process and the Treasury is keen to encourage greater competition.

Recommended LGA action:

11.3.1 Develop practical proposals for how councils can help SMEs to access much needed finance, which can be fed into the Spending Review and the government's rural growth review.

11.4 Intelligent regulation – Councils - through their support, advisory and enforcement roles - can help the tourist industry to provide quality assured services and avoid reputational damage caused by poorly operated businesses

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Recommended LGA action:

- 11.4.1 Publish a think piece on how regulatory services can be adapted to promote growth in the tourist industry. We would welcome suggestions from BHA and its members.
- 11.4.2 Work with industry to develop the concept of ‘ancillary sales’ of alcohol, currently being consulted on by the Home Office, to remove the licensing burden on responsible small businesses.
- 11.5 Marketing and technology - destinations need to promote themselves effectively to attract visitors and encourage them to spend once here. Initiatives such as VisitEngland’s and VisitBritain’s GREAT campaign are providing some additional funding to help address this. Historically the UK has lagged behind other countries in the quality of its welcome. The UK was ranked third overall in the Anholt-GFK Nation Brands Index (2011), but fell to twelfth when welcome was measured. Welcome starts with the booking experience and information received in advance of a holiday and goes on to include the arrivals experience at train stations, ports or airports, information for visitors at destinations, the friendliness and knowledge of staff and the accessibility of accommodation and attractions.
- 11.6 It also relies upon access to broadband as the majority of visitors now expect to be able to book their accommodation on-line, and to access a reliable and sufficiently fast broadband service from their accommodation. Businesses will lose out if they do not offer this. This is a particular issue for some rural destinations and especially those 10% of places which will not be reached by the government’s rural superfast broadband programme. Although state aid clearance for the rural programme has finally been granted, councils are very concerned about the lack of competition in the supply chain. The LGA has consistently called upon government to make available information and benchmarking that will help ensure competitive deals are struck and keep the rollout on track.

Recommended LGA actions:

- 11.6.1 Members may wish to explore with BHA how they are supporting their members to adopt innovative marketing strategies and improve welcome, and how well industry is joining-up with local councils as potential marketing partners.
- 11.6.2 Joint advocacy to Ministers highlighting the centrality of broadband to growing of the visitor economy and the urgency of addressing councils’ concerns about the rural programme.

### **Conclusion**

- 12. Councils have a long and successful track record in working with the hospitality industry to promote the financial and cultural boost it gives our villages, towns and cities. Now more than ever it is vital we get this right and don’t miss out on any opportunities to nurture innovation, create jobs and keep the sector growing.



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**ANNEX A: Examples of hospitality representation on Local Enterprise Partnerships (LEPs)**

In the Derby, Derbyshire, Nottingham and Nottinghamshire LEP, the hospitality industry is represented on the LEP Board by the Duke of Devonshire (Chatsworth House). The LEP is playing a key role in further developing tourism strategy and direction building on major assets such as Peak District, Nottingham, Derbyshire Dales and Sherwood Forest.

The Chairman of the New Anglia Local Enterprise Partnership is Andy Wood, Chief Executive of Adnams Plc, a nationally recognised award winning brewery, pub-owner and hotelier based in Suffolk. Tourism is one of the LEP's priorities and the focus is developing a coherent marketing and advertising strategy to make sure businesses in the partnership have a strong presence and a voice.

Two Board Members on the Cumbria LEP are renowned hoteliers and the LEP has prioritised addressing the seasonality, skills shortages and supporting hospitality businesses to be more competitive.

One of the members on the York, North Yorkshire and East Riding Enterprise Partnership is an award winning Pickering B&B owner. The LEP also plans to work with local hospitality businesses of all sizes, including restaurants, hotels and public houses.

Dorset LEP has two members representing the hospitality industry in different ways; Dr Bruce Grant-Braham is a fellow of the Institute of Hospitality and John Beesley FIH has been a Bournemouth hotelier for over 30 years and heads a hospitality consultancy specialising in hotel management and development.

One member of the Cornwall and Isles of Scilly LEP has chaired the Cornwall Association of Holiday Home Agencies and is a partner at Classic Cottages, a family company marketing holiday homes with a staff of thirty three and a market portfolio of some seven hundred properties spread throughout the West Country.



