

Culture, Tourism and Sport Board

Agenda

Tuesday, 1 December 2015
1.00 pm

Rathbone Rooms 1&2, 7th Floor, Local
Government House, Smith Square, London,
SW1P 3HZ

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

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Culture, Tourism & Sport Board
1 December 2015

There will be a meeting of the Culture, Tourism & Sport Board at **1.00 pm on Tuesday, 1 December 2015** Rathbone Rooms 1&2, 7th Floor, Local Government House, Smith Square, London, SW1P 3HZ.

A sandwich lunch will be available from 12.45pm.

Attendance Sheet:

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Labour:	Group Office: 020 7664 3334	email: Labour.GroupLGA@local.gov.uk
Independent:	Group Office: 020 7664 3224	email: independent.group@local.gov.uk
Liberal Democrat:	Group Office: 020 7664 3235	email: libdem@local.gov.uk

Location:

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

LGA Contact:

John Wilesmith
john.wilesmith@local.gov.uk 0207 664 3363

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Culture, Tourism & Sport Board – Membership 2015/2016

Councillor	Authority
Conservative (8)	
David Burbage MBE (Deputy Chairman)	Windsor & Maidenhead Royal Borough
Tom Fitzpatrick	North Norfolk District Council
Peter Golds OBE	Tower Hamlets Council
Blake Pain	Harborough District Council
Greg Smith	Hammersmith and Fulham London Borough Council
Barry Lewis	Derbyshire County Council
Colin Organ	Gloucester City Council
Geraldine Carter	Calderdale Metropolitan Borough Council
Substitutes	
David Hall	Somerset County Council
Paul Yallop	Worthing Borough Council
Geoffrey Theobald OBE	Brighton & Hove City Council
Labour (7)	
Simon Henig (Vice-Chair)	Durham County Council
Terry O'Neill	Warrington Council
Barrie Grunewald	St Helens Metropolitan Borough Council
Timothy Swift	Calderdale Metropolitan Borough Council
Faye Abbott	Coventry City Council
Alice Perry	Islington Council
Vacancy	
Substitutes	
Muhammed Butt	Brent Council
David Christie	Newham London Borough Council
Richard Henry	Stevenage Borough Council
Independent (2)	
Ian Stephens (Chair)	Isle of Wight Council
Geoff Knight	Lancaster City Council
Substitutes	
Robert Dutton	Wrexham County Borough Council
Robert Bucke	Tendring District Council
Liberal Democrat (2)	
Mike Bell (Deputy Chair)	North Somerset Council
Stewart Golton	Leeds City Council
Substitutes	
Flick Rea MBE	Camden Council

Agenda

Culture, Tourism & Sport Board

Tuesday 1 December 2015

1.00 pm

Rathbone Rooms 1&2, 7th Floor, Local Government House, Smith Square, London, SW1P 3HZ

Item	Page	Time
1. Welcome and Declaration of Members' Interests		1.00 pm
2. VisitEngland - A new direction and refreshed growth strategy for the tourism industry	1 - 6	1.10 pm
3. Update on the Government's Sport Strategy and Towards a New Sport England Strategy	7 - 26	1.45 pm
4. Spending Review and Early Implications for Culture, Tourism & Sport		2.15 pm
The LGA's 'on the day Briefing' will be circulated to Members on 25 September		
5. Update on The Leadership for Libraries Taskforce - Cllr Ian Stephens, oral update		2.35 pm
6. Heritage and Landscape - Cllr Barry Lewis, oral update		2.45 pm
<i>For information:</i>		
7. Update on CTS Annual Conference	27 - 32	2.50 pm onwards
8. Outside Bodies	33 - 40	
9. Minutes from the Last Meeting and Updated Work Programme	41 - 49	
10. Any Other Business		

Date of Next Meeting: Wednesday, 24 February 2016, 4.30 pm, Holiday Inn, 129 St Nicholas Cir, Leicester LE1 5LX



VisitEngland – A new direction and refreshed growth strategy for the tourism industry

Purpose

For discussion and direction.

Summary

The Culture, Tourism and Sport Board has highlighted supporting councils to boost economic growth as a priority for this year's work programme. Following the Spending Review, VisitEngland will be supporting the tourism industry to refresh its Growth Strategy. This item is an opportunity to shape early thinking.

Viscountess Penelope Cobham CBE, Chairman of VisitEngland, and James Berresford, Chief Executive of VisitEngland, will attend the Board on 1 December.

Recommendation

Members are invited to discuss the issues highlighted in paragraph 16 with VisitEngland.

Action

Officers to take forward actions in line with Members' steer.

Contact officer: Laura Caton
Position: Senior Advisor
Phone no: 020 7664 3154
Email: laura.caton@local.gov.uk

VisitEngland – A new direction and refreshed growth strategy for the tourism industry

Background

1. VisitEngland is the country's national tourist board and a Department for Culture Media and Sport non-departmental executive body. Their role is to grow the value of tourism by working in partnership with the industry to deliver inspirational marketing campaigns and to provide advocacy for the industry and visitors.
2. The LGA has enjoyed a long standing positive partnership with VisitEngland in pursuit of our shared priority of supporting places to grow the visitor economy. Lady Cobham, Chairman of VisitEngland, was also a Commissioner on the Independent Commission on Economic Growth and the Future of Public Services in Non-Metropolitan England, chaired by Sir John Peace. The Commission's final report, published in March 2015, recommended that responsibility for housing, transport, skills, broadband and public services should be devolved to a grass roots level in order to boost growth and tackle skills shortages in non-metropolitan areas. Lady Cobham is also a keynote speaker at the LGA's Annual Culture, Tourism and Sport Conference 24-25 February, Leicester.
3. The visitor economy is one of this country's fastest growing economic sectors. It was worth £60 billion in 2014 - nearly four per cent of the entire economy - and supports almost one in ten jobs. Britain runs a large tourism deficit mainly because the domicile population is much more likely to holiday abroad than other countries. Currently, less than 40 per cent of our total holiday spend goes on domestic tourism, meaning this is an area for significant growth.
4. Unlocking further growth and closing the tourism deficit depends upon destinations offering high quality experiences that will keep people holidaying at home and persuade international visitors to London to extend their stay. It is at the local level that this will largely be achieved. For example, a skilled and reliable workforce that matches the needs of businesses, a breadth of quality accommodation, an attractive public realm, good transport links, reliable broadband connections, effective marketing, proportionate regulation and cultural and other attractions.
5. This paper has been circulated prior to the Spending Review, which will clearly shape the conversation with VisitEngland. Officers will circulate the LGA's 'on the day' briefing to Members ahead of the Board.

Policy Update

6. In March 2015, the previous coalition government published its [Triennial Review](#) of VisitEngland and VisitBritain. The Review concluded that VisitEngland was fit for purpose and that there was a continuing need for an English tourist board. The Review recommended that VisitEngland should focus mainly on supporting the development of high quality tourism products in England. VisitEngland is awaiting news on the proposed product development fund and its core funding as part of the Spending Review.
7. The Review also recommended VisitEngland should manage a challenge fund, supporting partnership working across destination organisations and industry partners in

order to promote the development of a range of world-class English tourism experiences that sit alongside and complement the London, Scottish and Welsh offers. The [Challenge Fund](#) was subsequently launched in March 2015 and 25 projects are benefitting from £2million total funding in 2015/16.

8. In March 2015, the coalition government also announced a small number of regional tourism funds. VisitEngland is administering a £5 million fund to boost tourism in the South West by creating a joined-up strategy for marketing the region as a top holiday destination for international travellers. Northern destinations received £10 million of Government funding to boost tourism and attract international visitors from across the world, including the USA and China.
9. Following the Triennial Review, and halfway through the “Strategic Framework for Tourism 2010-20”, VisitEngland consulted on [Refreshing our Growth Strategy for English Tourism](#). The purpose was to gather feedback on how to reflect the significant economic, political, social and technological changes over the last five years that have impacted upon the visitor economy. The key points from the LGA’s May 2015 response are attached at **Annex A**.
10. In July 2015, the Prime Minister launched a [Five Point Plan for Tourism](#) to spread the economic benefits more fairly across the UK. The Plan covered five issues: the tourism landscape (in particular overcoming fragmentation of funding), skills and jobs, common sense regulation, transport and welcome. A new inter-Ministerial group was also set up to coordinate and align action across government.
11. Since the summer, the policy context has changed further with rapid progress on devolution deals. The LGA’s Spending Review submission highlighted the potential for devolution to boost growth through the visitor economy. Many of the policy levers needed to boost the visitor economy, such as transport, infrastructure, growth funding, skills and broadband, are central to devolution deals. While a number of devolution deals submitted to date have highlighted benefits for tourism, this is not widespread. With greater flexibility over the scope of devolution deals, we expect more places in the medium to long term to consider how the visitor economy might benefit from devolution.
12. For example, Cornwall’s devolution deal includes an aim to engage government, through DCMS, on how to best support tourism in Cornwall. Cumbria’s “High Level Proposition” includes an aim to work with DCMS, VisitBritain and VisitEngland to enable new local funding mechanisms to support destination management and marketing and growth in visitors from emerging markets.
13. The CTS Board work programme highlights that we will work with councils to consider the case for tourism within devolution deals to help boost local growth. To take forward this project, we have recently tendered for a short piece of research that will analyse the added value devolution could bring to visitor economy-led economic growth in England. The key outputs of this work will be an analysis of:
 - 13.1. The elements needed to successfully boost the visitor economy, with a focus on those that could be devolved. For example, skills, transport, growth funds and broadband.

