



Government
Association

Culture, Tourism and Sport Board

Agenda

Monday, 22 June 2015
1.00 pm

Smith Square 3&4, Ground 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
22 June 2015

There will be a meeting of the Culture, Tourism & Sport Board at **1.00 pm on Monday, 22 June 2015** Smith Square 3&4, Ground Floor, Local Government House, Smith Square, London, SW1P 3HZ.

A sandwich lunch will be available at 1.00pm

Attendance Sheet:

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Labour:	Group Office: 020 7664 3334	email: Labour.GroupLGA@local.gov.uk
Conservative:	Group Office: 020 7664 3223	email: lgaconservatives@local.gov.uk
Liberal Democrat:	Group Office: 020 7664 3235	email: libdem@local.gov.uk
Independent:	Group Office: 020 7664 3224	email: independent.group@local.gov.uk

Location:

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LGA Contact:

David Symonds
0207 664 3107/ david.symonds@local.gov.uk

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Culture, Tourism & Sport Board – Membership 2014/2015

Councillor	Authority
Labour (7)	
Cllr Simon Henig (Vice-Chair)	Durham County Council
Cllr Alyson Barnes	Rossendale Borough Council
Cllr Caitlin Bisknell	High Peak Borough Council
Cllr Muhammed Butt	Brent Council
Cllr Barrie Grunewald	St Helens Metropolitan Borough Council
Cllr Terry O'Neill	Warrington Council
Cllr David Phillips	Swansea City and County Council
Substitutes	
Cllr Sonja Crisp	City of York Council
Conservative (5)	
Cllr David Burbage MBE (Deputy Chair)	Windsor & Maidenhead Royal Borough
Cllr Tom Fitzpatrick	North Norfolk District Council
Cllr Peter Golds OBE	London Borough of Tower Hamlets
Cllr Blake Pain	Harborough District Council
Cllr Greg Smith	London Borough of Hammersmith and Fulham
Substitutes	
Cllr David Hall	Somerset County Council
Cllr Barry Lewis	Derbyshire County Council
Cllr Colin Organ	Gloucester City Council
Cllr Paul Yallop	Worthing Borough Council
Liberal Democrat (2)	
Cllr Flick Rea MBE (Deputy Chair)	London Borough of Camden
Cllr Mike Bell	North Somerset Council
Substitutes	
Cllr Stewart Golton	Leeds City Council
Independent (2)	
Cllr Ian Stephens (Chair)	Isle of Wight Council
Cllr Amanda Martin	Council of the Isles of Scilly
Substitutes	
Cllr Adrian Naylor	Bradford Metropolitan District Council
Cllr Robert Dutton OBE	Wrexham County Borough Council

Councillors	16.09.14	2.12.14	3.03.15			
Labour Group						
Simon Henig	No	Yes	Yes			
Alyson Barnes	Yes	No	Yes			
Caitlin Bisknell	No	No	Yes			
Muhammed Butt	Yes	No	No			
Barrie Grunewald	No	Yes	No			
Terry O'Neill	Yes	Yes	Yes			
David Phillips	No	Yes	Yes			
Conservative Group						
David Burbage MBE	Yes	Yes	Yes			
Tom Fitzpatrick	Yes	No	Yes			
Peter Golds OBE	Yes	Yes	No			
Blake Pain	Yes	Yes	No			
Greg Smith	Yes	Yes	No			
Doreen Stephenson	Yes	Yes	Yes			
Lib Dem Group						
Flick Rea	Yes	Yes	No			
Mike Bell	No	Yes	No			
Independent						
Ian Stephens	Yes	Yes	Yes			
Amanda Martin	Yes	Yes	No			
Substitutes						
Sonja Crisp	Yes	Yes	Yes			
Barry Lewis		Yes	Yes			
Colin Organ		Yes				
Stewart Golton			Yes			
Adrian Naylor			Yes			

Agenda

Culture, Tourism & Sport Board

Monday 22 June 2015

1.00 pm

Smith Square 3&4, Ground Floor, Local Government House, Smith Square, London, SW1P 3HZ

Item	Page	Time
1. Welcome and minutes from the last Board meeting	1 – 6	1.00 pm
FOR DISCUSSION		
2. The Policy and Funding Landscape for the Arts- report attached	7 - 12	1.10 pm
Laura Dyer, Executive Director, Arts Council England will attend.		
3. The new Government and Culture, Tourism and Sport- confidential report attached	13 - 32	1.40 pm
4. Evaluation of the 2015 Culture, Tourism and Sport Annual Conference and Looking Ahead to 2016/17- report attached	33 - 38	2.00 pm
5. Culture, Tourism and Sport Board Annual Review 2014/15- report attached	39 - 42	2.10 pm
FOR NOTING		
6. Libraries for Leadership Task Force- oral update		From 2.20 pm
7. Investment in grassroots football by Premier League Clubs- report attached	43 - 52	
8. Update on current issues- report attached	53 - 58	
9. Outside Bodies- feedback from Members- report attached	59 - 66	
10. CLOA Case Studies paper- Role of culture and arts in improving health and wellbeing- report attached	67 - 71	

11. Any other business

Date of Next Meeting: Monday, 14 September 2015, 1.00 pm, Westminster Suite, 8th Floor, Local Government House, Smith Square, London, SW1P 3HZ



Note of last Culture, Tourism & Sport Board meeting

Title: Culture, Tourism & Sport Board
Date: Tuesday 3 March 2015
Venue: Radison Blu, Durham

Attendance

An attendance list is attached as **Appendix A** to this note

Item	Decisions and actions	Action
1	Welcome and Minutes from the last Board The Chair welcomed Members to the Board meeting. Apologies for absence were received from Cllrs Muhammed Butt, Barrie Grunewald, David Phillips, Peter Golds, Blake Pain, Greg Smith, Flick Rea, Mike Bell and Amanda Martin. The Board were very sorry to learn of the passing of Cllr Sir William Lawrence and stood in silence for a few minutes as a mark of respect for him and his family. The Chair said that Sir William had made a huge contribution to the work of the CTS Board and the LGA. The minutes of the meeting held on 2 December 2014 were <u>agreed</u> as an accurate record.	
2	Durham's Cultural, Sporting and Visitor Economy Offer - Cllr Simon Henig, Leader Durham County Council and Vice-Chair CTS Board Councillor Simon Henig, Leader Durham County Council and Vice-Chair of the CTS Board, welcomed Members to Durham and gave a presentation on Durham's cultural, sporting and visitor economy offer. The key points were as follows: <ul style="list-style-type: none">• From the outset, Durham County Council has focussed on economic growth and culture, tourism and sport has always played a key role. In particular, tourism is one of the fastest growing local economic sectors with attractions ranging from the Durham Dales to the Cathedral and Castle• Culture, tourism and sport makes an important contribution towards all of the themes in Durham's corporate plan, Altogether Better Durham• Durham's bid to be UK Capital of Culture stimulated new partnerships and ideas, so that even though Durham did not win the competition, 2013 was designated a year of cultural events. A particular highlight was the Lindisfarne Gospels exhibition, which attracted 100,000 people to a new purpose built exhibition space, and boosted the local economy by £8 million. The hugely successful Lumiere Festival, which attracted 117,000 visitors and	

generated £5 million of economic benefits in 2013, is returning to Durham in late 2015

- In 2013, Durham also hosted its first Ashes international cricket test, which was worth £20 million to the local economy
- The councils' approach to sport links it to civic pride, health lifestyles and attracting visitors
- There is also a strong focus on community engagement. Durham's 14 Area Action Partnerships are awarded funding for community-led projects, including cultural events. For example, 30,000 young people were involved in a young people led music cooperative, which developed from a community music festival. 70 Volunteer Makers were involved on the Ashes Test and volunteers help to run the cultural events
- A Magna Carta exhibition, the Changing Face of Revolt, will open in Durham this summer
- Durham's success is underpinned by Visit County Durham's very successful marketing campaign

The Chair thanked Councillor Henig for his excellent presentation. Discussion focussed on the visitor economy and Members noted the variety of models for supporting the visitor economy. These range from in-house teams to public-private Destination Management Organisations and private sector led arrangements. Members agreed it would be useful for the LGA to draw upon VisitEngland's work and map and share different approaches to the visitor economy.

Action

Officers to map and share different models for Destination Management Organisations.

3 100 Days and Culture, Tourism and Sport- report attached

The Chair introduced the report, which took stock of the LGA's 100 Days campaign and how culture, tourism and sport stood to benefit from its programme for radical reform of public services and local government funding.

As part of this item, the Chair also drew Members' attention to Cllr David Sparks' exchange of letters with Ministers about the allocation of European Structural Investment Funding (ESIF) for 2014-20. The LGA is extremely concerned that the 39 Local Enterprise Partnerships will have an advisory, rather than strategic role. This will mean LEPs and local partners have less ability to influence ESIF priorities across policy areas, including the visitor economy.