## **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 latest Chair's report is attached as **Annex 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:** Laura Caton  
**Position:** Senior Advisor  
**Phone no:** 020 7664 3154  
**E-mail:** [laura.caton@local.gov.uk](mailto:laura.caton@local.gov.uk)





## Outside bodies feedback from Members

### Recent

Purpose	Key points discussed	Outcome
<b>Councillor Flick Rea spoke at the LGA / Sport England Sport Leadership Academy on 10 November</b>		
To develop and strengthen political leadership amongst councillors with a portfolio for sport in local government.	The Academy provided councillors with an understanding of the new landscape facing councils and community sport and how effective political leadership can enhance the delivery of local sport by councils.	14 councillors attended the Academy and provided very positive feedback on what they had learnt.  Greater awareness of the tools and advice available to councils from Sport England.
<b>Councillor Sonja Crisp attended Tourism Alliance meeting on 15 November</b>		
To represent the local government perspective to tourism industry national representative bodies.	Attendees discussed a number of issues of concern to the tourism industry, including visas, brown signs and destination management. Cllr Crisp emphasised the positive ways in which councils' leadership role of the visitor economy can help grow the sector.	Greater awareness amongst industry about councils' positive contribution to growing the visitor economy.
<b>Councillor Flick Rea met Megg Munn MP, the Lawn Tennis Association (LTA) and Tennis for Free (TFF) on 20 November</b>		
To discuss how LTA and TFF are working with councils to increase participation in grass roots tennis.	Cllr Rea emphasised the importance of early engagement with councils who, despite budget pressures, are committed to supporting participation and key to strengthening local connectivity.	LTA and TFF have a better understanding of the huge financial pressures council face.  LGA to work with LTA and TFF to share good practice examples of councils working with TFF to help increase participation in grass roots tennis.

Purpose	Key points discussed	Outcome
<b>Councillor Sir William Lawrence attended the World Heritage for Tomorrow Conference on 1 December</b>		
To represent the LGA at this event bringing together local, national and international organisations with an interest in world heritage sites.	Keynote speakers included Baroness Andrews, Chair of English Heritage. A series of workshops enabled delegates to discuss key issues for world heritage, including the economic, social and environment benefits of world heritage sites, engaging communities and international collaboration.	Raised awareness about the LGA's work on growth and the visitor economy.
<b>Councillor Flick Rea and Councillor Doreen Stephenson met with Keep Britain Tidy (KBT) on 4 December</b>		
To highlight councils' concerns about upcoming changes to the criteria for the Blue Flag scheme.	Councillors Rea and Stephenson said that councils are very concerned about the potential economic impact of losing the coveted Blue Flag status. They also highlighted the importance of raising awareness about the changes amongst councillors. KBT said that they could not delay implementation further because they administer the scheme on behalf of the Foundation for Environmental Education, although they are keen to work with the LGA to mitigate the potential negative impact on visitor numbers and growth.	The LGA and KBT to jointly communicate the changes to the scheme and mitigating action to councillors and share examples of councils, the Environment Agency and water companies working together to improve bathing water quality.  The LGA to arrange appropriate councillor involvement in the development of the new 'Seaside Award' to ensure that it promotes growth.
<b>Councillor Flick Rea chaired LGA / Arts Council England libraries political leadership seminar on 12 December</b>		
To share good practice and debate the big issues facing public library authorities.	Councillors shared innovative models for library services and the opportunities and challenges inherent in them. Delegates debated a number of key issues including reaching young people, improving the efficiency of library	12 portfolio holders attended and left with increased awareness of how they can re-design their services, alongside a better understanding of the tools and support