- 13.2. The benefits to the national economy that could accrue from boosting the visitor economy through devolution. For example, the number of additional jobs created and further increasing the contribution of the visitor economy to England's GDP.
- 13.3. Recommendations for both central and local government to maximise the opportunities to boost the visitor economy through devolution deals.
14. We expect to appoint a research consultant this month and to receive the final report in early 2016. This work will feed into the LGA's lobbying of government on devolution and help to raise awareness amongst councils by sharing practical resources on the DevoNext website. We hope that VisitEngland will support and help to shape how we use the outcomes from the research and the Board is an opportunity to secure their support.
15. Most recently, the Chancellor announced that there will be 100 per cent retention of business rates income by local government by the end of the Parliament. Councils will also have the ability to lower the business rate, which could give local areas greater flexibility to attract certain businesses to an area and to re-invest income in local growth sectors and infrastructure, including to support tourism where this is a priority. We are awaiting clarification on exactly how this will operate; for example if it could apply to some sectors or zones only. Officers will update Members on the latest situation at the Board. The Resources Portfolio is leading the LGA's response to the change.
16. The tourism industry, supported by VisitEngland, plans to launch its revised strategy in early 2016, so that it takes account of the Spending Review and the new policy landscape. The Board is an early opportunity to help shape the strategy. Following a steer from Lead Members on 5 November, Members are invited to discuss the following points with Lady Cobham and James Berresford:
 - 16.1. To share our vision for VisitEngland's vital role focusing on destinations, encouraging industry to engage with councils and Local Enterprise Partnerships (LEPs) on growth, championing the visitor economy across government and further developing England's positive brand. We are keen to explore opportunities to further raise the profile of tourism with LEPs, building upon VisitEngland's work in this area.
 - 16.2. To emphasise the significant potential for devolution deals to further boost the visitor economy and to secure VisitEngland's support for our project which will help to build the evidence base and provide practical assistance to councils.
 - 16.3. In the aftermath of another tough Spending Review, to emphasise the importance of spreading the economic benefits from tourism across the whole country, and streamlining growth funding to avoid the costs and inefficiencies of chasing multiple funds.
 - 16.4. To note that the full localisation of business rates could have a significant impact upon councils' ability to support and attract tourism businesses where the visitor economy is a local growth priority.
 - 16.5. To propose a joint leadership event that shares the latest innovative approaches to boosting tourism with visitor economy portfolio holders. We would welcome working with VisitEngland, building upon a similar event a couple of years ago.

Annex A: Key points from the LGA's response to VisitEngland's "Refreshing our Growth Strategy" consultation

1. The recent Triennial Review of VisitEngland helped to clarify the relationship with VisitBritain and we fully support VisitEngland having sole responsibility for domestic marketing. The Review confirmed that the refreshed strategy is an opportunity to embed and strengthen VisitEngland's vital role in focusing on destinations, encouraging industry to engage with councils and Local Enterprise Partnerships, championing the visitor economy across government and further developing England's positive brand. We encourage an ambitious and compelling strategy that will unite, inspire and support the many organisations with an important role to play, building upon the previous Coalition Government's Tourism Strategy.
2. Five years on from the launch of VisitEngland's previous strategy, economic growth remains the overarching policy priority for central and local government, and we strongly support the proposed vision for 2020. Councils have long recognised the economic value of the visitor economy and will continue to be key partners in achieving the strategy's vision. They have preserved and developed the environmental, historic, cultural, community and sporting assets and traditions that attract visitors and make destinations authentic. Councils' leadership is also central to unlocking future growth by supporting tourism businesses to improve their productivity through a higher value offer and creating the wider conditions for the visitor economy to thrive.
3. The refreshed strategy will need to reflect the fundamental changes to English governance that are happening up and down the country and the firmly devolutionary direction of travel. The LGA's campaign for greater devolution of growth, skills and infrastructure powers and funding stands to benefit the visitor economy by ensuring councils and businesses have the flexibility to prioritise and support local growth sectors. In this rapidly changing landscape, we encourage the strategy to recognise that decisions about how to support and fund the visitor economy are best taken locally and that councils are ideally placed to connect-up tourism businesses and Destination Management Organisations to Local Enterprise Partnerships and the wider local economic landscape.



Update on the Government's Sport Strategy and Towards a New Sport England Strategy

Purpose

For discussion and direction.

Summary

This item updates the Board on the LGA's response to the Government's consultation on a new sport strategy and what it might mean for Sport England's new strategy.

Mike Diaper, Executive Director Community Sport, will be attending the Board.

Recommendation

Members are invited to note the update and discuss the issues suggested in paragraph 15 with Mike Diaper.

Action

Officers to take forward actions in line with Boards' steer.

Contact officer: Siraz Natha
Position: Advisor
Phone no: 078999 74298
Email: siraz.natha@local.gov.uk

Update on the Government's Sport Strategy and Towards a New Sport England Strategy

Government Sport Strategy Update and LGA Response

1. The Government's consultation on a new strategy for sport closed on 2 October. We expect the strategy to be published at the end of this year or early 2016. The LGA's response made the case for re-balancing grassroots sport funding through Sport England away from national interventions and towards councils and their partners so that the contribution of National Governing Bodies (NGBs) and others can be better harnessed to meet local need.
2. The submission also highlighted the importance of understanding the reasons why people do and do not participate in sport and physical activity, so that national and local opportunities and support can be targeted effectively. Members were also keen that we emphasised the valued advice and tools that Sport England offers councils and the success of our joint Sport Leadership Essentials Programme for portfolio holders.
3. Our response built upon Cllr Stephens' introductory meeting with Tracey Crouch MP, Sport and Tourism Minister, on 7 July. It was also developed in partnership with the Community Wellbeing Board and emphasised the links between increasing physical activity and better physical and mental health.
4. The LGA's press release linked to the consultation response attracted a number of media hits, including interviews on BBC Breakfast and Sky News. The LGA's lines were also reported on BBC Radio 4, BBC Radio 2 and in the Daily Mail. The press release is attached at **Annex A** and the full response is attached at **Annex B**.
5. We continue to build upon our response and media coverage by lobbying Ministers and meeting key government officials and national organisations. For example, the sport strategy consultation was one of the issues discussed at a roundtable hosted by Jane Ellison MP, Public Health Minister, on 19 October which Cllr Burbage attended. The roundtable took place alongside Public Health England's "Everybody Active Every Day" annual Conference, which was a further opportunity to raise awareness about our position on the sport strategy.
6. The LGA published its public health Spending Review submission [Prevention: a Shared Commitment](#) on 14 October which argued that for every £1 spent on programmes to keep people healthy, almost double could be saved for the public purse within five years. Currently, just five per cent of the entire healthcare budget is spent on schemes that prevent people from falling ill. In order to reduce accident and emergency admissions and reduce longer-term conditions, both the Government and the NHS need to rethink their approach to prevention and recognise the value of investing more in adult social care and public health. The LGA has analysed the cost benefits of 11 prevention programmes across the country designed to improve people's physical and mental health and found that:
 - 6.1. Programmes keeping people aged between 40 and 65 active could save as much as £3.10 for every £1 spent
 - 6.2. Telehealth care could have benefits of almost £2.70 for every £1 invested

- 6.3. If £1 billion of transformation funding was spent on these programmes, including supporting unemployed people, reducing physical inactivity and tackling depression, money could be saved with knock-on benefits of almost £7.2 billion over a five-year period.
7. The document cites the Birmingham Be Active case study, which also features in our response to the Government's sport strategy consultation, and is shared at our Sport Leadership Essentials Programme (most recently the 21-22 October programme attended by Cllr Stephens).
8. The Government is also developing a new childhood obesity strategy, with further details expected in the New Year. Given councils' public health role (recently extended to 0-5 year olds), the Community Wellbeing Board has been seeking to influence Ministers' thinking and ensure that the strategy recognises local government's role. While the causes of obesity are multiple and complex, promoting activity will be central to the strategy, and this Board will want to make the links to the Government's sport strategy. In particular, it will be an opportunity to press Members' recommendation on the PE and Sport Premium for Primary Schools. Our submission highlighted that the premium has had a positive impact in improving sports activity within schools. However, there are opportunities for councils to help coordinate best practice in this area and deliver better links with the health and wellbeing of children and young people, especially those who are overweight or obese.
9. DCMS is currently analysing over 3,000 consultation responses. As officials draft the strategy, we will continue to engage them through a regular programme of meetings. We will also keep up our media profile by identifying further opportunities to push our key messages.
10. Rebecca Cox, Principal Policy Adviser, represents the LGA at Sport England's officer-level Sounding Board on commissioning local authority sport and physical activity. The Board is advising Sport England and CCLOA on the next phase of their project supporting 17 councils to improve the positioning of sport and physical activity in the commissioning landscape and maximising its contribution to wellbeing.

Towards a New Sport England Strategy

11. The Government's sport strategy will set the policy and funding framework for Sport England's new strategy, which will be consulted upon after the Government's sport strategy is launched. Sport England's [A Sporting Habit for Life](#) 2012-17 sets out how Sport England will spend over £1 billion of National Lottery and Exchequer funding.
12. While 1.4 million more people are playing sport at least once a week since the UK won the right to host the 2012 Games, the latest Active People Survey results (2015) showed that 36 per cent of the population aged 16 and over participated in sport at least once a week, a drop of over 200,000 people compared to the previous survey (October 2014).
13. Where NGBs have increased participation (such as cycling and tennis), this is largely due to working much more closely with councils and local partners, and embracing informal mass participation opportunities that rely much more heavily upon local infrastructure.