The Board welcomed the report and the attached correspondence on European funding and were keen to maximise opportunities for culture, tourism and sport to benefit from the LGA's campaign. Members made a number of comments:

- Councils already have the necessary levers to make progress on some of the policy proposals highlighted in the 100 Days document, such as giving volunteers a council tax discount

- There are elements of the fiscal devolution agenda that could make a big difference to the visitor economy, in particular the localisation of business rates
- Noted that tourism businesses are running an impactful campaign to reduce VAT on tourism
- It is early days for devolution and no surprise that conversations have been dominated by transport, infrastructure and the economy
- The Board could help by mapping opportunities for culture, tourism and sport from Combined Authority and similar arrangements

Decision

The Board **noted** the report.

Action

Officers to take forward the CTS Board's work programme in line with Members' steer and map opportunities for culture, tourism and sport from devolution.

4 Libraries Task Force- Confidential

5 2015 Culture, Tourism and Sport Conference- report attached

Laura Caton, Senior Adviser, introduced the report. The Conference welcomed over 150 councillors, officers and high-profile speakers from across the country. The Board expressed their thanks to Durham County Council for all their support with organising the event.

The LGA's press release on grassroots football was also circulated to Members. Members said that while it was important to highlight the huge increase in Premier League income, the next stage was for the LGA to develop proposals about how to give local partners greater influence over Premier League investment in community facilities so that it is steered to where it is needed most.

Decision

The Board **noted** the report and conference details.

Action

Officers to build on the grassroots football press release and develop proposals for greater local influence over Premier League investment in community facilities.

CTS press releases to be circulated to all Board

Members so that they can support complementary local media activity.

6 Update on Current Issues- report attached

The Chair introduced the report, which updated Members on current issues of interest to the Board not covered elsewhere in the agenda. Updates were included on:

- Physical activity and sport
- Heritage
- Libraries
- Visitor Economy
- Culture and Arts

The Chair updated Members that since the Board papers were published, the Warwick Commission into Cultural Value had launched its final report. The LGA gave evidence to the Commission and made the case for councils' significant investment in, and support for, culture. The final report recognised the local dimension to cultural policy and the positive and impactful work councils are leading. The report also challenged all public bodies and cultural organisations to do more to widen participation in culture.

Decision

Members **noted** the report.

Action

Officers to circulate a link to the Warwick Commission report into Cultural Value.

7 Outside Bodies- report attached

The Chair introduced the report, which updated members on meetings of CTS Outside Bodies and other Member meetings since the December Board.

In particular, Members **noted** the feedback from the Chair's meeting with Ed Vaizey MP, Culture Minister, when they agreed priorities for the Libraries Task and Finish Group.

The Board also **noted** and thanked Councillor David Burbage MBE for giving oral evidence to the Culture, Tourism and Sport Committee's inquiry into the visitor economy. Councillor Burbage said that he highlighted

councils' important role leading attractive and safe places with a great cultural, sporting and heritage offer that will attract visitors. The Select Committee also asked for further information on the LGA's position on visa reform, and this was addressed by follow-up correspondence.

Decision

Members **noted** the report.

8 Any other Business

There were no other items of any other business.

Appendix A -Attendance

Position/Role	Councillor	Authority
Chairman	Cllr Ian Stephens	Isle of Wight Council
Vice-Chairman	Cllr Simon Henig	Durham County Council
Deputy-chairman	Cllr David Burbage MBE	Windsor & Maidenhead Royal Borough
Members	Cllr Alyson Barnes	Rossendale Borough Council
	Cllr Caitlin Bisknell	High Peak Borough Council
	Cllr Terry O'Neill	Warrington Council
	Cllr Tom Fitzpatrick	North Norfolk District Council
	Cllr Doreen Stephenson	East Lindsey District Council
	Mr Iain Varah	CLOA
Apologies	Cllr Muhammed Butt	Brent Council
	Cllr Barrie Grunewald	St Helens Metropolitan Borough Council
	Cllr David Phillips	Swansea City and County Council
	Cllr Peter Golds OBE	London Borough of Tower Hamlets
	Cllr Blake Pain	Harborough District Council
	Cllr Greg Smith	London Borough of Hammersmith and Fulham
	Cllr Flick Rea MBE	London Borough of Camden
	Cllr Mike Bell	North Somerset Council
	Cllr Amanda Martin	Council of the Isles of Scilly

The Policy and Funding Landscape for the Arts

Purpose of report

For decision and direction.

Summary

Laura Dyer, Executive Director at Arts Council England, will join the Board for a discussion on arts policy and funding. With a Spending Review expected in the Autumn, this item is an opportunity for Members to discuss how LGA and ACE can work together to make a compelling case for investment in the arts and support the sector to shape and benefit from wider public sector reform.

Recommendation

Members are invited to discuss the issues suggested in paragraph 16 with Laura Dyer.

Action

To be taken forward by officers as directed by Members.

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

The Policy and Funding Landscape for the Arts

Introduction and Background

1. Arts Council England (ACE) is the national development agency for the arts (including theatre, dance, music and literature), museums and libraries. It is a Department for Culture, Media and Sport (DCMS) Non Departmental Public Body.
2. Between 2015 and 2018, ACE will invest £1.1 billion of public money from government and an estimated £700 million from the National Lottery in arts and culture to help create experiences for as many people as possible across the country. The Arts Council's Grant in aid has reduced by 36 per cent since 2010, but ACE has sought to minimise the impact on its funded organisations.
3. The LGA and ACE have a very positive partnership. Our Joint Practical Statement of Purpose sets out a shared approach about how we can help councils and local cultural partners to offer excellent, sustainable and accessible cultural opportunities through a "single cultural conversation".
4. ACE funds our very successful Culture Leadership Essentials Programme, Libraries Seminars and Libraries Peer Challenges. Over the last three years, we have supported over 150 culture and library portfolio holders to lead transformational change of their services.
5. Ahead of the 2013 Spending Review, the LGA and ACE joined forces to highlight how the arts drive economic growth, revitalise places and help to attract visitors and businesses to places. The campaign helped to achieve a better than expected funding settlement for the arts and there is now widespread recognition of the sector's economic value.
6. The context within which central and local government will make decisions about future investment in, and support for, the arts will be shaped by the broader trends of continued austerity, public service reform and devolution. This wider context, and the Conservative Party Manifesto, is covered in more detail in the report for item 3.

The Arts Policy and Funding Landscape

7. ACE is funded by Exchequer and lottery money. Please see **Annex A** for a funding summary. In July 2014, ACE announced details of the investment it will make over 2015-18. ACE has partially off-set a reduction in Exchequer funding by more than doubling the lottery funding it awards to National Portfolio Organisations. Cultural organisations welcomed the three-year funding announcement and the LGA has long encouraged a more flexible approach to lottery funding. It also chimes with our call for longer-term local government funding settlements which will enable greater certainty for arts organisations and help with financial planning.

8. Local government is ACE's most important partner. Outside of London, councils invest as much as ACE in cultural infrastructure. Councils co-fund around 60 per cent of ACE's 670 arts National Portfolio Organisations (NPOs), spend £806 million annually on libraries and take the decisions on how to meet the statutory duty set out in the 1964 Public Libraries and Museums Act, and invest over £450 million in museums, galleries, arts development, theatres and public entertainment. It is, therefore, no surprise that in a climate of continued austerity ACE has identified local government budget cuts as the biggest threat to this country's cultural offer.
9. While overall local authority funding for the arts and culture has fallen by 19% in the last three years, most councils still value culture. In many places, the funding crisis has prompted closer working between councils and the local culture sector, a shared focus on different delivery models such as trusts and co-location, a more entrepreneurial approach, greater community involvement and stronger partnerships with business, health and other sectors. Sir Peter Bazalgette, ACE Chairman, has consistently praised councils for maintaining their commitment to culture, most recently at the LGA's annual Culture, Tourism and Sport Conference in Durham.
10. However, local government faces a funding gap of £12.4 billion by 2020. The LGA's Future Funding Campaign is clear that further cuts will have a significant impact upon frontline services, including the arts. This will not only affect direct arts provision, but also its ability to drive economic growth and contribute towards other agendas, such as preventing and tackling costly health and social care pressures.
11. In this way, the future of arts provision is inextricably bound up with the LGA's campaign for wider public sector reform. ACE is supporting arts organisations to develop their capacity and sustainable delivery models to respond to the opportunities from the reform agenda. In particular, the three-year National Cultural Commissioning Programme, which runs until June 2016 and is being led by NCVO, is supporting arts and cultural organisations to engage in public sector commissioning.
12. In his inaugural speech as ACE Chief Executive last month, Darren Henley announced that the proportion of lottery funding invested outside London will increase from 70% to 75% by 2018. He emphasised the importance of working in partnership with local government, called on central government to continue supporting the arts and culture, and shared his plan to build a 25 year vision for developing creative talent across the country.
13. A number of new funding streams were also announced. In particular, ACE will invest £35.2 million in helping organisations produce high quality and spectacular events and works of art, particularly outside London. The Ambition for Excellence fund will develop talent and leadership in organisations as well as supporting individual creative projects. Mr. Henley's speech is available on ACE's website <http://www.artscouncil.org.uk/jobs-and-conferences/conferences/darren-henley-speaking-hull-may-2015/>.

14. As well as distributing funding and supporting councils, ACE also advocates for the value of culture, most recently through its “Culture Matters” Campaign. This builds upon Sir Peter Bazalgette’s “holistic case” for public investment in culture. The campaign describes the benefits of arts and culture; how it contributes to a flourishing society, to education and to the economy - and how these benefits are interdependent. Of course these are messages which chime very well with local government.