Purpose	Key points discussed	Outcome
	buildings, compliance with the 1964 Act and positioning libraries to achieve wider political outcomes.	available from the LGA and Arts Council.
<b>Councillor Geoff Knight attended British Destinations Board meeting on 13 December</b>		
To represent the LGA and seek wider input from this group of councils with a particularly strong interest in tourism and their destination management partners.	<p>Change of Use Class Orders in England dominated the discussion. The tourism sector is very concerned that the removal of restrictions on Change of Use may pave the way for the change of redundant hotels and agricultural buildings into housing.</p> <p>The LGA encourages the tourism sector to make their case to councillors who have the democratic mandate to balance the different economic, social and environmental needs of a place, and to put in place a local plan that reflects this.</p>	Raised awareness of the work the LGA is leading nationally on the visitor economy.
<b>Councillor Peter Golds attended Local Authority World Heritage Forum (LAWHF) Annual general meeting on 17 December</b>		
To support the LAWHF to relate its work to broader policy agendas and to offer appropriate support from the LGA, to complement the more detailed perspectives of other Forum Members.	<p>Hugo Swire, MP for East Devon, and Minister of State at the Foreign and Commonwealth Office made a keynote speech sharing good practice on how councils, Natural England, the National Trust, large private estates, the Ministry of Defence, the Crown Estate, and small landowners work together to maximise the economic, cultural and educational benefits of a World Heritage Site in his constituency of East Devon.</p> <p>LAWHF are carrying out an audit of all LAWH sites and the way they are managed. The LGA are interested to be kept informed of</p>	<p>Updated the meeting on the LGA's position in relation to cultural services and local historic environment.</p> <p>The LGA are keen to explore synergies in our and LAWHF's lobbying of government on issues such as planning and heritage protection.</p>

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<b>Purpose</b>	<b>Key points discussed</b>	<b>Outcome</b>
	the results to contribute to the overall picture of how councils are investing in the historic environment in face of budget pressures.	
<b>Councillor Flick Rea met with Ed Vaizey MP, Culture and Heritage Minister on 19 December</b>		
To discuss key issues facing council cultural and heritage services.	Cllr Rea and the Minister discussed the importance of positioning public libraries as central to the government's digital agenda and the implementation of Universal Credit, and the role of the arts in driving growth. Cllr Rea also raised councils' serious concerns about the progress of the ultra-fast broadband programme.	LGA to draft a paper on the role of arts in economic growth.  DCMS to keep LGA informed on progress of the urban broadband programme.  LGA and DCMS to press DWP on the role of public libraries in Universal Credit.

**Forthcoming**

<b>Title</b>	<b>Date</b>	<b>Attendees</b>
Meeting with Tennis for Free	16 January 2013	Councillor Flick Rea
LGA / Arts Council England Museums Leadership Academy	23 / 24 January	Councillor Flick Rea Councillor Andrew Lewer
Tourism Alliance Meeting	25 January	Councillor Caitlin Bisknell
LGA/Sport England Sport Leadership Academy	5/6 February 2013	Councillor Flick Rea
Meeting with Yinnon Ezra MBE, Department for Culture, Media and Sport advisor on the public library service	13 February 2013	Lead Members
CTS Annual Conference	7 / 8 March 2013	All board members

## **ANNEX A**

### **Culture, Tourism and Sport Board – report from Cllr Flick Rea (Chair), January 2013**

#### **Meeting Ed Vaizey MP, Minister for Culture, Communications and Creative Industries**

1. I met Ed Vaizey MP, Culture Minister, on 19 December for the latest in our regular series of meetings. We discussed the importance of positioning public libraries as central to encouraging more people to get on-line and the implementation of Universal Credit. I also raised councils' serious concerns about the progress of the ultra-fast broadband programme and secured the Minister's agreement to work with us to resolve blockages and keep the programme on track. We also discussed the centrality of the arts to economic development and the visitor economy and agreed to work together on advocacy for the arts within government.

#### **Visitor Economy**

2. On 4 December Cllr Doreen Stephenson and I met the Chief Executive of Keep Britain Tidy (KBT) to discuss councils' serious concerns about changes to the Blue Flag Scheme, which could result in 30% of beaches currently in the scheme losing the coveted status in 2013. We emphasised that councils are very concerned about the potential impact this may have on the visitor economy at a time when many local businesses and communities are facing economic hardship. We secured KBT's agreement to work more closely with the LGA on communicating the changes to councillors and supporting them to improve bathing water quality in partnership with the Environment Agency and water companies.

#### **Heritage and growth**

3. I was delighted to welcome Baroness Andrews, Chair of English Heritage, to the November Culture, Tourism and Sport Board. We had a very positive discussion about how we can support councils to maximise the economic impact of their investment in heritage – UK heritage tourism accounts for £4.3 billion of GDP and creates employment for 113,000 people. We agreed a new partnership with English Heritage that will see us developing a leadership offer for portfolio holders and heritage champions, and sharing different and more efficient ways of delivering local historic environmental services.

#### **Libraries**

4. I spoke at the latest in a series of joint LGA / Arts Council leadership seminars for library portfolio holders on 12 December. 10 councillors attended and shared innovative delivery models. The seminar increased awareness of how members can

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re-design their libraries, alongside a better understanding of the tools and support available to help them from the LGA and Arts Council. We are on track to support nearly all library portfolio holders through seminars or peer support by the end of this financial year.