14. With a tough Spending Review expected on 25 November, the LGA is arguing for national funding to be re-balanced through Sport England away from national interventions and towards a more locally-led approach. This needs to be backed up by robust insight data and support for new investment approaches, partnerships and delivery models. Sport England's recent 'This Girl Can' campaign has been supported by insight data <http://www.sportengland.org/our-work/equality-diversity/women/womens-insight-pack/>. A local approach will also help to maximise the contribution of sport and physical activity to improving physical and mental wellbeing across all ages as part of shifting the whole health system away from treating ill health and towards prevention and promoting wellbeing.
15. Sport England's attendance at the CTS Board is an early opportunity for Board Members to influence the future direction of Sport England's Strategy. Board Members might wish to discuss the following issues:
 - 15.1. How we can build upon Sport England's insight information to further support councils to understand the reasons why people are not currently physically active so that interventions can be targeted even more effectively.
 - 15.2. How rebalancing funding through Sport England away from national interventions and towards local partners will better enable councils to bring together schools, voluntary sports clubs, National Governing Bodies of Sport, health, and the private sector to forge partnerships, unblock barriers to participation and make the local sports system deliver better.
 - 15.3. The potential impact of devolution on Sport England's new strategy. Although it is early days for places thinking about how sport might benefit from devolution, deals highlight the potential for sport and physical activity to benefit from a devolved and integrated approach to health and social care.
 - 15.4. The importance of continuing to develop effective local political leadership of leisure services through our very successful joint Sport Leadership Essentials Programme. The LGA and Sport England have now run 13 Leadership Essentials events, involving over 150 Portfolio Holders with responsibility for sport. The feedback from these events has consistently been very positive.
 - 15.5. Reinforce the value that councils attach to Sport England's advice and insight information that help to support service redesign. For example, Local Sport Profiles, the Active People Interactive Tool and design and cost advice on building sports halls and other facilities.
 - 15.6. How Sport England can further support councils and Academies/Free Schools to open up their facilities to communities, in order to increase the opportunities to participate in sport and physical activities. Sport England have undertaken work on supporting schools to open their facilities and have developed an on-line practical resource to help councils and schools to consider the issues and how other schools have overcome these and opened their facilities.
 - 15.7. The opportunity to join-up the Government's sport strategy and Sport England's updated Strategy with the forthcoming childhood obesity strategy, so that central government is leading a coordinated effort to promote activity (whilst recognising that the causes of obesity are multiple and complex).

Annex A: Obesity crisis: councils' concerns about obese teenagers as sports participation figures plunge

LGA media release 17 October 2015

Britain's couch-potato culture is creating a "lost generation" of obese and physically inactive teenagers, as shock new figures show grassroots sports participation is plunging, councils warn.

Latest figures show the number of people aged 16 and above taking part in sport at least once a week has slumped by 400,000 – equivalent to a city the size of Bristol – since the 2012 Olympics, from 15,890,400 people in 2011-12 to 15,491,200 in 2014-15.

Meanwhile, new figures show the extent of the obesity crisis which is gripping the nation. More than 135 people with diabetes have a leg, foot or toe amputated each week and four out of five of these amputations are preventable. It is estimated that obesity costs the NHS £4.2 billion a year and physical inactivity about £1.1 billion.

Nearly half a billion pounds is awarded by Sport England, the governing body, to national sports bodies to increase participation. Out of the 46 sports only six (athletics, cycling, netball, table tennis, archery and fencing) have so far shown a significant rise in participation rates.

The Local Government Association (LGA), which represents more than 370 councils, says it is imperative national funding is devolved through Sport England to councils and local partners in a bid to boost active lifestyles and in turn reduce obesity and ease pressure on the NHS.

In a new submission to the Government, which is drawing up a new sports strategy, the LGA is calling for councils to be given greater control of how the funding is used. Currently, it is fragmented across various government departments and agencies.

The LGA is calling on the Government and Sport England to rebalance future funding away from national sports bodies and directly into grassroots sports programmes.

Cllr Ian Stephens, Chairman of the LGA's Culture, Tourism and Sport Board said:

"We are in the midst of a full-blown obesity crisis which is being exacerbated by plunging levels of grassroots sports participation. This is creating a lost generation of obese kids and putting the NHS under enormous pressure.

"Councils are best-placed to reach those who play sport or want to start doing so, as most sport takes place in swimming pools, leisure centres, parks and open spaces owned or managed by local authorities. However, they are being hamstrung by a national funding system which is not fit for purpose.

"Local government has seen its funding reduced by 40 per cent since 2010, including a recent £200 million cut to the in-year public health budget, while trying to protect vital services like caring for the elderly, fixing the roads and maintaining bin collections.

"Councils need the opportunity to spend this sports funding in the most effective way – on the parks, playing fields and facilities where it can best reach the most people to get active and feel healthier.

"Local authorities already have a great track record in areas where they have teamed up with certain sports to boost participation, such as in cycling and tennis and this should be available to all local authorities to expand upon. The Premier League's recent announcement of investment in school sport is helpful but funding is also needed for the other, less wealthy sports so that as many people as possible can benefit."

Sports participation has already been given a great boost thanks to the work of local authorities. Cycling has seen an increase of more than 100,000 extra people riding bikes at least once a week compared to 2012, bringing the total number of regular adult cyclists to two million. British Cycling credits partnerships with councils as one of the reasons for their success, in particular council support for recreational programmes such as "Sky Ride Local", which are free, local rides led by a trained cyclist.

Tennis has also experienced a resurgence in Sport England's latest Active People Survey, after an initial decrease in participation following the 2012 Olympic Games. The Lawn Tennis Association (LTA) has developed a new approach to working with

councils, including using council-owned tennis courts and offering affordable opportunities to play tennis through initiatives informally with access to coaching support, such as "Tennis Tuesdays" and "Tennis in the Park."

Notes to editors:

According to Diabetes UK, **more than 135 people with diabetes have a leg, foot or toe amputated each week** and four out of five of these amputations are preventable.

Obesity is believed to account for 80-85% of the risk of developing type **2 diabetes**

Physical inactivity is estimated to cost the NHS £1.1 billion.

Obesity is estimated to cost the NHS £4.2 billion a year

LGA's response to the Government's consultation on a New Strategy for Sport

In 2005/06 during the period when London won the bid to stage the Olympic games, the number of those aged 16 and above playing sport at least once a week was 34.6% of the population, according to **Sport England figures**. This peaked in 2011-12 at 36.2% during the Games but has been falling every year since, with the latest statistics for 2014/15 published in June 2015 showing 35.5% are now playing sport weekly.

The 2015/16 public health allocation for councils was reduced by £200 million in the middle of this year, which if made permanent in the Spending Review will place additional pressures on council budgets and services.

LGA's Spending Review submission

Between 2013 and 2017, Sport England will invest almost £500 million into 46 National Governing Body (NGB) Whole Sport Plans that aim to increase participation. A new 'payment by results' model was introduced in 2013 to clawback funding from NGBs who failed to meet their participation targets. Out of the 46 NGBs, only six (athletics, cycling, netball, table tennis, archery and fencing) have so far shown a significant increase in participation rates.

The remaining funding is split between facilities and local investment, such as **County Sports Partnerships**, coaching and volunteering.



Annex B: LGA response to the Department for Culture, Media & Sport consultation paper: A New Government Strategy for Sport

About the LGA

1. The LGA is the national voice of local government. We work with councils to support, promote and improve local government. We are a politically-led, cross party organisation which works on behalf of 350 English councils to ensure local government has a strong, credible voice with national government.

Key Messages

2. Councils and their local partners are well placed to lead a step-change in sport participation rates that will improve the nation's physical and mental wellbeing. Not only are councils the biggest public sector investor in sport and physical activity, spending almost £1.4 billion per year (excluding capital spend)¹, but their understanding of communities enables them to target opportunities and encourage mass participation. Councils also have an important leadership role to play, bringing schools, voluntary sports clubs, National Governing Bodies of Sport (NGBs), health, and the private sector together to forge partnerships, unblock barriers to participation and make the local sports system deliver better.
3. However, with statutory services like adult social care, children's services and waste management soaking up an ever bigger proportion of council funding, the money available for other local services, including sport, will potentially shrink by 35 per cent by 2020². Given these financial constraints, and the strong track record of locally-led interventions, the LGA is calling for Government and Sport England to re-balance funding away from national bodies and towards locally- led approaches.
4. Sports funding is currently fragmented across multiple government departments and agencies. Government should bring these funds together in order to reduce bureaucracy and strip out duplication. Councils and partners will be freed up to lead more innovative approaches to meet local need and maximise the funding that reaches the front line.
5. Demand for costly health and social care interventions could be reduced by a locally-led approach that leads to higher participation rates, maximising the wider benefits from investing in sport. Since the transfer of public health from the NHS

¹https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/398741/RO_Final_Outturn_2013-14_Statistical_Release.pdf

²<http://www.local.gov.uk/documents/10180/11531/Future+Funding+Outlook+interim/39ad19fb-e5d8-4a2b-81a8-bf139497782d>

to councils in 2013, councils have seized the opportunity to integrate physical activity into public health policy as part of a shift from a system that treats ill-health to one that promotes wellbeing. This approach could be further strengthened if the rules around spending the public health grant were relaxed to allow councils to use the grant as part of wider integration of local services, such as leisure and social care.

Participation and physical activity

How to address the recent decline in the number of people that regularly take part in sport and deliver a long-term sustainable increase in participation

6. The reasons why people do not play sport are multiple and complex. They include cost, transport, poor facilities, time, the environment and people's perceptions. Barriers vary between places, and between communities within places, and therefore need to be addressed locally so that interventions can be targeted to different people's needs. Councils and their partners, including Sport England, seek to have the local understanding and intelligence to identify barriers to participation and lead collaborative action to overcome them so that people are connected to opportunities.
7. The latest Active People Survey results (2015) showed that 36 per cent of the population aged 16 and over participated in sport at least once a week, a drop of over 200,000 people compared to the previous survey (October 2014). There are also significant variations in participation rates between gender, age, disability, where people live and socio-economic status³.
8. Councils and their local partners are well placed to lead a step-change in sport participation rates that will improve the nation's physical and mental wellbeing. Councils have the assets and along with their partners, the insight and the partnerships to boost participation, especially when it comes to reaching people who play sport informally or who want to start playing sport. This includes in partnership with voluntary organisations such as Streetgames.
9. Sport England has developed a series of valued tools to help local partners identify and address barriers to participation, such as the 'Active People Interactive Tool'. Their very successful "This Girl Can Campaign" showed the value of national insight being activated locally. Councils, sports clubs and County Sports Partnerships could adapt marketing materials to reflect the needs and aspirations of their communities. The LGA is keen to explore how we can build upon existing insight tools to re-double our focus on groups of people and places that are currently the most inactive, including rural areas, whilst ensuring that those who are active remain active.
10. The majority of grassroots participation occurs in the swimming pools, leisure centres, parks and open spaces owned or managed by councils. As a result, councils are the biggest public sector investor in sport and physical activity,

³ Sport England Active People Survey (APS 8, Q3 – APS 9, Q2)

spending £1.4 billion per year (excluding capital spend), which makes councils key players in any initiatives to drive up participation rates. As well as physical assets, councils are well placed to harness the many other assets that are found in communities, such as people's willingness to volunteer, informal networks and the contribution of the wider voluntary sector.