Next Steps

15. With a Spending Review expected in the Autumn, this item is an opportunity for Members to discuss how LGA and ACE can work together to make a compelling case for investment in the arts and support the sector to shape and benefit from wider public sector reform. ACE is very keen to begin the dialogue with local government about how they can be good partners for councils playing a stronger and much more diverse local leadership role.
16. Members are invited to explore the following key questions with Laura Dyer:
 - 16.1 **The contribution of the arts to wider community outcomes:** How can we move on the arts and growth narrative to develop an even stronger case for the role of the arts preventing and tackling other costly pressures, such as health and social care? DCMS and ACE have published several evidence-based studies on the contribution of the arts to other agendas, but is the arts offer sufficiently understood by national and local decision-makers in other policy areas?
 - 16.2 **Devolution and Public Service Reform.** What are the opportunities for the arts from the reform agenda, and how might these shape future partnerships between ACE and local government? For example:
 - 16.2.1 Councils’ enhanced ability to influence the totality of public spending in its area could enable deeper joint working with ACE around shared place based agendas, especially driving local growth. In particular, how ACE can invest alongside councils, especially if they secure new revenue raising powers.
 - 16.2.2 Maximising the opportunities for local arts offers to help bolster the diversity of England’s offer to visitors and the contribution of culture to a shared positive England narrative.
 - 16.2.3 An even bigger role for the arts in wider public service reform. For example, the prevention agenda, greater scope for looking at new delivery models such as mutuals and being commissioned to achieve health or social care outcomes.
 - 16.3 **Leadership and Partnership.** Given the wider policy context, how can LGA and ACE best support local political and professional leaders to drive excellence and

participation in the arts through imaginative sector-led solutions and lead creative partnerships within and beyond the arts and culture world?

Annex A

Summary of ACE investment plans 2015-18:

1. A National Portfolio of 670 arts organisations (NPOs) and 21 Major Partner Museums (MPMs). 46 arts organisations joined the portfolio and 58 left. Five new museums are added to the portfolio ensuring a wider geographic spread.
2. The investment in NPOs for 2015/16 will be £339.5million, compared to £341.4m in 2014/15. The MPM budget has increased to £22.6 million in 2015/16 from £21.5 million; an increase of £1.1 million.
3. An increase to the Grants for the Arts budget to £70m in 2015/16, from £63m in 2014/15.
4. These increases will lead to a reduction in Strategic funds for the arts overall- a budget of £104m per annum from £153m in 2014/15.
5. This investment in NPOs and MPMs assumes standstill funding from Government in years 15/16 and 17/18.
6. The lottery-funded Grants for the arts budget will increase to £70 million per year from 2015-18, from £63 million a year in 2012-15.

Further information

7. The majority of organisations in the new portfolio (75%) have received standstill funding. Uplifts have been given in only exceptional cases – less than 10% of the entire portfolio. 37 organisations have seen funding reduced.
8. Overall the NPOs budget is now reduced by 0.56% a year in 2015/16, despite a reduction of 36% in grant in aid from government since 2010. The portfolio is only slightly reduced in size from 696 to 670; partly because of the better than expected CSR settlement in 2015/16 from the Chancellor and partly by building on ACE's existing use of lottery money to fund an additional number of organisations.
9. Sustaining the National Portfolio in this way means that the Arts Council's Strategic funds will reduce to £104 million per annum in 2015/16, from £153 million in 2014/15. ACE's focus for Strategic funds will therefore be building capacity outside London.
10. For the next three years there will be very limited funds for capital investment and savings have been made across other schemes such as the large scale Catalyst programme which supports endowments for large organisations.

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Evaluation of the 2015 Culture, Tourism and Sport Conference and Looking Ahead to 2016 and 2017

Purpose of report

For discussion and direction.

Summary

Over 150 delegates attended the LGA's annual Culture, Tourism and Sport Conference in Durham on 3rd and 4th March 2015, organised in partnership with the Chief Cultural and Leisure Officers' Association. This report summarises the delegate feedback and updates Members on plans for the 2016 Conference.

Recommendation

Members are invited to:

- a) Note the Conference evaluation and offer any other comments;
- b) Note that the 2016 Conference will be in Leicester 24 – 25 February; and
- c) Note that we are exploring Hull as the venue for 2017.

Action

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

Contact officer: Prashant Parekh / Laura Caton
Position: Events Manager / Senior Advisor
Phone no: 020 7664 3242 / 3154
E-mail: prashant.parekh@local.gov.uk / laura.caton@local.gov.uk

Evaluation of the 2015 Culture, Tourism and Sport Conference and Looking Ahead to 2016 and 2017

Introduction and Background

1. Over 150 delegates attended the LGA's annual Culture, Tourism and Sport Conference in Durham on 3rd and 4th March 2015, organised in partnership with the Chief Cultural and Leisure Officers' Association. It remains the definitive event for the political and managerial leaders of local culture, tourism and sport.
2. The conference provided delegates and the CTS Board with an unrivalled opportunity to strengthen further the relationship between local government and key partners. For the first time, the chairmen of VisitEngland, Arts Council England, Sport England and English Heritage all participated in a Panel debate with audience members.
3. The Conference attracted big names, including Steve Cram and Roly Keating, and was a platform to promote the LGA's campaigns and Board priorities. Workshops covered the latest policy issues and shared leading edge practice on public health, economic growth, digital, commissioning, transformation and libraries.
4. Key to the event's success was the very successful partnership between the LGA and Durham County Council, who supported the LGA team from the outset, hosted excellent study tours and helped organise a drinks reception and dinner at Durham Cathedral.
5. Despite the very positive delegate feedback, the financial context within which this event operates continues to be very challenging, both for councils and the LGA, and it is imperative that we reduce costs, while retaining the prestigious and popular elements of the event.

Evaluation of 2015 Conference

6. Once again, the delegate feedback was very positive. 35% of delegates completed the evaluation form, which is a good response rate, and higher than previous years. Overall, 82.5% were very or fairly satisfied with the conference. This is much higher than last year's satisfaction rating of 73%. 41% of respondents attended the conference for the first time, while 59% had attended it before. This is consistent with previous years and highlights the importance of repeat delegates for this conference. 80% of respondents said they would attend the conference again, which is significantly higher than last year's 61%. The study tours scored very high satisfaction ratings, as did Durham as a host city. The plenary speakers and workshops all scored well.
7. 156 delegates attended the conference, 15 fewer than last year (171). 99 delegates paid the full fee, compared to 125 last year. The conference also attracted more non-LGA Members (who pay a higher delegate fee), but there were nine fewer exhibitors and sponsors. Due to the wide range of workshop topics, we also had 14 more speakers than in previous years.

8. Further detail on the attendance figures and delegate feedback for the CTS Conference are attached at **Annex A**.

2016 Culture, Tourism and Sport Conference

9. More than any other LGA conference, the location is critical for the CTS Conference. We always hold the Conference at an iconic destination and liaise very closely with the host council to showcase their innovation and exciting work. To this end, Lead Members have agreed that the 2016 Conference will be in Leicester on Wednesday 24 February and Thursday 25 February. Leicester meets our criteria in the following ways:
 - 9.1 An iconic destination with plenty to inspire and learn from – the discovery of Richard III's remains under a council car park propelled Leicester into the national limelight and spurred a huge boost to the visitor economy and the award-winning new Richard III visitor centre. This success was on the back of many years of growing the cultural, sporting and visitor economy offer and engaging Leicester's diverse communities. For example, the ultra-modern Curve, one of the country's leading producing theatres, is the anchor facility for the city's vibrant cultural quarter. Leicester will host 2015 Rugby World Cup matches in October, a new basketball arena is being built to engage young people and the city is home to rugby's Leicester Tigers. The City Council is at the forefront of involving communities in libraries and is supporting Leicester's cluster of creative industries. The year-long festival programme includes the annual comedy festival, which is embedded in the City's public health plan.
 - 9.2 Good transport links – Leicester is very well connected in the middle of the country. The train journey from London is just over one hour.
 - 9.3 High quality city-centre conference venue and accommodation in close proximity to study tours and local sights – Leicester is a compact city that is easy to walk round on foot.
10. Lead Members have also agreed to tighten up the Conference format, so that it is in line with other similar LGA events, offers delegates more choice and enables us to keep costs down while retaining the popular and prestigious elements of the programme. The Conference will start with an evening networking event and dinner and be following the next day by a full programme, including study tours, plenary sessions and workshops on priority issues for the sector. The outline programme is attached at **Annex B**.
11. Lead Members have also agreed that it would be sensible to look at venues for 2017 in order to secure the best possible deal. Given that Hull is UK Capital of Culture in that year, Lead Members have asked officers to investigate options for hosting the CTS Conference in Hull.

Next Steps

12. Officers will develop the conference programme in line with Lead Members' steer and start to promote the event to our target audience. Suggestions for high profile plenary speakers and exhibitors are very welcome.