**Sport**

5. At the invitation of Meg Munn MP, a strong advocate for increasing participation in tennis, I met the Lawn Tennis Association (LTS) and Tennis for Free (TFF) on 20 November to discuss strengthening local partnerships with councils. The number of people playing tennis at a grassroots level has been falling. I emphasised the importance of early engagement with councils who, despite budget pressures, are committed to supporting participation and key to strengthening local connectivity. We also agreed to share examples of councils who are signed-up to Tennis for Free and the outcomes it has achieved.

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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:

- The Autumn Statement and Provisional Local Government Funding Settlement 2013-14 and 2015-16
- Superfast Broadband
- Libraries

### **Recommendation**

Members are asked to note the update.

### **Action**

Secretariat / cCLOA Advisory Panel as appropriate

**Contact officer:** Laura Caton  
**Position:** Senior Adviser  
**Phone no:** 020 7664 3154  
**E-mail:** [laura.caton@local.gov.uk](mailto:laura.caton@local.gov.uk)





## **Update on current issues**

### **Autumn Statement and Provisional Local Government Funding Settlement 2013-14 and 2014-15**

1. The provisional local government funding settlement was announced on 19 December and confirms that local government continues to bear the brunt of public spending cuts in this Spending Review period. The Autumn Statement promises that cuts will continue at least until 2018.
2. Whilst it is pleasing our campaigning has resulted in councils being protected from additional cuts next year, within the context of on-going pressures to key service areas such as adult services and waste collection, the extra two per cent cut in 2014-15 is unsustainable to local government.
3. It is generally recognised that councils have managed the cuts so far by maximising efficiencies and redesigning services. With further cuts on the horizon, this will be impossible to repeat, and impacts on the local frontline services that residents rely on and value - such as libraries, sport facilities and cultural attractions - are inevitable.
4. LGA briefing on the provisional local government funding settlement:  
[http://www.local.gov.uk/c/document\\_library/get\\_file?uuid=040e5017-0ec4-49fe-8461-3a2c5b9cf9c6&groupId=10171](http://www.local.gov.uk/c/document_library/get_file?uuid=040e5017-0ec4-49fe-8461-3a2c5b9cf9c6&groupId=10171).
5. LGA briefing on the Autumn Statement:  
[http://www.local.gov.uk/web/quest/media-releases/-/journal\\_content/56/10171/3811639/NEWS-TEMPLATE](http://www.local.gov.uk/web/quest/media-releases/-/journal_content/56/10171/3811639/NEWS-TEMPLATE)
6. There were several other announcements in the Autumn Statement that are relevant to the work the CTS Board leads:
  - 6.1 Department for Culture, Media and Sport (DCMS) budget – DCMS’s resource budget will reduce by one per cent in 2013/14 and two per cent in 2014/15. This cut has been passed on to most DCMS funded bodies, including Arts Council England (ACE) and Sport England. ACE has already warned of the potential impact on frontline arts provision. This further underlines the importance of a strong improvement partnership with LGA, as well as continuing to promote the role of the arts in driving local economic growth. Some funding, such as for elite athletes, has been protected.
  - 6.2 Skills – the LGA welcomed the Chancellor’s announcement that Local Enterprise Partnerships (LEPs) will have a new strategic role in skills policy which will oblige further education colleges to take account of LEP priorities. The devolution of skills is a long-standing LGA position and should enable areas that have prioritised the visitor economy to ensure that education providers provide learning opportunities that will meet the workforce needs of the tourism industry.
  - 6.3 Urban Broadband – a second wave of cities will share £50 million of government funding, subject to state aid clearance (see below for LGA response).

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- 6.4 Visitor economy - the GREAT campaign, which markets the UK globally, will receive an additional £22 million investment for 2013-14, up from £8 million announced in August. It is essential that this additional funding is aligned as appropriate to local destination's marketing plans.