11. Councils also have an important leadership role to play, bringing schools, communities, voluntary sports clubs, NGBs, health, and the private sector together to forge partnerships and unblock barriers to participation and ensure that the right physical activity opportunities are offered to as many people as possible.
12. As a result of insight and wider leadership of place, councils and local partners have a strong record of leading effective and efficient interventions to boost participation. The case studies below highlight some examples.

Council Case Study: Birmingham Be Active

'Be Active' is Birmingham City Council's scheme to provide free leisure services to its residents. Participants register and are given a card which allows them to use a range of facilities, from swimming pools to gyms and badminton courts, for free during certain times. Over 400,000 people have got involved since the scheme was launched in 2008. Independent research showed that 74% of users were not previously members of sports facilities and half were overweight or obese. For every £1 spent on the scheme £21.30 is estimated to have been recouped in health benefits. The latest APS results have shown an increase in participation rates from 29.9% to 34.9%.

Council Case Study: London Borough of Camden

Camden is the 15th most deprived borough in London and recorded the second highest sports participation rate (49.4%) in the country⁴. The council plays a key role in driving up participation through its sport and physical activity team that facilitates and delivers sports programmes across the borough. Camden's sport facilities and programmes attracted 2.5 million visits last year and currently there are 36,000 members of its 'sports membership card' scheme. Much of the borough's success in participation rates is due to the 'Pro-active Camden' group which is ensuring that sports providers in the borough, including the council, share resources and expertise across sports programmes coupled with the use of local insight knowledge which enables the council to determine where gaps exist in participation and to take necessary steps to address these. An example of this has been the Sport England funded Community Sport Activation Fund scheme 'Active all areas' which is placing local activators in low participant neighbourhoods to encourage more inactive people to be active.

How to ensure that funding goes to those who can best deliver results

13. The LGA welcomes the decision to review the Government's investment in sport. The current model has not brought about the increases in participation that the

⁴ Sport England Active People Survey (APS 8, Q3 to APS 9, Q2).

Government and Sport England had hoped for and a radical re-think is needed in the way sports participation interventions are funded.

14. Between 2013 and 2017, Sport England will invest almost £500 million into 46 NGB Whole Sport Plans that aim to increase participation. This represents around half of Sport England's total grant funding, with the remaining funding split between facilities and local investment (for example, County Sports Partnerships, coaching and volunteering). A new 'payment by results' model was introduced in 2013 to clawback funding from NGBs who failed to meet their participation targets. Out of the 46 NGBs, only six have so far shown a significant increase in participation rates⁵.
15. Where NGBs have increased participation, this is largely due to working much more closely with councils and local partners, and embracing more informal mass participation opportunities that rely much more heavily upon local infrastructure. For example, over 100,000 more people ride bikes at least once a week than in 2012, bringing the total number of regular adult cyclists to two million. British Cycling credits partnerships with councils as one of the reasons for their success, in particular council support for recreational programmes such as "Sky Ride Local"; free, local rides led by a trained cyclist. More recently, the Lawn Tennis Association (LTA) has been keen to make better use of local tennis courts which are often council owned through initiatives such as "Tennis Tuesdays" and "Tennis in the Park", which offer affordable (sometimes free) opportunities to play tennis in an informal environment with access to coaching support. Through these and other schemes, the LTA has reversed the recent decline in participation rates, with over 420,000 people now participating once a week⁶.
16. There is, therefore, a strong case for the re-balancing of funding through Sport England and Government away from national interventions and towards locally-led approaches that can harness the contribution of NGBs and others to meet local need. This would be in line with the Government's devolutionary approach as expressed in the Conservative Party Manifesto. As we have already set out, councils and local partners have a proven track record of leading interventions that encourage more people to get active and deliver wider health benefits. In particular, securing the breadth of participation that is beyond the reach of most national interventions.

How to specifically target the different health outcomes that physical activity can deliver, including how they can contribute to preventing or treating diabetes, obesity, dementia and mental health problems

17. In the 21st century, a huge part of the burden of ill health is avoidable. About a third of all deaths are classed as premature – that is they could have been prevented by lifestyle changes undertaken at an earlier time of life. £5 billion is spent each year on problems associated with obesity, a huge pressure the

⁵ Sport England Active People Survey (APS 8, Q3 to APS 9, Q2).

⁶ Sport England Active People Survey (APS 8, Q3 to APS 9, Q2).

country cannot afford’.

18. The 2013 transfer of public health from the NHS to local government ushered in a new locally-led health system and the opportunity to integrate physical activity into public health policy as part of shifting from a system that treats ill-health to one that promotes wellbeing. Councils have seized this opportunity and nearly all Health and Wellbeing Boards have identified increasing sport and physical activity participation as a priority to help tackle ill-health and mental health problems. Health and social care providers are increasingly commissioning leisure services to deliver physical activity interventions that help to keep people active and independent.
19. Demand for costly health and social care interventions could be reduced by a locally-led approach that leads to higher participation rates, maximising the wider benefits from investing in sport. This approach could be further strengthened if the rules around spending the public health grant were relaxed to allow councils to use the grant as part of wider integration of local services, such as leisure and social care.
20. Greater Manchester has highlighted that the greatest and fastest health improvement from devolution will not just come from integration but prevention. Their Public Health Programme will develop a project based upon increasing participation in physical activity and sport and bringing in partners from Greater Manchester and national bodies.
21. There needs to be greater recognition that locally-led sport and physical activity interventions are preventing ill-health and saving the NHS money. To ensure the future viability of care and health services we need to move spending from expensive acute care to primary care and prevention in communities, including sport and physical activity interventions, so that demand on acute services is reduced.

Council case study: East Riding of Yorkshire

The council’s exercise on prescription scheme called the ‘Live Well Programme’ had over 1000 GP referrals last year. The programme recently introduced a new IT booking system that enables GP’s to book inductions at sports centres for patients being referred onto the programme. The IT system allows GP’s to see ‘live time’ induction slots available to book and once the patient is booked onto the system, they are contacted by staff from the sports centre to confirm their visit. This on-line booking system has improved the uptake of the programme from 40% to 92% and has resulted in a programme completion rate of 84%. Feedback from patients has also improved with:

- * 88% saying they felt healthier
- * 62% saying they felt better about themselves
- * 44% saying that the programme had helped with their medical condition

Council case study: Leeds

The Leeds Let’s Get Active programme, which is part funded by the Sport England

⁷ <http://100days.local.gov.uk/wp-content/uploads/2015/04/Tackling-the-causes-and-effects-of-obesity.pdf>

'Get Healthy Get Active Fund' is engaging 500 previously inactive people every week and there have been 64,000 sign ups in total. Over 30,000 people have attended at least one session. The data sets are incredibly valuable and are helping the council to work with their local universities to understand behaviour change.

Council case study: Blackburn with Darwen

The council's 're-fresh' programme started in 2005 and is a partnership between leisure and health, offering people the opportunity to access a huge range of free or subsidised community leisure, health and wellbeing activities, and health and dietary advice. Key achievements included 96 per cent of clients reporting a positive change in their general health and as a result more people are accessing more paid activities.

Council case study: Derby

The council's leisure and cultural development service was commissioned by the local health service to run a pilot healthy lifestyles programme to reduce health inequalities. The pilot promoted physical activity and healthy eating through a network of "b-You" Advisors. The key findings from the initial evaluation was:

- * 91 per cent retention rate (one of the highest in UK for referral schemes)
- * 6 per cent average weight loss (against an NHS target of 5 per cent)
- * 93 per cent reported improved health and wellbeing
- * 97 per cent of participants attending a sports centre for the first time.

How to raise awareness of the UK Chief Medical Officers' guidelines on physical activity (2.5 hours of moderate intensity activity over a week for adults) and ensure interventions enable more people to meet them

22. With councils responsible for the public health of its population, with appropriate resources, there are significant opportunities to communicate the benefits of physical activity through, for example; health trainers, children's centres and health visitors. The LGA would also welcome further opportunities to work with the Government and its delivery organisations to increase awareness of this message. Using the learning from the 'This Girl Can' campaign may provide further opportunities to achieve greater awareness amongst the population.

Council case study: Suffolk County Council

The Most Active County (MAC) programme was launched in February 2012 and is Suffolk's key legacy programme from the London 2012 Olympic and Paralympic Games. It is a collaboration of key agencies that have come together to make a positive impact on physical inactivity levels in the county. Accountable to the Suffolk Health and Wellbeing Board, MAC is the key network for the development and commissioning of sport and physical activity in Suffolk. Since it was launched the number of adults achieving Chief Medical Officer recommended guidelines on physical activity has risen from 56.4% to 59.4% and increases in the amount and frequency of walking (78% to 81%) and cycling (13% to 15%) have also been recorded. Core to the place based partnership approach adopted by MAC has been the leadership of the Suffolk Health and Wellbeing Board, a number of key strategic developments including the first walking, cycling and disability sport and physical activity strategies for the county and the inclusion of physical activity in

the new Public Health Lifestyle tender specification for the first time. Ultimately the long-term ambition of the programme is for Suffolk to become the most active county in England.

