

Culture and Sport Improvement Offer 2013/14

Purpose of report

For information.

Summary

Following a discussion with CTS Lead Members, this paper outlines the proposed culture and sport improvement offer for 2013/14 (**Annex A**).

Recommendation

Members are asked to note the report.

Action

To be taken forward by officers as directed by Members.

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Culture and Sport Improvement Offer 2013/14

Background

1. The LGA's sector-led improvement offer to councils has received high levels of support from councils who overwhelmingly endorse the key principles on which it is based, namely that:
 - 1.1. councils are responsible for their own performance and improvement and for leading the delivery of improved outcomes for local people in their area
 - 1.2. councils are primarily accountable to local communities (not government or the inspectorates) and stronger accountability through increased transparency helps local people drive further improvement
 - 1.3. councils have a collective responsibility for the performance of the sector as a whole (evidenced by sharing best practice, offering member and officer peers)
 - 1.4. the role of the LGA is to maintain an overview of the performance of the sector in order to identify potential performance challenges and opportunities – and to provide tools and support to help councils take advantage of this new approach.

Culture and sport improvement offer

2. Councils currently spend just over £3 billion every year on libraries, leisure centres, museums and other cultural services because of their contribution to growth, tourism and wider political outcomes. They are also amongst the highest valued and used of all council services and are uniquely placed to support community resilience in tough economic times – for example, jobs and skills advice at public libraries, and engaging young people through sport and volunteering opportunities. However, this investment is under increasing strain in the context of the overall level of savings councils need to find.
3. The LGA has developed a culture and sport improvement offer to enable councillors to learn more about good practice, share ideas and develop collaborative working between councils in order to lead the service transformation that is required to meet financial challenges and grasp the wider opportunities of public service reform for the culture and sport sector.
4. Over the last two years, the culture and sport improvement offer included six leadership academies (five on sport and one on museums), two commissioning workshops, four library seminars, two sport action learning sets, one visitor economy seminar, one museums peer review and peer support to six councils on museums. This activity engaged over 100 councillors.
5. Feedback from councillors was excellent, with over 90 per cent agreeing that the support was beneficial to them in carrying out their leadership functions more effectively in the future. Nearly all of our events have reached full capacity. There was

also an increase in the numbers of councillors attending the CTS Annual Conference who had previously attended either an academy or workshop.

6. Crucial to our ability to deliver a comprehensive culture and sport improvement offer are our partnerships with Sport England, Arts Council England, VisitEngland and English Heritage. The CTS Board also works closely with other relevant LGA Boards.
7. Lead Members discussed the draft culture and sport improvement offer for 2013/14 (see **Annex A**) at their meeting in April, and asked that it be shared with the full Board. It is suggested that the 2013/14 offer comprises:
 - 7.1. 3 Sport Leadership Academies
 - 7.2. 2 Cultural Leadership Academies
 - 7.3. 7 Peer reviews (5 libraries and 2 sport and public health)
 - 7.4. 9 Sport Action Learning Sets
 - 7.5. 1 Heritage Seminar
 - 7.6. 1 Visitor economy leadership seminar
 - 7.7. 2 Library Seminars

Conclusion and next steps

8. In response to demand from the sector, a comprehensive improvement offer has been planned for 2013/14, which will support over 200 councillors (including the CTS Conference) to lead transformational change within culture and sport services in the coming years.

Financial Implications

9. The financial implications relating to this report will be covered by the CTS budget and partnership funding from some of the DCMS Non-Departmental Public Bodies.