Annex A

Attendance

	<u>2015</u>	<u>2014</u>	<u>Difference</u>
Total attendance:	156	171	-15
Paying delegates:			
Entire conference	99	125	-26
One day/Dinner	13	10	+3
Total	112	135	-23
Member			
Organisations	93	124	-21
Non-member			
organisations	19	11	+8
Exhibition stands:	4	6	-2
Exhibitors/Sponsors:	8	17	-9
Speakers:	30	16	+14
Guests:	6	3	+3

Delegate online survey

35% of delegates completed the evaluation form, which is a good response rate and higher than previous years. Below is a summary of the feedback:

Overall satisfaction:

- The overall satisfaction level was 82.5% with only 2.5% dissatisfied and 15% neither satisfied nor dissatisfied. This is much better than last year's satisfaction levels of 73%.
- 41% of respondents were attending this conference for first time, while 59% had attended it before. This is consistent with previous years and the importance of repeat delegates for this conference.
- 80% of respondents said they would attend the conference again, with 20% being unsure and no one responded "no". This is a significant improvement over last year's 61% "yes, will attend next year" rate.

Venue and Drinks reception:

- Durham was very popular with delegates. 97% of respondents were satisfied with the city as a conference destination. 87.5% were satisfied with Radisson Hotel as the venue for the conference.
- 87% of respondents attended the drinks reception at the Durham Cathedral, with 91% of those who attended it being satisfied.

Plenary Speakers:

- Steve Cram and Fin Kennedy achieved the highest satisfaction ratings, but all of the plenary speakers scored well.

Study Tours:

- Feedback was excellent from the vast majority of delegates with Durham Cricket Ground scoring 100% satisfaction.

Workshops:

- Workshop feedback was positive with the sessions on revitalising democracy and commissioning receiving a 100% satisfaction rating.

Conference content, organisation and exhibition:

- 80% of respondents were satisfied with the organisation and running of the event, while 12% were dissatisfied.
- 87% respondents were satisfied with the content and structure of the programme for the conference with 5% being dissatisfied. This satisfaction level is much higher than last year's satisfaction level.
- 75% of respondents visited the exhibition stands and of these 43% were satisfied with the exhibition and 10% dissatisfied; almost similar to last year's.

Annex B

Outline Programme: LGA Annual Culture, Tourism and Sport Conference 2016

4:30pm – 6:00pm Culture, Tourism and Sport Board

Day 1: Wednesday 24 February:

5.00–7.00	Registration and refreshments
7.00 – 8.00	Drinks reception (with welcome and guest speaker)
8.00 onwards	Dinner

Day 2: Thursday 25 February

8.00–10.30	Registration (for new delegates) and refreshments
9.00–10.30	Walking study tours x 3
10.30–10.45	Refreshments
10.45–10.55	Chair's welcome Chair, LGA Culture, Tourism and Sport Board
10.55 – 11.05	Host Council welcome
11.05–11.50	Panel Debate. For example, the Chairmen of, VisitEngland, Arts Council England, English Heritage and Sport England
11.50–12.50	Workshop Sessions round 1 x 3
12.50–1.50	Lunch and networking
1.50–2.15	Plenary address 1: Ministerial
2.15–2.40	Plenary address 2
2.40–3.40	Workshop sessions round 2 x 3
3.40-4.05	Refreshments
4.05-4.30	Plenary address 3
4.30	Conference close



Culture, Tourism and Sport Board Annual Review 2014-15

Purpose

For discussion and direction.

Summary

This report sets out the Annual Review of activities of the Culture, Tourism and Sport Board for 2014-15.

Recommendation:

Members are asked to note the annual review of activities.

Action:

Officers to take forward as directed by members.

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Culture, Tourism and Sport Board Annual Review 2014-15

Overview and headline achievements

1. From William Sieghart's independent review of public libraries to the future of English Heritage and the Triennial Review of VisitEngland and VisitBritain, the Board has shaped the national political agenda and made decisive interventions on priority issues for councils. We have continued to offer practical support to councillors, assisting over 150 portfolio holders to lead transformational change through leadership seminars and other events.
2. Given continued budget pressures, the Board has also raised the national profile about how culture, tourism and sport can drive economic growth, help to prevent costly pressures such as poor health and inactivity, and benefit from greater devolution. As such, the Board has contributed towards the achievement of LGA corporate priorities and campaigns, and has worked very closely with the LGA Executive and other Boards on shared policy interests.

Magna Carta, the Visitor Economy and Heritage

3. The Board has continued to lead on supporting wide local government involvement with the Magna Carta 800 anniversary, which is an important opportunity to promote democratic renewal and attract visitors. The Barons' challenge to an over-mighty King 800 years ago also resonates with the LGA's own campaign to reverse years of centralising top-down government by devolving powers and funding to a constitutionally independent and rejuvenated local government.
4. The Board has represented councils' interests to the national committee, Ministers and VisitEngland, and supported them to develop plans by sharing the latest practical information. Lord Bew, Co-Chair of the Speaker's Advisory Group on the 2015 Anniversaries, hosted the Board at Portcullis House in December 2014, and the LGA Chair met Sir Robert Worcester, Chair of the Magna Carta 800 Committee, in November.
5. The visitor economy is one of this country's strongest performing economic sectors and we have kept a high national profile on councils' leadership role. We used our written and oral evidence to the Culture, Media and Sport Committee to argue that future growth from tourism will be unlocked by supporting industry to improve the quality of its offer so that visitors stay longer and spend more in destinations. We also set out how the visitor economy stands to benefit from the LGA's devolution campaign. The Board successfully made the case for a refocused and stronger VisitEngland to support local destinations as part of the Triennial Review of VisitEngland and VisitBritain.
6. In April 2015, English Heritage split into two organisations – an independent charity to care for the 420 properties in the national collection that will become self-funding (English Heritage) and a non-departmental body with responsibility for discharging the government's statutory planning and regulatory functions in the historic environment (Historic England). The LGA helped to shape the new arrangements through its involvement in the consultation and Historic England's first corporate plan. The Board emphasised that local government will want to maintain a relationship with both bodies, and that there was an opportunity to build upon existing partnerships and embed the positive use of planning to boost growth through heritage assets. The Board also

highlighted the challenge of English Heritage becoming self-financing and the absolute importance of the properties remaining in public ownership.

7. The Board has continued to support councils to involve communities in other historic anniversaries. In particular, the online First World War resource, which signposts councils to funding sources and sharing case studies, continues to be one of the most popular LGA web pages. We have also met the Local Government Women's Society to discuss how we can work together to promote and encourage involvement in the 2017 suffragettes' anniversary.

Libraries and culture

8. The Board was very engaged with William Sieghart's Independent Review of Public Libraries, which was commissioned by DCMS and CLG Ministers. Through meetings with Mr. Sieghart and oral evidence to his Panel, the Board secured recommendations that recognised the local accountability of public libraries, emphasised the importance of supporting libraries to be as relevant as possible to as many people as possible, and built on existing locally-led good practice.
9. Mr. Sieghart also recommended setting up a local government-led Task Force, jointly accountable to LGA elected Members and Ministers, to take forward the recommendations. The Task Force met in March and May and its early achievements included securing £7.4 million to fund the rollout of Wi-Fi to all public libraries in England. The Board continues to work closely with, and receive regular progress reports, from the Task Force Chair, Paul Blantern, Chief Executive of Northamptonshire County Council.
10. On culture more generally, the Board has continued to represent local government's interests in high profile national programmes and debates, including the Cultural Commissioning Programme and the Warwick Commission into Cultural Value. Our relationship with Arts Council England goes from strength to strength and we reinforced our shared commitment to supporting effective local political leadership, seeking out and sharing the latest innovation and making a compelling case about how culture can help councils to achieve wider community outcomes.

Sport and Physical Activity

11. The LGA's campaign for greater Premier League investment in grassroots football attracted significant media coverage and ensured that local government had a strong voice in this high profile issue. In response to lobbying, the Premier League pledged an extra £1 billion for the grassroots game.
12. The Board quickly forged a positive relationship with the new Chair of Sport England, reaffirming shared priorities, including our joint Sport Leadership Essentials Programme, supporting links with health and securing greater recognition that investing in sport can save money upstream by preventing costly ill health.

Improvement

13. We have supported over 150 portfolio holders to lead transformational change through leadership seminars and peer support covering sport and physical activity, culture, libraries and heritage. Given continued austerity, our events are valued opportunities to share learning about

new delivery models and more efficient ways of working. The Board's improvement programme is funded by, and delivered in partnership with, Arts Council England and Sport England.

2015 Culture, Tourism and Sport Annual Conference and Relationships

14. Over 150 councillors and senior officers attended this year's annual conference in Durham, confirming its status as the definitive event for the councillors and senior officers leading culture, tourism and sport. The Chairs of Arts Council England, VisitEngland, Historic England and Sport England participated in a lively debate on devolution. Other high profile speakers included Rosie Millard, journalist and Chair of Hull UK Capital of Culture 2017, Roly Keating, Chief Executive the British Library and Steve Cram CBE, Chancellor of Sunderland University and former athlete.
15. The Board Chair met the Culture Minister to agree priorities for the Libraries Task Force and has maintained very positive relationships with the DCMS agencies through meetings with the Chairs of Arts Council England, VisitEngland, Historic England and Sport England.