Children and young people

How to ensure that schools, community sports clubs, central government and its agencies work together as effectively as possible to maximise opportunities for young people to take part in sport and be physically active

23. Active children and young people are more likely to have higher educational attainment, better mental wellbeing and stay active throughout their lives. Schools own approximately 39 per cent of all sports facilities⁸. The buildings offer conveniently located physical assets and approximately two-thirds are now open to communities. While there are safeguarding issues to address, school sports facilities are a valuable community resource for increasing participation, especially given the strain on council budgets.
24. Councils have an overview of all sports provision within their area, as well as understanding the reasons why young people do not play sport. This means councils are in a unique position to broker collaborative working between schools, voluntary groups, local sports clubs and businesses to ensure that appropriate physical activity opportunities are offered to as many young people as possible. In particular, leading a strategic approach to facilities that consider the supply alongside demand to ensure that people can access the opportunities they want in the places where they want to play sport.
25. The LGA would welcome working with Government and educational bodies to explore how we can incentivise even more schools to make their facilities available to the community and what funding models might best support this and ensure that the opportunities meet local need. For example, the PE and Sport Premium for primary schools has had a positive impact in improving sports activity within schools and there are opportunities for councils to help coordinate best practice in this area and deliver better links with the health and wellbeing of children and young people, especially those who are overweight or obese.
26. It is also the case that funding for tackling physical inactivity is currently fragmented across different government departments and agencies, each with its own application and monitoring requirements. Government should consider streamlining the funding streams for a more efficient system that allows councils to take more innovative approaches to meet local need. The LGA would welcome a conversation on future funding models.

Council case study: Manchester and Warrington

Manchester and Warrington councils have worked with commercial providers such as BikeRight! on a range of cycling initiatives such as Bikeability cycle training for children, cycling development initiatives as well as equipment procurement and

⁸ Sport England Active Places data (relates to sports halls, swimming pools and pitches)

bike fleet management and Instructor training (Bikeability, National Standards, Ride Leader). In the last few years, 3,725 Manchester schoolchildren have been trained to level 1, 2 and 3 of Bikeability, these from 120 schools across the city and 2,357 young people from schools in Warrington.

Financial sustainability

How to ensure that the significant amounts of money at the top level of some sports, primarily generated from the sale of TV rights, also benefit grassroots sport

27. In the context of public sector budget pressures, it is right that the Government encourages organisations such as the Premier League, who generated £5 billion from the sale of domestic TV rights alone earlier this year to ensure a fair proportion of profit is re-invested in the grassroots game. The £230 million that will be spent on a masterplan for “football hubs” across 30 cities over five years is roughly what top tier clubs have spent on agents’ fees in the past two seasons.⁹
28. The LGA has led a media campaign calling on the Premier League to re-invest more of its TV income into grassroots provision. With councils hit by 40 per cent cuts and facing challenges to provide essential services such as caring for the elderly, collecting bins and fixing roads, investment in the council owned pitches and parks where the majority of grassroots football is played will come under increasing strain, which is in contrast to the increase of 71% in revenue that the Premier League has received¹⁰.
29. While there are examples of councils working with their local football club to support the grassroots game which could be replicated in other places, the budget pressures facing councils are such that there is real concern about the future quality of pitches upon which the grassroots game relies. The LGA would welcome the opportunity to work with Government and relevant professional sports bodies to explore how more investment can be directed at grassroots provision, building upon existing good work.

Coaching, workforce and good governance

How to ensure that the sports workforce has the skills it needs, including soft skills as well as technical ones, to address the challenges set out in the sport strategy

30. Council staff and an army of volunteers are crucial to the provision and maintenance of facilities and activities so that people who are inspired to play sport can do so. This does not just mean formal coaching, 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 to get active. Digital technology is becoming increasingly important as people expect to be able to find out about opportunities and book and pay for classes or facilities

⁹ http://www.local.gov.uk/media-releases/-/journal_content/56/10180/7049111/NEWS

¹⁰ <http://www.bbc.co.uk/news/business-31379128>

through high quality websites that match other leisure experiences such as visiting the cinema.

Council case studies: Digital technology

The Leisure Database company has been working with councils and their delivery partners to improve how customers can view 'live time' data at council leisure facilities through the use of two sports apps; Speedo Fit (formerly Splashpath) and GymJam. The links below provide some examples:

- * Places for People (86 UK Centres) - www.placesforpeopleleisure.org/centres/arena-leisure-centre/workout-classes
- * Wigan Leisure Trust (11 centres) beta page - <http://dev.the-narrow-escape.co.uk/wlct/index.html> (Pool Now & Studio now ticker at top of page)
- * Wave Leisure (7 centres) - www.waveleisure.co.uk/swimming-timetable/
- * Alive Leisure (4 centres) - www.aliveleisure.co.uk/alive-downham/timetables
- * Preston City Council – www.preston.gov.uk/yourservices/sport-and-leisure-centres/swimming/swimming-timetable/ and www.preston.gov.uk/yourservices/sport-and-leisure-centres/exercise-classes/exercise-classes-timetable/

31. It is estimated that there are 440,000 full time sports related jobs (2.3 per cent of all jobs) and 20 per cent of all volunteers are involved in sport¹¹. Councils are among the largest employers of sports staff and support thousands of volunteers through training, advice and sporting opportunities. However, since 2010, 350,000 full-time council staff has been lost in order to reduce costs¹². Inevitably this has impacted upon councils' ability to provide some services, particularly discretionary ones such as sport, and has reduced professional leadership capacity. These wider changes have also encouraged new and more efficient ways of working and the Chartered Institute for the Management of Sport and Physical Activity (CIMPSA) was established in 2011 to support professional development. Councils welcome the opportunity to work more with organisations such as CIMSPA to bring about a step change in continuous workforce development.
32. Effective local political leadership is also vital. Councillors need to be compelling advocates for sport and physical activity, able to articulate the wider social and economic benefits that sport brings to an area, present an evidence based case to health and social care commissioners and lead transformational change of leisure services. The LGA has a very positive partnership with Sport England to develop local political leadership. Our 12 Sport Leadership Essentials Programmes have supported over 150 councillors to re-think how they deliver sport locally and better understand the commissioning landscape and how sport services can better contribute to health, adult social care and children and young people outcomes.

¹¹ Sport England 'Economic value of sport' factsheet

¹² http://www.local.gov.uk/documents/10180/6869714/L15-359+Smarter+Spending_02.pdf/7d5e2993-9495-46dc-be67-873e8606e57b

Infrastructure

How government can work with Local Authorities to ensure that where they jointly invest in sporting infrastructure already this can be as effective and efficient as possible

33. In the face of unprecedented budget pressures, councils are being creative in how they manage leisure services and sporting assets, which are hugely valued by communities. Councils are joining with each other to share services, negotiating contracts to get the most out of every pound, sourcing external funding and working with voluntary groups, local sports clubs and businesses to keep costs down and keep services going.
34. Councils own the majority of sports facilities within most localities, be they sports centres, swimming pools or outdoor pitches. Around 30 per cent of facilities are now managed by a not-for-profit leisure or culture trust on behalf of the council (many of whom are members of Sporta), covering some 1,800 leisure, cultural and outdoor facilities, employing 38,000 staff and over 200 million customers every year¹³. The remaining 70 per cent of facilities are still under the direct responsibility of councils.
35. Councils have a proven record of managing public sector infrastructure efficiently and co-locating services. The LGA has called for more devolution of decision making and funding to local areas, which would help to improve sports connectivity and avoid duplication of facility and service provision by giving local partners more ability to influence the totality of investment in a place. As conversations continue across the country about how to spend more smartly, we are encouraging sport to be included.
36. Councils will continue to work with the commercial and voluntary sector to develop the best and most effective solutions to run their sports facilities. Sport England already works directly with councils to support their investment strategies and has produced a number of tools to support councils design new or re-furbish facilities. Long term capital investment requirements, especially in swimming pools and ageing facilities, remains a huge challenge and we would welcome exploring and sharing funding models that can best support this.

Council case study: Leeds City Council

The council's Adult Social Care and Sport & Active Lifestyles Service worked in partnership to co-locate ten services for disabled people and older people within the council's leisure facilities. This targeted work has seen over 100 people regularly attending these sessions, many of whom had not previously been using these facilities.

¹³ Information provided by Sporta, 2015 (www.sporta.org) which is the national association of leisure and cultural trusts

Fairness and equality

How to ensure the culture of sport allows everyone to flourish, and addresses all forms of intolerance, whether as a result of active discrimination, or unconscious bias

37. Local government has been at the forefront of work to eliminate discrimination over many years and indeed were the first sector to introduce an equality standard in 2003. Subsequently, the UK Sports Councils have developed an equality standard for sports organisations based on similar principles to the local government standard.
38. The LGA's equality standard called the 'Equality Framework for local government' is still available to councils to adopt and each year and the LGA undertakes peer assessment of councils against various levels of the Framework for those councils who request it.
39. The LGA would welcome similar levels of support that Government offers sports organisations to implement equality standards for councils and their delivery partners.

International

How to ensure an appropriate legacy for the UK from the hosting of major sporting events including how they can boost the economy and volunteering as well as participation

40. A large part of the success of the 2012 Olympic and Paralympic Games and more recently the 'Tour de France' cycling stages held in the UK was as a result of local government playing a significant role in planning, event management, licencing, business engagement and volunteer involvement. Councils are either responsible for these areas or have good links and therefore create the platform for making the events successful.
41. For example, hosting the opening stages of the 2014 Tour de France generated more than £128 million of economic benefit for the host areas overall, with £102 million for Yorkshire and £30 million for Cambridgeshire, Essex and London with £19.5 million for London. The positive experience inspired the first Tour de Tour Yorkshire, held in May 2015, which attracted more than 1.2 million people¹⁴.
42. Councils across the country are also capitalising on the 2015 Rugby World Cup, the third biggest sporting event in the world, to attract visitors and boost tourism. For example, in the London Borough of Richmond, local businesses are being encouraged to persuade international spectators to spend in their stores after the council expanded its residents' card to include visitors giving them access to offers and discounts.

¹⁴<http://www.leeds.gov.uk/news/pages/-Evaluation-report-reveals-%C2%A3130million-Le-Tour-boost.aspx>

43. Hosting sporting and cultural events are an increasingly important part of councils' role to grow the local economy. For example, Staffordshire County Council's new strategic approach to sport, "Sportshire", aims to create a compelling sporting offer which generates visitors, jobs and prosperity for the county. Central to the success of Sportshire is the delivery of a major events calendar. The council successfully bid to host Ironman Staffordshire 70.3 and the 2015 UK Corporate Games. These events will attract an estimated 14,000 visitors into the area, creating a projected economic impact of 7.2 million pounds.