**Superfast Broadband**

*Rural Programme*

7. It is good news that the European Commission has finally granted state aid clearance for the rural superfast broadband programme. This means that the 46 councils in the programme can get on and aim to complete procurement by July 2013. State aid clearance was the real barrier to the rollout – not the planning system. The LGA continues to oppose the relaxation of planning restrictions over the installation of broadband infrastructure in the Growth and Infrastructure Bill. The proposals will take the right away from people to have a say over six-foot high junction boxes outside their windows and gardens or poles and wires festooning their streets. Clause 7 of the Growth and Infrastructure Bill potentially opens the way to removing all democratic planning control from any telecoms infrastructure and we are seeking urgent reassurance from Ministers.
8. The LGA also continues to urge Broadband Delivery UK to make available information and benchmarking data that will help councils to ensure competitive deals are struck in a near-monopoly supply chain.

*Urban Programme*

9. The government has announced a second wave of cities who will receive a portion of £50 million to help bring ultra-fast broadband to businesses and residents. The English cities are: Brighton and Hove, Cambridge, Coventry, Derby, Oxford, Portsmouth, Salford and York.
10. They join the 10 cities in wave one of the programme – Manchester, Birmingham, Bristol, Belfast, Newcastle, Leeds and Bradford (joint), Edinburgh, Cardiff and London.
11. Both waves of the programme depend upon the government securing state aid clearance from the European Commission. The LGA is pressing Ministers to do all they can to secure clearance as soon as possible to keep the programme on track.

**Libraries**

*Chartered Institute of Public Finance and Accountancy (CIPFA) Annual Library Survey*

12. CIPFA has published its latest Annual Library Survey. The survey revealed that councils are doing their best to ensure that as much of the library service as possible is protected from budget pressures – although the amount of money councils spend on libraries fell by nine per cent, there was only a four per cent reduction in service points, access to computer terminals was broadly flat and visits were down by two per cent.
13. The LGA responded by highlighting that councils know people treasure their libraries and have been working extremely hard to preserve services as best they can in the face of 28 per cent funding cuts. It is testament to this commitment and innovation, and to councils'

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reluctance to make closures, that only four per cent of our 4,500 libraries have closed in the past year.

14. As the Culture, Media and Sport Committee reported last month, across the country there is a fantastic amount of creativity and ambition to modernise libraries in ways which engage young people, don't alienate existing users and make the most of diminished budgets. In the last couple of years we have seen libraries opening up in village halls, pubs, shops, churches, day care centres and tourist information centres, as well as linking with health, social care, benefits and job search providers.
15. However, we also warned that were government to inflict yet more funding cuts on councils, which have already borne the brunt of its austerity measures, some would not be able to continue shielding libraries from cuts which may mean more would be forced to close.
16. CIPFA followed-up the annual survey by publishing comparative library profile reports that compare each authority to 15 similar authorities across a wide range of indicators, including:
  - 16.1 library usage;
  - 16.2 financial information;
  - 16.3 levels of staffing;
  - 16.4 the number of volunteers;
  - 16.5 loans figures;
  - 16.6 stock levels; and
  - 16.7 book acquisitions.
17. The reports were commissioned by DCMS and are freely available to councils for one-year. The LGA is encouraging DCMS to align the profiles with LG Inform, which is the single repository for all local government data to help councils improve service delivery.



16 January 2013

**Item 7**

**cCLOA Case Studies: Driving participation in sport**

**Purpose**

For information.

**Summary**

This paper presents case studies about councils' leadership role in driving participation in sport.

**Recommendation**

Members are asked to note the case studies.

**Action**

To be taken forward by officers as directed by Members.

**Contact officer:** cCLOA secretariat  
**Phone no:** 020 7664 3154  
**E-mail:** [laura.caton@local.gov.uk](mailto:laura.caton@local.gov.uk)