Next Year

16. The new Government will need to work closely with councils to achieve its manifesto commitments for culture, tourism and sport. A number of CTS Board priorities are reflected in the manifesto, including supporting libraries, investing in grassroots football, school sport, promoting tourism, building on the Olympic and Paralympic legacy, and growing the creative industries. We have requested a meeting with the new Secretary of State, new Sport and Tourism Minister and to re-affirm our relationship with the Culture Minister.
17. The Board will work to ensure that national policy reinforces and supports the locally-led nature of much of this agenda and LGA priorities. The Board will take this forward in partnership with the LGA Chair, Leadership Board, and other relevant policy boards.
18. Given the continued very challenging fiscal climate, and the wider reform agenda, the Board will continue to support culture, tourism and sport portfolio holders to implement new delivery models, work more efficiently and be ready to shape and benefit from devolution and further change in health and social care.

Investment in grassroots football by Premier League Clubs

Purpose

For discussion and direction.

Summary

- At the CTS Board meeting in March 2015, members discussed the LGA's press release (**Annex A**) regarding the football industry's low level of investment in grassroots football.
- CTS Board members raised the issue of councils' lack of influence over how Premier League clubs, and in particular their community development schemes or foundations, invested money in grassroots schemes and asked officers to investigate the current position and possible next steps that the LGA could undertake to secure greater investment in grassroots football.
- CTS Lead Members discussed an update on 19 May 2015. Lead Members acknowledged the need to engage with the national representatives of the football organisations and also highlighted the need to identify good practice at a local level about councils and football bodies are working in partnership.

Recommendations

Members are invited to consider proposed activity to make the case for greater involvement in Premier League community foundations, as set out in paragraphs 12-18 and next steps, as set out in paragraphs 19-23.

Action

To be taken forward by officers as directed by Members.

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Investment in grassroots football by Premier League Clubs

Background

1. The LGA has called for a greater slice of Premier League club profits to be invested in grassroots schemes and an increase in partnership working with councils, so that the spend can be directed to areas/schemes where it is needed the most and where it will make the greatest impact.
2. The Active People Survey, which records the number of people playing football at least once a week for 30 minutes or more (for over 16 year olds), has reported a decline in the numbers playing football over the last two years. Since 2006, when the Active People Survey was undertaken, football participation peaked during 2007-8, when 2.1m people participated at least once a week. During 2013-14, this had fallen to 1.9 m.
3. The Premier League clubs collectively are in profit for the first time in 15 years. Deloitte figures reveal combined pre-tax profit of £190m in 2013-14 and stands in stark contrast to £2.6bn in pre-tax losses accumulated over the previous decade.
4. While the figures do not factor in the debt carried by clubs, they appear to show that new rules introduced by Uefa and the Premier League to curb excessive overspending are having some effect.

Funding for grassroots football

5. In October 2013, following the first major decline in participation rates, Sport England reduced the Football Association's funding by £1.6m.
6. Prior to the start of the world cup in 2014, the LGA first issued a call for more investment from the football industry towards grassroots football following a further cut in Sport England funding due to declining participation rates.
7. Later in the year, Greg Dyke, Chairman of the Football Association acknowledged that the grassroots game 'was in a degree of crisis' and that most grassroots football was played on council/education owned facilities. He also acknowledged that councils had faced budget cuts, were struggling to maintain good quality pitches and said he wanted to see closer working between the FA, Premier League, Government, local government and private sector to make this happen.
8. In November 2014, following a commitment by its Chairman to closer working, the Football Association announced that it was investing £9.6m in a pilot grassroots scheme in partnership with Sheffield City Council. Further pilots were taking place in Birmingham and Liverpool. This was alongside £30m invested in grassroots football by the Football Foundation (whom the Football Association, along with Premier League and Government fund).
9. In February 2015, the Premier League announced it had sold the TV rights to show Premier League football matches. The Premier League promised to share £1bn of the £5.14bn TV deal, which runs from 2016-19 with English football. We understand that

most of the £1bn includes money proposed to relegated clubs. However, it will also include increased investment in grassroots sport, facilities and fan engagement, including more money for the fund that clubs use to subsidise tickets and travel for away supporters.

10. The LGA needs to keep up the pressure to ensure investment in grassroots football is given a sufficient amount from the £1bn.
11. The £5.14bn figure could potentially rise to £8.5bn when the sale to international TV stations is announced later this year.

Premier League Trust and community foundations

12. The Premier League (PL) Limited established its Charitable Trust in 2010 to support professional football clubs to implement community based projects. The Trust funds local football foundations/trusts through its flagship programmes of; PL Community Fund, PL4 Sport, PL Health, PL Enterprise, Kickz and Players Kit Scheme.
13. The Premier League Trust also funds the Football Foundation, which has resulted in 167 facilities projects been granted funded to a tune of £28m. The Premier League Girls Football programme received a £2.4m investment from The FA over the last two years. This programme has seen over 100,000 girls involved in the past year.
14. The Premier League community foundations are independent bodies established by the Premier league clubs and have their own boards. Few, if any, Premier League community foundations have councillors on their Boards.
15. A breakdown of some of the Premier League community foundations last Annual Accounts report showed where most of the income came from and what the money was spent on:

Foundation/Trust	Major sources of income	Major Expenditure
Chelsea	* Chelsea FC (£529,133) * Gifts/Donations (£486,864) * Premier League (£436,656)	* Coaching programme (£2.2m) * Employee costs (£1.7m)
Man United	* Red Heart United (£1.6m) * Lotteries (£322,615) * Fundraising (£153,218)	*Employee costs (£1.4m) * Overheads (£714,128) * Gifts in kind (MUFC) (£118,873)
Stoke	* Premier League (£705,823) * European Social Fund/ NCS/Princes Trust (£293,499)	* Sports programmes (£620,070) * Education & Lifelong learning programmes (£274,058)
Hull	* NHS/PCT (£133,333) * Kingston Communities (£55,000) Rank Foundation (£18,000)	* Charitable activities (£344,009) * Fundraising trading (£73,870)
Leicester	* Football League Ltd (£136,500) Football association (£125,000) * Leicester City Council (£35,000)	* Employee costs (£329,111) * Facility hire (£33,710) * Equipment/kit (£19,766)

16. The annual reports of the Premier League community foundations show the majority of spending going on salaries of staff/coaching team that deliver the various programmes. There is little indication that funding is allocated to capital schemes or that there are significant amounts of joint working between the foundations and councils.
17. According to data from Charity Financials, the Chelsea FC Foundation has the largest expenditure of any Premier League football club charity. The Chelsea FC Foundation gave a total of £4.3m in its most recent accounts. The Tigers Trust, the charity of Hull City FC, has the lowest expenditure of the group, with an outlay of £0.1m. Together, the 18 foundations have a most recent expenditure of £24.7m, which represents a 12.9% increase on the previous year's figure of £21.9m.
18. A number of Premier League clubs/community foundations are undertaking innovative practice within their communities and often in partnership with the council. For example, Everton Football Club/Foundation is involved in supporting a free school and Tottenham Hotspurs Football Club support their local university technical college. However, there is still scope for the Premier League community foundations to work more closely with councils and in particular councillors to ensure there is a more co-ordinated approach to investment in grassroots football at a local level.

Next steps

19. There is limited involvement of councillors on Premier League community foundation boards and there needs to be a mechanism whereby councillors are able to contribute ideas into the operational work of foundations and local football initiatives, in order to ensure limited resources are allocated in the most effective way.
20. There also appears to be limited funding directed from the Foundations towards capital schemes, in particular improvement or creation of pitches. The lack of investment in the quality of pitches has been raised as a concern by football clubs and is a factor that is reducing the number of people who play football. The LGA could instigate discussions on encouraging Foundations to invest more into capital schemes.
21. The FA and Premier League senior representatives have both acknowledged there are problems at the grassroots level and improved partnership working between all who deliver football initiatives, in particular those that manage pitches should be explored further. The LGA has so far had limited engagement at a senior level with the FA and the Premier League and there is an opportunity to develop a closer working relationship with both the Premier League and Football Association to develop joint approaches to improving the investment in grassroots football.
22. At the local level, some councils have already developed good links with County Football Associations and are developing initiatives to develop grassroots football. For example, Oxford City Council's Playing Pitch and Outdoor Sports Strategy 2012- 2026 provides a framework of how the strategy is integrating grassroots football development with wider council priorities. Following the steer from CTS Lead Members, The LGA will collate good practice examples and disseminate to other councils.

23. The issuing of press releases by the LGA ahead of the Premier League announcing a deal with International TV stations would also help keep up the momentum on the Premier League to ensure a high profile for investment in grassroots football.

Financial implications

24. None.

Annex A: LGA Press release – 27 February 2015

**England football team faces wilderness years without more
grassroots spending – councils**

England's national football team faces decades more in the international wilderness unless a bigger slice of booming TV profits is invested back in the grassroots game, councils warn.

The Local Government Association (LGA), which speaks for 400 local authorities in England and Wales, says the current spending on developing the game at lower levels is pitiful compared with the vast profits accrued from TV money.

While the football industry thrives on soaring profits, councils have seen their budgets cut by more than 40 per cent since 2010, making it increasingly difficult for them to properly maintain local pitches and invest in grassroots football.