Culture, Tourism and Sport

1 December 2015

CTS Annual Conference

Purpose

For discussion and direction.

Summary

This paper updates Members on the latest programme for the LGA/CLOA Annual Culture, Tourism and Sport Conference 24 – 25 February Leicester.

The CTS Board takes place 4:30pm – 6:00pm Wednesday 24 February at The Holiday Inn Leicester. This is followed from 7:00pm by the drinks reception and dinner at Curve Theatre.

Recommendation

Members are invited to note the update and to give officers any further steer on the conference programme.

Action

Officers to take forward actions in line with Members' steer.

Contact officer:	Jade Nimmo
Position:	Events Manager
Phone no:	020 7664 3014
E-mail:	jade.nimmo@local.gov.uk

Programme

LGA Annual Culture, Tourism and Sport Conference and exhibition 2016

Holiday Inn Leicester City,
129 St. Nicholas Circle, Leicester, LE1 5LX
Wednesday 24 – Thursday 25 February 2016

Wednesday 24 February

4.30–6.00	Registration and refreshments
7.00–8.00	Drinks reception – Curve Theatre
8.00	Dinner – Curve Theatre

Thursday 25 February

8.00	Registration (for new delegates) and refreshments
9.00	Walking study tours

ST1: Leading the Way for the Adults of Tomorrow

Leicestershire and Leicester have a long history of promoting inclusivity and acceptance through providing young people with the experience needed to improve life skills through sports leadership. This study tour will take you through the journey of our partnership led holistic approach to young people's personal development.

Venue: De Montfort University Sports Centre

ST2: From Grave to Grave: RIII Heritage and Tourism

The exciting discovery of the remains of KRIII in Leicester has taken the city on an interesting journey of incorporating the new heritage into Leicester's 2000 year history and making it accessible and exciting for residents and visitors.

This study tour will explore the reaction to the discovery of King Richard III's remains and the impact that this has had on the city and county.

Venues: King Richard III Visitor Centre, Leicester Cathedral, Leicester Guildhall

ST3: Going for Growth – Culture Led Regeneration in Action

Culture has the ability to transform lives by regenerating places and communities and supporting an innovative and competitive economy.

Through culture led regeneration, Leicester's Cultural Quarter has transformed a neglected area of the city into a visitor destination and creative hub, contributing to the economic and social wellbeing of the city.

This study tour will reflect on Leicester's strategy of culture led regeneration, focusing on the Cultural Quarter, and explore the enabling conditions needed to support the growth of the sector. It will include a behind the scenes tour of Curve Theatre.

Venue: Curve Theatre, an award winning, state of the art theatre in Leicester's Cultural Quarter

ST4: Doctor Doctor!

The Big Difference Company is an organisation which uses creativity and comedy to deliver a range of projects designed to improve health and wellbeing, address health inequalities and increase the impact of patient voice.

They are commissioned by a range of partners to deliver the work, including local authorities, public health agencies, charities and trade unions delivering work which includes health issues such as oral health, sexual health, breast/bowel and lung cancer. A recent project, commissioned by Arthritis UK, has been delivered to improve the wellbeing and lives of people living with arthritis in the East of England. The project produced a comedy performance which toured community venues in 2015. Big Difference Company works with comedians and comedy performers to produce sensitive and appropriate material which engages communities and individuals and communicates messages in a different voice. Their evaluation and evidence demonstrates that audiences remember messages which are delivered using comedy & humour.

This study tour will be active and inspiring, giving further examples of their approach and work, and allowing you to enjoy some short performances which illustrate the work.

Venue – Hansom Hall

10.30	Refreshments
10.45	Chair's welcome Cllr Ian Stephens , Chair, LGA Culture, Tourism and Sport Board
10.55	Host Council welcome Sir Peter Soulsby , City Mayor Leicester City Council
11.05	Panel Debate. Viscountess Penelope Cobham CBE , Chairman of VisitEngland Nick Bitel , Chair, Sport England Sir Laurie Magnus , Chairman of Historic England
11.50	Workshop sessions round 1 WS1: Prevention is better than cure: Achieving wellbeing outcomes through culture and sport Our health and social care system is unsustainable and will buckle under the weight of demand unless we promote healthy choices, prevent sickness and intervene early to minimise the need for costly hospital treatment. Thanks to its unique reach into communities, and proven track record promoting mental and physical wellbeing, culture and sport has a powerful role to play in preventing ill health and supporting independence. This

workshop will explore how in the context of further reform, culture and sport leaders can influence health and social care commissioners to maximise the preventative contribution of the services they lead.

Dr Justin Varney, National Lead for Adult Health and Wellbeing, Consultant in Public Health Medicine, Public Health England

Jim McManus, Director of Public Health, Hertfordshire County Council

Chair: **Mark Allman**, Chair CCLOA, Head of Sport and Active Recreation, Leeds City Council

WS2: Leadership for Libraries

From supporting small businesses and digital skills to promoting public health and co-locating with other services, libraries are increasingly community hubs and well-placed to be at the heart of a more devolved and collaborative approach to public services. This session will enable you to debate the challenges and opportunities facing public libraries and hear the very latest about the practical support offered by the joint LGA / Government Leadership for Libraries Taskforce, including the £7.4m Arts Council England managed fund to rollout Wi-Fi to all English public libraries.

Paul Blantern, Chair Leadership for Libraries Taskforce, and Chief Executive Northamptonshire County Council

Ciara Eastell, President Society of Chief Librarians, and Head of Libraries, Culture and Heritage, Devon County Council

WS3: Local solutions for a strong economy: What does devolution mean for culture, tourism and sport?

Cllr Simon Henig, Leader Durham County Council, Chair North East Combined Authority, Vice Chair LGA Culture, Tourism and Sport Board

WS4: New approaches to leading culture, tourism and sport

With the forthcoming Spending Review likely to further tighten the public purse, how can we re-imagine the way we provide valued frontline services, so that they are sustainable and continue to contribute towards prosperous, healthy and safe communities?

Janene Cox OBE, Commissioner for Tourism and the Cultural County, Staffordshire County Council

Cllr Mike Hill OBE, Cabinet Member for Community Services, Kent County Council

Victoria Pomery OBE, Director Turner Contemporary

Chair: **Iain Varah**, Immediate Past Chair CCLOA, Chief Executive, Vision Redbridge Culture and Leisure

12.50	Lunch and networking
1.50	Plenary address 1: Ministerial

2.15 Plenary address 2

Tanni, Baroness Grey-Thompson, Chair ukactive

2.40 **Workshop sessions round 2**

WS1: Prevention is better than cure: Achieving wellbeing outcomes through culture and sport

WS2: Leadership for Libraries

WS3: Local solutions for a strong economy: What does devolution mean for culture, tourism and sport?

WS4: New approaches to leading culture, tourism and sport

3.40 Plenary address 3

Stella Duffy, Co-Director Fun Palaces, writer, theatre-maker

4.05 Conference close

Outside Bodies

Purpose of report

For information.

Summary

This report has four parts:

- A - Report back on Member meetings since the CTS Board on 14 September 2015.
- B - Forthcoming meetings.
- C - Latest Chair's Report from Cllr Ian Stephens, to Councillors' Forum.
- D – 2015/16 Outside Bodies for which Lead Members are in the process of making nominations.

Recommendation

Members are invited to note the report.

Action

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

Contact officer:

Laura Caton

Position:

Senior Advisor

Phone no:

020 7664 3154

E-mail:

laura.caton@local.gov.uk

Outside Bodies

A – Report back on Member meetings since the CTS Board on 14 September 2015

Purpose	Key Points Discussed	Outcome
Cllr Stephens spoke at the LGA/ACE Libraries Seminar 15 September at The British Library		
To support library portfolio holders	Roly Keating, Chief Executive of The British Library updated on plans to extend the BL's network of Business and IP Centres; Kathy Settle updated on the Libraries Taskforce and presentations from Newcastle City Council and Worcestershire County Council and Worcestershire University shared different approaches to library services.	15 portfolio holders supported to lead transformational change of libraries.
Cllr Stephens spoke to Sharon Fitzpatrick from Leadership for Libraries on 13 October		
To discuss a new package of guidance aimed at Local Authority Chief Executives and Councillors / Portfolio Holders.	Sharon Fitzpatrick, an officer working on the Leadership for Libraries Taskforce, invited discussion on the content and key messages for a new guidance document.	Raised awareness about how this guidance can complement other LGA improvement tools.
Cllr Stephens attended a Culture White Paper roundtable hosted by Tracey Crouch MP, Sport and Tourism Minister on 15 October		
To represent the LGA at a Ministerial consultation event	The purpose of the roundtable was to discuss how heritage might feature in the Culture White Paper. It was attended by around 20 heritage organisations. Cllr Stephens emphasised that councils have adopted different ways of working and that heritage is an important attractor of visitors and driver of growth.	Raised awareness about local government's leadership of and support for heritage and made a case for this to be reflected in the White paper.
Cllr Stephens spoke to Ed Vaizey MP about the Libraries Taskforce on 15 October		
To take stock of the Leadership for Libraries Taskforce.	Cllr Stephens and the Minister discussed progress against the Taskforce's priorities, in particular the WiFi roll out.	Noted the Taskforce's key achievements and future areas of focus.