**Item 7**

**°CLOA Case Studies: Driving participation in sport**

**Local government and national governing bodies working together to drive up participation in sport**

Leeds Disability Tennis

1. The Leeds Disability Tennis programme delivers quality weekly tennis coaching for disabled children, young people and adults with any impairment, at the John Charles Centre for Sport tennis centre.
2. Wheelchair tennis takes place alongside tennis coaching for ambulant children, young people and adults with learning disabilities. Visually Impaired (VI) tennis sessions for people who are blind or partially sighted, and specific downs syndrome tennis sessions are also offered. All these forms of tennis are delivered by qualified coaches, with volunteer support from disabled and non-disabled people, on courts alongside the regular coaching programmes.
3. Delivered and managed by the Sport & Active Lifestyles service for Leeds City Council, the programme has been expanded and developed through the excellent support of the Tennis Foundation. The community tennis arm of the Lawn tennis Association (LTA) has been instrumental in working with the City Council to develop Leeds as a disability tennis hub site for the region.
4. The Tennis Foundation have facilitated a link with the Downs Syndrome association enabling the setting up of specific sessions, and the Dan Maskell tennis trust have provided wheelchairs, rackets and coaching subsidies to the programme and individual players.
5. Close liaison with the Yorkshire LTA has enabled wheelchair and visually impaired tennis categories in the Yorkshire County tennis championships for the first time in its history.
6. Other successes in 2012 included delivering three Inclusive Tennis Festivals - a free opportunity for anyone to try out all forms of tennis. This included a VI competition as part of the City of Leeds tennis tournament; the first time in the country this has been included as part of a mainstream event. Tennis was also a key sport held at the Leeds Paralympic Flame Celebration.
7. The close support received from the Tennis Foundation, Yorkshire LTA and the Dan Maskell trust via the way of funding, promotion and advice has added much value to the Leeds Disability Tennis programme.

Suffolk's 2012 legacy for Sport and Physical Activity

8. Building Suffolk as the Most Active County (MAC) is the County's 2012 Legacy programme for sport, physical activity and health. Endorsed by Suffolk's Public Sector Leadership Group (Suffolk County Council and district and borough councils) and the

**Item 7**

Suffolk Health and Well Being Board, MAC is a strategic partnership framework developed to maximise the transformational contribution that sport and physical activity can deliver as part of Suffolk's ambitions for improving health and wellbeing and health inequalities.

9. Building England's Most Active County will have two core elements:
  - 9.1 Firstly, building on the inspiration and the momentum of the 2012 Games the MAC will embed a long term campaign, to promote healthy active lifestyles, shift sedentary or inactive behaviours and address any barriers for physical activity participation, particularly through the influence of the built and natural environment and socio-economic issues.
  - 9.2 Secondly, the MAC provides a framework for partners to work together, designing, promoting and commissioning sport, recreational and physical activity opportunities for Suffolk. The Most Active County provides the connectivity, interface and advice around physical activity and sport between local authorities and strategic partners, and Suffolk's Health and Well Being Board and commissioning groups.
10. In the summer of 2012 Suffolk's Health and Well Being Board recognised the important cross cutting contribution that sport and physical activity can play in achieving better health outcomes. One of the actions from the Board was to develop closer working with Sport England, and National Governing Bodies (NGBs) in the context of driving up levels of physical activity across the county and across the life course.
11. It is early days in terms of post games legacy delivery, but the focus has already set the foundation for future jointly commissioned activity, and a focus on realigning resources to shared priorities such as addressing active participation levels in areas or communities of health inequality.
12. Suffolk County Council is also, in a coordinated approach with the County Sports Partnership, developing longer term strategic plans for specific sports with around ten NGBs that best fit the local priorities in terms of growing participation and local health outcomes.
13. To help strengthen collaborative working, Suffolk as a partnership has developed an outcomes framework. Based on the LGA/cCLOA/Sport England Outcomes Framework for Culture & Sport, this will help ensure all involved organisations are focused on the outcomes that matter most locally.





# LGA location map

## Local Government Association

Local Government House  
Smith Square  
London SW1P 3HZ

Tel: 020 7664 3131

Fax: 020 7664 3030

Email: [info@local.gov.uk](mailto:info@local.gov.uk)

Website: [www.local.gov.uk](http://www.local.gov.uk)

## Bus routes – Millbank

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

For further information, visit the Transport for London website at [www.tfl.gov.uk](http://www.tfl.gov.uk)

## Cycling facilities

The nearest Barclays cycle hire racks are in Smith Square. Cycle racks are also available at Local Government House. Please telephone the LGA on 020 7664 3131.

## 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** (Circle and District Lines), **Westminster** (Circle, District 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 stops in Horseferry Road close to Dean Bradley Street.

## Bus routes – Horseferry Road

- 507** Waterloo - Victoria
- C10** Canada Water - Pimlico - Victoria
- 88** Camden Town - Whitehall - Westminster - Pimlico - Clapham Common

## Car parks

Abingdon Street Car Park (off Great College Street)  
Horseferry Road Car Park  
Horseferry Road/Arneway Street. Visit the website at [www.westminster.gov.uk/parking](http://www.westminster.gov.uk/parking)

## 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)