The LGA is calling for a far greater slice of profits to be pumped into grassroots football – which is almost always played on council pitches. The money should be administered by local authorities, who understand the needs of their communities best, it argues. The call will be a headline debate at the LGA's Culture, Tourism and Sport annual conference next Tuesday and Wednesday (3-4 March) in Durham.

The warning comes in the wake of the Premier League's recent announcement of a £5.1 billion TV deal. This staggering sum is for domestic rights only. Next year marks half a century since England last lifted the famous Jules Rimet trophy. Council leaders say unless the trend is radically reversed – allowing home-grown talent to percolate up through the system into the national side – English football fans could face another 50 years of hurt.

Latest figures show grassroots football participation is falling. The number of 16-year-olds and over playing football has gone down to about 1.9 million from over 2 million in 2005, when records began.

Football bosses, for example, point to a £230 million masterplan, for 'football hubs' across 30 cities.

But that sum is roughly what top tier clubs have spent on agents' fees in the past two seasons.

Cllr Ian Stephens, Chair of the LGA's Culture, Tourism and Sport Board, said: "There is an ever-widening chasm between the grassroots game, which is being allowed to wither away by the football authorities through pitiful investment, and elite football.

"Sadly, as every fan knows, the current England team has been underperforming for decades. Next year will mark half a century since England last won the World Cup. This decline of a sporting powerhouse will continue unless the football authorities start giving grassroots football the funding it so desperately deserves and needs. This is the only way to ensure home-grown talent rises through the footballing ranks.

"The football industry is booming with profits and TV revenues rising by staggering amounts each year. In stark contrast, councils have been hit with unprecedented 40 per cent cuts and face challenges to provide essential services such as caring for the elderly, collecting bins and fixing roads. Grassroots football is played almost exclusively on council-owned pitches but these funding pressures are impacting on the quality of facilities and making it difficult for football players and clubs who enjoy regular football to complete fixtures and play games.

"The FA and Premier League do run some good local initiatives but it is now time for them to dig further into their deep pockets. If funding was increased and administered by councils, the money could be spent more effectively to increase the number of youngsters playing football. Councils would be allowed to expand and build upon many of the excellent grassroots initiatives they are already running."

Case studies

Braintree, Essex

A new initiative involving Braintree District Council aims to increase youth participation in grassroots football, by running holiday soccer camps and after-school clubs.

Mole Valley, Surrey

Mole Valley District Council is spending up to £4.1 million to transform existing run-down football facilities at Meadowbank Football Ground, Dorking. The replacement is set to include

a third-generation (3G) artificial grass pitch, changing rooms, and additional facilities to encourage people to use the neighbouring Meadowbank recreation ground.

Swansea

Under-used tennis courts have been transformed into a hi-tech multi-sports 3G pitch suitable for training for people of all ages and for matches for the under-nines.

www.swansea.gov.uk/article/12544/Star-quality-pitch-boosts-sport-in-Swansea-community

Notes to editors

1. The most recent report released by Deloitte showed that total revenue within the Premier League 2012/13 of £2,525 million:
www.deloitte.com/view/en_GB/uk/industries/sportsbusinessgroup/sports/football/annual-review-of-football-finance/index.htm
2. The Football Association annual report for 2012/13 shows a turnover of £299 million:
www.thefa.com/about-football-association/more/financial-statements
3. FA Chairman Greg Dyke launched the second part of his Chairman's England Commission report with one of the proposals being a £230m cash injection over five years – as part of a plan to swell the number of artificial grass pitches across the country by 130 per cent to over 500. www.thefa.com/news/2014/oct/greg-dyke-commission-follow-up#kclDUcEtKqw51Lf5.99
4. The Premier League has published details of its clubs' payments to agents from the period 1 October 2013 to 30 September 2014. During this period a total of £115.2 million was spent by the 20 Premier League clubs on agents. The amounts shown include payments made by clubs on behalf of players. www.premierleague.com/en-gb/news/news/2014-15/nov/281114-premier-league-releases-agents-fees.html
5. 44 per cent of people playing adult 11-a-side football cite 'poor facilities' as their greatest single concern: www1.skysports.com/football/news/11095/9213512/sky-sports-news-survey-reveals-poor-state-of-grassroots-football-poor-facilities-and-lack-of-funding-to-blame

6. The number of 16-year-olds and over playing football has gone down from 2 million to 1.9 million since 2005, when surveys began. www.sportengland.org/research/who-plays-sport/by-sport/
7. [LGA Culture, Tourism and Sport annual conference 2015](#): This event is taking place from Tuesday 3 and Wednesday 4 March 2015, in Durham. Some of the key issues to be discussed include the impact of greater devolution on funding for culture, tourism and sport. Confirmed speakers include Penelope Viscountess Cobham, Chairman VisitEngland; Peter Bazalgette, Chairman, Arts Council England, Nick Bitel, Chairman, SportEngland; Sir Laurie Magnus, Chairman, English Heritage.
8. The [Football Foundation](#) Facilities Scheme provides grants over £100,000 for building or refurbishing large-scale grassroots facilities, such as changing pavilions and playing surfaces for community benefit, with money provided by The FA and the Government (via Sport England) and delivered by the Foundation.

Update on current issues

Purpose of report

For information/ noting.

Summary

This report updates Members on current issues of interest to the Board which are not covered elsewhere in the agenda. Updates are included on:

- CTS Improvement programme
- Physical activity and health
- Tourism and the visitor economy (including Magna Carta)
- Archives and heritage
- Culture and the arts
- Digital inclusion

Recommendation

Members are asked to note the update.

Action

Officers to action as appropriate.

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Update on current issues

Culture, Tourism and Sport Improvement programme

1. Following four successful years of delivering the CTS improvement programme, both Arts Council England and Sport England have agreed to fund the programme during 2015-16. Sport England has agreed to fund three Leadership Essentials events and Arts Council England has agreed to fund two Leadership Essentials events, two library seminars and three library peer reviews.
2. Confirmed Leadership Essentials events and library seminars are for portfolio holders and will take place on the following dates:
 - 2.1 Leadership Essentials Sport, Roffey Park, Sussex – 22/23 July 2015;
 - 2.2 Library Seminar, British Library – 15 September 2015;
 - 2.3 Leadership Essentials Sport, Scarman House, Coventry – 21/22 October 2015;
 - 2.4 Leadership Essentials Culture, Scarman House – 3/4 November 2015; and
 - 2.5 Leadership Essentials Culture, Scarman House – 2/3 December 2015.
3. Members are welcome to attend the events. Further information regarding the programmes on <http://tinyurl.com/q8pny92>.

Physical activity and health

Active People Survey

4. A further drop in the number of people swimming once a week has again dominated the latest grassroots sports participation figures, which were published by Sport England on 11 June. The statistics, covering the change during the six month period from October 2014 to March 2015, show that 15.5 million people did some kind of sport once a week, every week – 222,000 fewer than six months ago. But swimming, the country's most popular sport with over 2.5 million people taking part weekly, has seen 144,200 fewer people taking to the pool in the last six months and 390,700 in the last year. The long term trend is also very concerning, with 729,000 people stopping swimming in the last decade. The LGA is fully engaged in conversations to understand and address the disappointing results for swimming.
 - 4.1 The latest figures show increases for:
 - 4.1.1 Running – up 63,000 to 2.1 million a week – following a popular trend towards informal running like parkrun and Color Run;
 - 4.1.2 Tennis – up 38,200 to 422,400 a week – following a significant improvement

in the way the Lawn Tennis Association understands its customers and makes tennis available when and where people want; and
4.1.3 Basketball – up 21,800 to 152,900 a week – especially among young people in school and further education.

5. The LGA issued a press release highlighting that councils have a key role to play in encouraging participation in sport. It is essential that governing bodies, councils, local sports clubs and community groups keep working well together to maintain this enthusiasm and make getting involved in sport as easy as possible for communities everywhere. http://www.local.gov.uk/web/guest/media-releases/-/journal_content/56/10180/7330796/NEWS#sthash.tDVquHC2.dpuf
6. In response to the survey results, the Sports Minister Tracey Crouch MP, announced she is going to work with the sports sector to develop a new strategy as a matter of urgency with the intention of a more joined-up approach to sport across Whitehall. Members will want to ensure that local government – as the biggest public investor in community sport and key to making the links to health – is right at the heart of shaping the new strategy.
7. The Active People Survey is available on Sport England's website: <https://www.sportengland.org/media-centre/news/2015/june/11/further-decline-in-swimming-numbers-dominate-latest-sports-figures/>

Health benefits of culture and sport

8. The Department of Culture, Media and Sport (DCMS) has published the findings of research which highlight the health benefits of the culture and sport sectors. Data from the British Household Panel Survey and the Understanding Society Survey enabled DCMS to measure and value these benefits.
9. Using national level data on participation rates in England the total annual NHS cost savings due to reductions in GP visits (predicted as a result of engaging in culture and sport) is estimated to be around £384.9m (all sports), £38.3m (team sports), £347m (individual sports), £168.8m (audience arts), £82.2m (heritage), £18m (library) and £44.7m (museum). These are estimates related only to reductions in GP visits. There may be knock-on positive or negative effects that impact on society elsewhere.
10. Using national level data on participation rates the total annual NHS cost savings in England due to reductions in the use of mental health services (predicted as a result of engaging in culture and sport) is estimated to be around £518.8m (all sports), £51.7m (team sports), £467.9m (individual sports), £227.8m (audience arts), £111.1m (heritage), £24.3m (library) and £60.3m (museum). These are estimates related only to reductions in the use of mental health services. There may be knock-on positive or negative effects that impact on society elsewhere.