Purpose	Key Points Discussed	Outcome
Cllr David Burbage attended the “Everybody Active Every Day” roundtable hosted by Jane Ellison MP, Public Health Minister on 19 October		
To represent the LGA at the Ministerial roundtable	A year on from the launch of Public Health England’s Everybody Active Every Day physical activity framework, the Public Health Minister met councillors to discuss the opportunities and challenges at the local level.	Raised awareness about the LGA’s key asks in our response to the government’s consultation on a new sport strategy.
Cllr Stephens spoke at the LGA / Sport England Leadership Essentials Sport Programme on 21 October		
To set the event within the wider context of the LGA’s work	Cllr Stephens highlighted the opportunities for leisure services from the prevention agenda and shared the key messages from the LGA’s response to the government’s consultation on a new sport strategy.	15 portfolio holders supported to lead transformational change of sport
Cllr Mike Bell attended a Cultural Commissioning Programme roundtable on 21 October		
To represent the LGA at the roundtable	Chaired by Lord Bichard, councils and organisations who participated in the cultural commissioning programme met to discuss using arts and culture to improve health and social care outcomes.	Raised awareness about the important role of councillors in the commissioning process
Cllr Stephens attended the LGA Annual Parliamentary Reception on 26 October		
To represent the Culture, Tourism and Sport Board at the LGA reception.	Cllr Stephens discussed the CTS Board’s plans and priorities and how they fit in with the broader aims of the LGA for 2015/16.	Raised awareness of the CTS Board’s work and how it feeds into the work of other LGA boards.
Cllr Stephens attended Historic England’s Parliamentary Reception on 3 November		
To represent the LGA at the reception.	Cllr Stephens discussed Historic England’s recent work and how it might fit in with the plans and priorities of the Culture, Tourism and Sport Board.	Raised awareness of possible areas for future cooperation between Historic England and the CTS Board.
Cllr Stephens spoke at the LGA / ACE Culture Leadership Essential Programme on 3 November		
To develop and strengthen political leadership skills amongst councillors with a portfolio for	Cllr Stephens spoke about the positive relationship between the LGA and Arts Council England, and how this is helping councils meet the challenges facing cultural services,	15 portfolio holders supported to lead transformational change of culture.

Purpose	Key Points Discussed	Outcome
cultural services in local government.	as well as how new delivery models and a single cultural offer may offer a way forward.	
Cllr Stephens spoke to Ed Vaizey MP about the Libraries Taskforce on 6 November		
Cllr Stephens and the Minister discussed key issues relating to the Leadership for Libraries Taskforce.		

B – Forthcoming meetings at the time of writing

Title	Date	Attendees
Meeting with Quinton Carroll, Chair of the Association of Local Government Archaeological Officers (ALGAO) in England	24 November	Cllr Stephens
Cllr Stephens' introductory meetings with Lord Porter, LGA Chairman, and Mark Lloyd, LGA Chief Executive	1 December	Cllr Stephens
Meeting Jeff James, Chief Executive, The National Archives	1 December	Cllr Stephens
LGA / ACE Culture Leadership Essentials Programme	2 -3 December, Coventry	Cllr Stephens is speaking at this event
Magna Carta Committee Meeting	3 December	Cllr Peter Golds
Meeting with Jesse Norman MP, Chair of CMS Committee	7 December	Cllr Stephens and Cllr Hawthorne (Chair, People and Places Board)
LGA / ACE Libraries Seminar	27 January, The Hive, Worcester	A volunteer from the CTS Board is sought to speak at this event
LGA /CLOA Annual Conference	24-25 February, Leicester	All Members are invited
LGA / Sport England Sport Leadership Essentials Programme	2 – 3 March	A volunteer from the CTS Board is sought to speak at this event
Creative Industries Conference	19 May	Cllr Stephens is speaking at the conference

C - Chair's Report from Cllr Ian Stephens, to Councillors' Forum on 22 October 2015

Sport and Physical Activity

1. The LGA has responded to the Government's consultation on a new sports strategy. Our response highlighted that councils and their local partners are well placed to lead a step-change in sport participation rates that will improve the nation's physical and mental wellbeing. They have the assets, the insight and the strong track record to boost participation, especially when it comes to reaching people who play sport informally or who want to start playing sport. Given this and the financial constraints facing discretionary services, we are calling for Government and Sport England to re-balance funding away from national bodies and towards locally-led approaches.
2. Our response builds upon my recent conversations with Tracey Crouch MP, Sports Minister, and the LGA's high profile media campaign for more investment in grassroots football, which recently helped to persuade the Premier League to double the reach of its school sport programme to 10,000 schools in the next three years. Re-balancing national sports funding will help ensure that this investment is maximised by giving councils and local partners the flexibility to offer opportunities that keep young people playing sport after they have left school.
3. With rugby fever sweeping the country, a double page spread in [First](#) magazine highlighted how councils are helping to inspire sport and boost tourism. Of the 11 host cities, there are 13 local authority areas including three London Boroughs. Rugby World Cup organisers believe the tournament could generate up to £1 billion for the economy.

Libraries

4. I was delighted to speak at the latest LGA / Arts Council England libraries seminar on 15 September at The British Library (BL). Over 20 portfolio holders from across the country shared how they are leading transformational change of libraries. Roly Keating, Chief Executive of The BL, hosted the event and shared exciting plans to extend the BL's network of Business and IP Centres to another 20 places by 2020, and to develop a wider Living Knowledge network that will further strengthen partnerships with libraries across the country. Case studies included The Hive in Worcester, the first joint public / university library in Europe.

Culture, Tourism and Sport Board 14 September

5. The Board agreed a work programme for the coming year that will make a significant contribution to corporate LGA campaigns and make a difference to our member councils. Priorities include supporting over 140 councillors through our very popular culture and sport improvement programme, developing analysis and support on the visitor economy and devolution, influencing the Culture White Paper, and delivering another successful annual Culture, Tourism and Sport Conference in Leicester 24 – 25 February.
6. Members also considered a progress update from the LGA / Department for Culture, Media and Sport Leadership for Libraries Taskforce. They congratulated the Taskforce on its early achievements, in particular securing £7.1 million to rollout WiFi to English

Libraries. I am speaking to the Culture Minister on 15 October to discuss future priorities for the Taskforce.

Historic Anniversaries

7. The Women's Local Government Society, in partnership with Buckinghamshire County Council and the LGA, has launched a national project to involve communities and councils to mark the centenary of women's suffrage in 2018. The idea is to find and pay tribute to 100 pioneers who fought for universal suffrage and then participated in public life. Women were able to vote in council elections from the late 19th century but it was not until 1918 that some women were allowed to vote for the first time in parliamentary elections.

D- CTS Outside Bodies 2015/16

Organisation	Background	Representative for 2015/16	Recommendation on Way Forward	Dates of Future Meetings	Contact at Organisation
British Board of Film Classification – Consultative Council	The British Board of Film Classification classifies films on behalf of Local Authorities and videos / DVDs under the terms of the Video Recordings Act. Its "Consultative Council" is a requirement of the Board's designation under the Video Recordings Act.	1 place	In response to Lead Members' question, the BBFC has confirmed that COSLA is a Member. Therefore, it is recommended that we re-appoint.	- Monday 8th February - Monday 20th June - Monday 10th October	Amy Brooks Assistant to Director abrooks@bbfc.co.uk Tel (+44) 020 7440 0372
Tourism Alliance	The TA seeks to establish and maintain a favourable operating environment for all businesses involved in the	1 place	This is an important forum for us to engage with industry, DCMS and VE. The visitor economy is a priority for Board, therefore we suggest re-	Future board dates will be decided at the Annual Conference on 18 November	Director: Kurt Janson Tel: +44 (0)20 3117 0664 Email: kurt.janson@tourismalliance.co.uk

Organisation	Background	Representative for 2015/16	Recommendation on Way Forward	Dates of Future Meetings	Contact at Organisation
	delivery of tourism, particularly in England. The LGA has a non-voting place on the Board.		appointing.	2015	
British Destinations	Operates as a trade association representing the wider interest of local authority sponsored tourism. Membership includes local government authorities of all types and sizes from across the UK, regional and local tourist boards and commercial organisations.	1 place	The Board meets two or three times a year and brings together destinations including councils with VE and industry partners. The visitor economy is a priority for Board, therefore we suggest re-appointing.	Next meeting tba, possibly 15 December	CEO: Peter Hampson – 0151 9342285 – 07714341379 email peter.hampson@btconnect.com
Magna Carta 800th Committee	To co-ordinate the 800th Centenary Celebrations of the sealing of the Magna Carta	1 place Cllr Peter Golds CBE (Con)	Following the Magna Carta anniversary on 15 June, there are two more meetings this year to wrap up activities and discuss legacy plans. In view of the importance of the anniversary to local government, Lead Members have agreed to re-appoint Cllr Peter Golds.	3 December	Existing contact will communicate with Cllr Golds directly

Note of last Culture, Tourism & Sport Board meeting

Title:	Culture, Tourism & Sport Board
Date:	Monday 14 September 2015
Venue:	Westminster Suite, 8th Floor, Local Government House, Smith Square, London, SW1P 3HZ

An attendance list is attached as **Appendix A**, and an updated Work Programme is attached as **Appendix B**.

Item	Decisions and actions	Action
1	Welcome and Declarations of Interest The Chair welcomed Members to the Board meeting. Apologies for absence were received from Cllrs Simon Henig, Terry O'Neill and Tim Swift. Cllr Richard Henry substituted for Cllr Henig and Cllr David Christie substituted for Cllr Swift. In addition, Cllrs Barry Lewis and Blake Paine had informed the Board that they would be arriving late due to transport delays. Iain Varah was unable to attend due to transport problems on the day. There were no declarations of interest.	
2	Membership and Terms of Reference The Board reviewed the membership and terms of reference for the year ahead. The Chair drew particular attention to the Board's Sport and Culture Leadership Essentials Programmes for councillors and encouraged Members to attend and/or volunteer to speak about the work of the Board. The Chair noted that Lead Members are discussing appointments to the 2015/16 Outside Bodies. Decision The Board <u>noted</u> the membership and <u>agreed</u> the terms of reference. Actions Officers will liaise with Lead Members to confirm 2015/16 nominations to Outside Bodies. Board Members interested in attending and/or speaking at the Sport and Culture Leadership Essentials Programmes for councillors are invited to follow-up with Siraz Natha.	

3 Spending Review and 2015/16 Culture, Tourism and Sport Work Programme

The Board were invited to comment on and agree the work programme for 2015/16.

The Chair highlighted the impact that the outcome of the 2015 Spending Review and the devolution agenda will have on the Board's work in the coming year. The Chair also noted opportunities for working closely with the Community Wellbeing portfolio to support the role of culture and sport in promoting better public health. In addition, the Chair highlighted the fact that Department for Culture Media and Sport (DCMS) Ministers have pledged to increase participation in sport and to develop the first Culture White Paper in 50 years, and that the Board should play a key role in the conversations leading up to publication of this paper.

Board members highlighted the importance of understanding the most common barriers to participation in sport and how these varied between places. Councils play a key role in supporting people to overcome those barriers. The Board identified two ways in which local authorities might encourage greater participation in sport: first, by investing funds in organised sport; second, by promoting active lifestyles. It was noted that the Government will be launching a programme to tackle childhood obesity, which could tie in with the Board's priorities.

Decision

The Board agreed on the draft work programme as it stands and asked officers to take forward the points made by members and report back at the next meeting on whether any future amendments might be required. (See Annex B.)

Actions

Officers to take on board the points made by members and report back on the work programme at next meeting.

Officers to reflect Members' comments on sport and physical activity in the LGA's response to the Government's consultation on a new sports strategy (see item 4).

4 A New Government Strategy for Sport: Consultation Paper

The Board were invited to consider the new Government's sports strategy consultation paper and the LGA's response to the consultation, which closes on 2nd October 2015. In particular, the Board were asked to provide a steer on the devolution of national sports funding to councils and local partners.

The Board identified the development of a new sports strategy as an opportunity to promote the role that councils have played in integrating physical activity into public health policy. The Board were keen for

devolution of funding to councils and local partners where national approaches to raising participation have not succeeded, and felt that a blend of public and private sector investment was important for the effective promotion of active lifestyles at a local level. Members highlighted councils and local partners' unique ability to reach communities and encourage people to be more active, supporting a breadth of participation. The Board felt that different models were appropriate for different areas as areas face very different challenges and opportunities. These included an asset based approach, social enterprises, partnerships with the private sector, and bringing different sports together to attract maximum value.

Decision

The Board **agreed** that the lead members could signoff the LGA's response to the Government's sports strategy consultation on behalf of the Board.

Actions

Officers to amend the LGA's consultation response in light of the Board's discussion, seek lead members' sign-off, and then submit the response before the deadline of 2nd October 2015.

5 Leadership for Libraries Taskforce - Confidential

The Board considered the Leadership for Libraries Taskforce's first six-month report. The Chair noted the impressive early achievements of the Taskforce, particularly securing funding for the rollout of WiFi to English public libraries.

Members discussed the report's recommendations and agreed that the Chair would feedback to Paul Blatern and Kathy Settle.

More broadly, the Board said that they would like the Taskforce to focus on sharing good practice, and further information on "e-lending" by libraries.

Decision

The Board **noted** the report.

Action

The Chair to write to Paul Blatern and Kathy Settle to feedback on the Board's discussion.

6 2016 Culture, Tourism and Sport Annual Conference

The Board received an updated version of the programme for the Culture, Tourism and Sport annual conference, to be held in Leicester from 24 – 25 February 2016.

The Chair noted that the study tours (particularly sport) will reflect partnerships between the county, city and district councils.

Decision

The Board **noted** the conference programme. They were pleased with the content and with the stage of preparation.

Actions

Officers to continue planning in line with Members' steer.

7 Outside Bodies - Feedback from Members

The Chair invited the Board to consider the reports back from those members who have attended meetings of outside bodies since the last Board meeting, and also the future dates of meetings for outside bodies.

The Chair thanked Cllr Peter Golds for his continuing work on the Magna Carta 800th Anniversary Committee.

Decision

Members **noted** the report.

Actions

As noted during discussion of the Board's terms of reference, Lead Members will confirm 2015/16 nominations to Outside Bodies.

8 Minutes of the Last Meeting

The minutes of the meeting held on 22 June 2015 were **agreed** as an accurate record.

9 Any Other Business

The Chair thanked officers and members for their work.

Appendix A: Attendance

Position/Role	Councillor	Authority
Chairman	Cllr Ian Stephens	Isle of Wight Council
Vice-Chairman	Cllr David Burbage MBE	Windsor & Maidenhead Royal Borough
Deputy-chairman	Cllr Mike Bell	North Somerset Council
Members	Cllr Tom Fitzpatrick	North Norfolk District Council
	Cllr Peter Golds	Tower Hamlets Council
	Cllr Blake Pain	Harborough District Council
	Cllr Greg Smith	Hammersmith and Fulham London Borough Council
	Cllr Stewart Golton	Leeds City Council
	Cllr Barry Lewis	Derbyshire County Council
	Cllr Colin Organ	Gloucester City Council
	Cllr Faye Abbott	Coventry City Council
	Cllr David Christie	Newham London Borough Council
	Cllr Richard Henry	Stevenage Borough Council
	Cllr Alice Perry	Islington Council
	Cllr Geoff Knight	Lancaster City Council
Apologies	Cllr Simon Henig	Durham County Council
	Cllr Barrie Grunewald	St Helens Metropolitan Borough Council
	Cllr Terry O'Neill	Warrington Council
	Mark Allman	CLOA
	Cllr Timothy Swift	Calderdale Metropolitan Borough Council
	Vacancy	
In Attendance		
LGA Officers		
Laura Caton		
Rebecca Cox		
Siraz Natha		
John Wilesmith		

Appendix B: 2015/16 Culture, Tourism and Sport Priorities and Work Programme

The CTS Board discussed a draft work programme on 14 September that aimed to represent the sector's interests nationally and offer sector-led support on priority issues. Members broadly supported the suggested programme, but asked that two amendments be made:

1. In relation to sport and physical activity, to add an objective about supporting councils to further develop their insight into the reasons why people do and do not participate in sport, alongside calling for a re-balancing of funding.
2. To add an objective about influencing the government's Culture White Paper.

Appendix B is a revised work programme for members' comments and agreement.

Key projects and timeframe	Outcomes	Link to LGA Business Plan / cross cutting theme
Culture, tourism and sport improvement programme for councillors		
Deliver 20 days of sector-led improvement activity for councillors in 2015/16 through leadership essentials programmes, seminars and peer support on libraries, culture and sport.	Over 140 councillors supported to lead transformational change of culture, libraries and sport services (in partnership with DCMS services)	Sector-led support, improvement and innovation
Grassroots sport and physical activity		
Consult with CLOA and develop compelling responses to the Government's consultation on a new sports strategy (2 October) and Sport England's consultation on its new strategy (timeframe tbc), that position councils and local partners as leading the most effective and value for money whole place approaches to achieving a step-change in participation rates	The Government's new Sports Strategy supports the LGA's position on councils' leadership of sport and physical activity and links to public health and the prevention agenda Where appropriate, Sport England's new strategy re-balances funding away from national interventions and towards a more efficient and effective locally-led approach	Promoting health and wellbeing Funding for local government Devolution and the future shape of local government
Building upon the LGA's Spending Review, continue to work with the Community Wellbeing Board to support their lobbying on public health funding, the Prevention Transformation Fund and to maximise the potential of sport and physical activity to reduce and prevent expenditure on health and social care – on-going		Promoting health and wellbeing Funding for local government Devolution and the future shape of local government
Work with Sport England and others to support councils to further develop their	This will enable better targeting of local	Promoting health and wellbeing

Key projects and timeframe	Outcomes	Link to LGA Business Plan / cross cutting theme
insight into the reasons why people do and do not participate in sport, which will vary from place to place.	interventions.	
In collaboration with partners, continue our campaign for greater Premier League investment in grassroots football through sharing examples of what can be achieved when football clubs work in partnership with councils and ongoing press work - 30 November	Councils and local partners are well positioned to benefit from any potential shift in football funding that benefits the grassroots game	Promoting health and wellbeing Funding for local government
The visitor economy and devolution		
Work with councils to consider the case for tourism within devolution deals to help boost local growth – develop initial analysis by 30 September. Following discussion with Members, we will engage VisitEngland to explore scope for their new growth strategy to support devolution. We will then extend our analysis to cover sport and arts funding by 31 December	Raise awareness amongst councils about the potential benefits for culture, tourism and sport from devolution and the benefits of doing so are shared with all councils through the devolution knowledge sharing activity Relevant departments and agencies supportive of the opportunities for culture, tourism and sport	Economic growth, jobs and housing Devolution and the future shape of local government
LGA / DCMS Libraries Taskforce		
Build upon the Taskforce's early achievements to ensure it continues to progress against the agreed priorities (rolling out WiFi, workforce development, sharing good practice and supporting libraries to add value to wider priorities). The Taskforce has a detailed project plan which is a separate agenda item – in particular 10 September is the deadline for applications to ACE's Wi-Fi fund and the money must be spent by 31 March 2016. The Taskforce will submit 6-monthly progress reports to the CTS Board and DCMS.	The Taskforce provides sector led support on the key issues facing public libraries with joint accountability to LGA Members and Ministers Wi-Fi available in all English public libraries by 30 March 2016	Sector-led support, improvement and innovation Promoting health and wellbeing Funding for local government
Culture White Paper		
To ensure that the LGA nationally and local government as a sector is central to shaping the government's Culture White Paper, which will set out a vision for culture and central government's role supporting it	The Culture White Paper recognises local government's significant leadership of cultural services, the majority of	Economic growth, jobs and housing

Key projects and timeframe	Outcomes	Link to LGA Business Plan / cross cutting theme
	which are delivered and supported locally, and makes recommendations that are in line with the LGA's outlook on devolution, growth and sector led improvement	
New delivery modes for local historic services		
Following recent meetings with Historic England (HE), we will update our suite of case studies on different delivery models. In the light of HE's focus on planning, we will connect them to the Planning Advisory Service (PAS), so that appropriate linkages can be identified – launch publication in January 2016	A new suite of case studies that share innovative approaches to configuring local historic environment services and improved links between HE, PAS and the Environment, Economy, Housing and Transport Board	Sector-led support, improvement and innovation Economic growth, jobs and housing
LGA / CLOA annual CTS Conference		
Work with the Chief Cultural and Leisure Officers' Association and Leicester City Council (with input from the County and Districts) to deliver the annual CTS Conference 24-25 February 2016.	150 councillors and senior officers debate the biggest issues facing the CTS sector and access the latest innovative practice	Sector-led support, improvement and innovation All

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

Website: www.local.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 (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

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

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.

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

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