11. Ahead of the Spending Review, the LGA is making the case for the wider social and economic benefits of investing in culture and sport.

New Chair of UKactive

12. Former Paralympian Baroness Grey-Thomson has been appointed as the new Chair of UKactive. The LGA has been supporting UKactive to organise regional workshops to discuss ways in which the physical activity sector can reduce inactivity levels.

13. Further information at <http://tinyurl.com/oh2ak5g>.

£5.4 million Sport England funding to tackle health issues

14. Sixteen schemes across the country, including London Borough of Bexley and Sefton Council have been awarded £5.4 million of National Lottery funding from Sport England in a bid to encourage inactive people to get moving and improve their health.
15. Inactivity also costs the economy £7.4 billion a year and contributes to one in six deaths – the same proportion as smoking. Twenty-eight per cent of people in England, approximately 12.5 million, are currently inactive.

16. Further information at <http://tinyurl.com/q45j4jh>.

Disability rights UK launches 'Get Yourself Active' pilots

17. Disability Rights UK have launched a pilot project to increase the number of disabled people using personal budgets to support their care by playing sport or accessing sporting opportunities. The pilots will take place in Cheshire, Leicester and Norfolk.

18. Further information at <http://tinyurl.com/nndjh87>

Tourism and the Visitor Economy

19. A number of visitor surveys have been released in the last month, updating trends on the visitor economy. According to the latest Office for National Statistics International Passenger Survey, nominal spending by overseas visitors to the UK was up by 1% in April 2015 against the same month last year. It was the second highest April spending overall, down 8% against the record set in 2013. Taking a longer term view, spending in the rolling 12 months to April 2015 was on par with the previous 12 months, whereas year to date posted a 7% reduction.
20. The UK welcomed 3.14 million visits in April, 6% more than in the same month last year. Visits were tracking at record levels for the four months to April, having exceeded 10 million for the first time. Visits between May 2014 and April 2015 were 4% higher than during the previous twelve months – again setting a new record.

21. According to the latest Global Destination Cities Index, an estimated 18.82 million international visitors spending £13.15 billion will visit London in 2015. It is the fifth time in seven years that London has topped the Index ahead of Bangkok, Paris and Dubai. London accounts for half of all tourism spend in England and Members have consistently highlighted the importance of using the global pull of the capital to benefit destinations across the country.

Heritage

Magna Carta

22. The 800th anniversary of the sealing of Magna Carta in Runnymede was marked on 15 June 2015 – an event of international, national and local significance. Magna Carta established the fundamental principle that government, including the King, must be subject to the law. It also resonates with the LGA's own campaign to secure greater devolution for councils from central government.
23. The LGA supported the wider engagement of local government in the anniversary and represented councils' interests to the Magna Carta 800th Committee. The LGA's Magna Carta online resource shared case studies about how councils used the anniversary to help rejuvenate democracy <http://tinyurl.com/n2x2ram>.

Councils lead VE day 70th anniversary celebrations

24. Councils across the country involved communities in celebrations of the liberation of Europe at the end of the Second World War, with each organising their own festivities across the weekend of 9-10 May as well as observing a national two minutes silence.
25. The LGA's press release is available on the website: <http://tinyurl.com/oueqpof>.

Culture and the arts

Creative England

26. Following Cllr Stephens' recent meeting with Creative England, they worked with us to publish a new suite of case studies that share how local economies can benefit from film and television shoots. Creative England works with 290 councils and the case studies also cover the brokering role that they can play.
27. Read the case studies at <http://tinyurl.com/pkevrho>.

£650,000 funding for British Library's Business & IP Centres

28. The British Library is set to achieve national expansion plans for its Business & IP Centres after receiving £400,000 funding from the Department for Communities and Local Government and Arts Council England.

29. The Government pledged £300,000 towards the project with the Arts Council contributing an additional £100,000. The British Library will also make a contribution of £253,000 in cash and non-cash resources.
30. The funding will provide a boost to the British Library's project to "transform" the UK's city libraries into hubs for small businesses and entrepreneurs. It will initially be used to enable Exeter Central Library and Northamptonshire Libraries to pilot a Business & IP Centre service to support local business owners and will also allow the British Library to consolidate its network of centres that are already operational in six cities across the UK – Newcastle, Birmingham, Leeds, Manchester, Liverpool and Sheffield.

Digital inclusion

LGA's Digital Experts Programme

31. Twenty-seven councils have been successful in securing money from the Digital Experts programme, run by the Local Government Association (LGA). The programme was set up to help councils develop their use of technology by learning from the digital tools and approaches which have already been successfully implemented elsewhere.
32. Further information at <http://tinyurl.com/ojrzaza>

Outside bodies feedback from Members

Purpose of report

For information.

Summary

This report has three parts:

- A - Report back on Member meetings since the CTS Board on 3 March 2015.
- B - Forthcoming meetings.
- C - Latest Chair's Report from Cllr Ian Stephens, to Councillors' Forum.

Recommendation

Members are invited to note the report.

Action

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

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A – Report back on Member meetings since the CTS Board on 3 March 2015

Purpose	Key Points Discussed	Outcome
Cllr Ian Stephens attended the Parliamentary launch of VisitEngland and Creative England report <i>Quantifying the Economic Value of Screen Tourism in England</i> on 10 March 2015		
To represent the LGA at the launch event.	The new study provided evidence that tourists will travel to sites specifically because they have been depicted in feature films and television drama. The best-performing sites attract day-spend value from international visitors of up to £1.6 million annually. Combined with the day-visit value of domestic core screen tourists, the best performing site saw £4.3 million total screen tourism spend annually. International core screen tourism is valued in the range of £100 million-£140 million for the rest of England in 2014. This is considered to be a conservative value.	LGA is working with Creative England on new case studies that share the local economic value of screen tourism and how Creative England can help to broker relationships between councils and production crews.
Cllr Sonja Crisp attended the Tourism Alliance Board and Parliamentary reception on 16 March 2015		
To represent the LGA.	The meeting discussed key issues for the tourism industry. It was also an opportunity to share the LGA's 100 Days offer to the next government and priorities for the first spending review.	Raised awareness of the benefits English devolution can bring to growing the visitor economy.
Cllr David Phillips attended the Local Authority World Heritage Forum and Networking event on 16 March 2015		
To represent the LGA.	Cllr Phillips suggested that for the group to achieve maximum impact with local and national decision-makers, the new charity needs to focus on a small number of key "asks", to demonstrate in an impactful and evidence-based way how World Heritage Sites help to achieve wider political outcomes – from growth to tourism, learning and community engagement, and develop coherent and joined-up communications messages that will help to raise the national profile of the sites.	Raised awareness about how the LGA is supporting councils to make the most of their heritage assets and how the LGA might support the new charity.

Purpose	Key Points Discussed	Outcome
Cllr Peter Golds attended the Magna Carta 800th Anniversary Committee on 18 March 2015		
To represent the LGA.	Cllr Golds reported back on the LGA's annual Culture, Tourism and Sport Conference in Durham 3 – 4 March. The Magna Carta anniversary had a very high profile throughout the two days and there were a number of very successful sessions, including Durham County Council's study tour of the Cathedral and a keynote address from Roly Keating, Chief Executive of The British Library.	Raised awareness about how the LGA is supporting councils to involve communities in marking the Magna Carta anniversary.
Cllr Peter Golds attended the Magna Carta 800th Anniversary Committee on 22 April 2015		
To represent the LGA.	Cllr Golds confirmed that there will be a Magna Carta inspired fringe session at LGA Annual Conference on 1 July. The theme is devolution and rejuvenating democracy. As this event takes place after the big day, it is also an opportunity to reflect on legacy and how councils can help to keep up the momentum on democratic renewal.	LGA continued to promote LiberTeas (14 June) far and wide through LGA social media, e-bulletins and member networks.
Cllr Ian Stephens attended the Libraries Task Force at the LGA on 19 May 2015		
To represent the LGA.	I emphasised the opportunity for the sector-led Task Force to provide timely and practical support for libraries in line with the sector's needs. Ed Vaizey MP, Culture Minister, also attended and confirmed his department's strong support. The meeting developed an action plan about how Task Force Members can help to drive forward the priorities agreed by LGA Members and Ministers.	Raised awareness amongst Task Force Members about the LGA's vision for how it can make the most difference to frontline libraries.

Purpose	Key Points Discussed	Outcome
Cllr Peter Golds attended the Magna Carta 800th Anniversary Committee on 20 May 2015		
To represent the LGA.	Cllr Golds said that the LGA has written to new Ministers, and where appropriate, emphasised the relevance of the Magna Carta anniversary to local government and how we are involving communities to make the most of the opportunity for democratic renewal.	The LGA Chair, Group Leaders and CTS Lead Members have all confirmed their attendance at the Runnymede event on 15 June.
Cllr Ian Stephens met Nick Bitel, Chair of Sport England, 21 May		
To visit the Isle of Wight and catch-up on national issues.	The meeting was an opportunity to highlight that in the face of continued budget pressures, we need to support and emphasise the significant contribution of sport and physical activity to tackling costly health and social care pressures, including obesity and mental health. I also updated Mr. Bitel on the LGA's campaign to secure fairer funding for grassroots football.	Further strengthened our positive partnership with Sport England.
Cllr Peter Golds attended the Magna Carta 800th Anniversary Committee on 10 June 2015		
To represent the LGA.	This was an opportunity to share final plans for the event in Runnymede on 15 June.	Committee Members updated on the LGA's plans to highlight councils' central role in the anniversary.

B – Forthcoming meetings at the time of writing

Title	Date	Attendees
Society of Chief Librarians' Annual Conference	4-5 June	Cllr Ian Stephens chaired a debate with Darren Henley, Chief Executive Arts Council England, and Pat Ritchie, Chief Executive of Newcastle City Council.

Title	Date	Attendees
Magna Carta event at Runnymede, hosted by Surrey County Council and the National Trust	15 June	Cllrs Ian Stephens, David Burbage, Flick Rea and Peter Golds. (Additionally, the LGA Chair and Group Leaders.)
Leading Learning Programme	16 June	Cllr Flick Rea
Welsh LGA Culture, Sport and Leisure Workshop, Swansea	18 June	Cllr Ian Stephens
Heritage roundtable hosted by Sir Laurie Magnus, Chair Historic England, and including John Whittingdale MP, DCMS Secretary of State, and Tracey Crouch MP, DCMS Sport, Tourism & Heritage Minister.	24 June	Cllr Ian Stephens
LGA Annual Conference, Harrogate	30 June-2 July	Cllr Ian Stephens is chairing a workshop on the creative industries on 1 July
Introductory meeting Duncan Wilson, Chief Executive Historic England	10 July	Cllr Ian Stephens
LGA / Sport England Sport Leadership Essentials Programme	22 –23 July, Roffey Park, Horsham	Cllr Ian Stephens, subject to any further steer from Lead members
LGA / ACE Libraries Seminar	15 September	Cllr Ian Stephens, subject to any further steer from Lead members
LGA / ACE Culture Leadership Essentials Programme	3 -4 November, Scarman House, Coventry	Cllr Ian Stephens, subject to any further steer from Lead members
LGA / ACE Culture Leadership Essentials Programme	2 -3 December, Scarman House, Coventry	Cllr Ian Stephens, subject to any further steer from Lead members

C - Chair's Report from Cllr Ian Stephens, to Councillors' Forum, 11 June 2015

New Government

1. The new Government will need to work closely with councils to achieve its manifesto commitments for culture, tourism and sport. A number of CTS Board priorities are reflected in the manifesto, including supporting libraries, investing in grassroots football, school sport, promoting tourism, building on the Olympic and Paralympic legacy, and growing the creative industries. The Board will work to ensure that Ministers deliver their commitments and that national policy reinforces and supports the locally-led nature of much of this agenda and LGA priorities. The Board will take this forward in partnership with the LGA Chair, Leadership Board, and other relevant policy boards.
2. I have written to the Department for Culture, Media and Sport Ministerial Team to welcome new and returning Ministers and to set out how we can work in partnership to deliver shared policy goals. In particular, I emphasised the significant impact further cuts to local government funding will have on local culture and sport provision, and that this will also impact negatively on other policy areas including health, social care and economic growth. I highlighted the strong partnerships between LGA and the DCMS national agencies and the importance of continuing to support effective local political leadership by seeking out and sharing good practice.

Libraries for Leadership Task Force

3. I attended the second meeting of the Libraries for Leadership Task Force on 19 May. The Task Force, which is jointly accountable to LGA Members and Ministers, was set up earlier this year to implement the recommendations from William Sieghart's Independent Review of Public Libraries. As well as local government chief executives, the Task Force brings together The Reading Agency, Society of Chief Librarians, BBC, British Library, Public Health England and others to support locally-led transformation. I emphasised the opportunity for the Task Force to provide timely and practical support for libraries in line with the sector's needs. Ed Vaizey MP, Culture Minister, also attended the Task Force and confirmed his department's strong support.
4. Paul Blantern, Chief Executive of Northamptonshire County Council and Chair of the Task Force, updated on progress against the priorities agreed by LGA Members and Ministers: rolling out Wi-Fi to more libraries, supporting sector-led best practice, raising awareness about the contribution of libraries to wider community outcomes and workforce development. In particular, £7.4 million has been secured to fund the rollout of Wi-Fi to public libraries not already connected.
5. Prior to the Task Force, Paul Blantern met Culture, Tourism and Sport Lead Members.

Magna Carta

6. Cllr Peter Golds attended the Magna Carta 800th Committee on 21 April and 20 May. As preparations enter the final phase, the LGA has continued to promote the LiberTeas event on 14 June far and wide through LGA social media, e-bulletins and member networks. Where appropriate, the LGA's letters to new Ministers emphasised the relevance of the Magna Carta anniversary to local government and how we are involving communities to make the most of the opportunity for democratic renewal. We have confirmed a Magna Carta inspired fringe session at LGA Annual Conference on 1 July and this will be an opportunity to reflect on legacy and how councils can keep up the momentum on civic engagement. CTS Lead Members, the LGA Chair and LGA Group Leaders are attending the national commemoration in Runnymede on 15 June.

Sport and Physical Activity

7. I was delighted to welcome Nick Bitel, Chair of Sport England, to the Isle of Wight on 21 May. The meeting was an opportunity to further strengthen our positive partnership. I highlighted that in the face of continued budget pressures, we need to support and emphasise the significant contribution of sport and physical activity to tackling costly health and social care pressures, including obesity and mental health. I also updated Nick on the LGA's campaign to secure fairer funding for grassroots football.

Visitor Economy

8. The LGA has responded to VisitEngland's consultation on updating its growth strategy. The visitor economy is one of this country's fastest growing economic sectors and councils play a leading role maximising its growth potential. We welcomed the enhancements to VisitEngland's role that will follow the Triennial Review and said that the revised strategy must take account of devolution and the fundamental changes to English governance. Decisions about how to support the visitor economy must be taken locally and councils are best placed to coordinate the work of destination management organisations, Local Enterprise Partnerships, local Chambers of Commerce and others with an interest in the visitor economy.

2015/16 Culture, Tourism and Sport Improvement Offer

9. I am delighted to confirm that once again Sport England and Arts Council England are funding a comprehensive sector-led leadership offer for sport and culture portfolio holders. We will deliver six leadership events and three peer challenges between July and the end of March 2016, with the aim of supporting over 150 portfolio holders to lead transformational change.

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CLOA Case Studies: Role of culture and arts in improving health and wellbeing

Purpose of report

For information/ noting.

Summary

This report provides some case studies of activities being undertaken by councils to highlight the role of culture and arts in improving health and wellbeing.

Recommendation

Members are asked to note the report.

Action

Officers to action as appropriate.

Contact officer: CLOA secretariat c/o Siraz Natha

Position: Adviser

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CLOA Case Studies: Role of culture and arts in improving health and wellbeing

Case study one: Erewash District Council ‘Arts at the HeART of Wellbeing’

1. “Arts at the HeART of Wellbeing” is a project based in Erewash, Derbyshire; an area with county’s fastest growing ageing population. Responding to the challenges of the ageing population, it is a programme of arts intervention for older people with or at risk of developing a mental health issues, including dementia.
2. The programme works to improve and maintain wellbeing by increasing social interaction, meaningful activity, cognitive function, sense of purpose and learning new skills; Professional artists work alongside service users in a number of different settings; residential/nursing homes, day care centres, hospitals, supporting housing settings and alongside people with limited mobility on a 1:1 basis; enabling participants to create a range of visual art work in a range of mediums of their choice.
3. Over an average 15 week annual programme, approximately three immobile people, 10 residential home users and 15 day centre/hospital patients; plus 10 staff and volunteers within these settings; take part. Approximately 15 care staff and 10 artists also receive training. Participants are identified due to their isolation and the project therefore focuses on quality of the outcomes rather than quantity of participants; working on sustainable measures which enable the intervention to reach more people beyond the project.
4. The project is measured using the Warwick-Edinburgh Scale of Mental Wellbeing (NHS approved), within a wider contextual framework, enabling the council to monitor factors outside of the project which may influence the result.
5. Qualitative data indicates significant improvements in dementia patients’ wellbeing i.e. non-verbal dementia patients speak again during sessions, greater willingness by participants to socially interact within the sessions than they are outside of the sessions, noticeable reduction in confusion and anxiety.
6. Evaluation of all the training courses evidences that trainees feel equipped to establish and manage Arts & Health projects within their own service areas; i.e. British Red Cross, psychiatric care, Community Mental Health Teams, Occupational Therapists, Age UK, and approximately 15 care homes.
7. Further information Jo Stockdale (Arts Development Officer)
jolene.stockdale@erewash.gov.uk

Case study two: Worcestershire County Council ‘Culture and Heritage in Partnership with Personalisation (Chipp)’

8. Chipp Shop is a project that has been undertaken through funding from the social care budgets within Worcestershire County Council to give people in receipt of social care

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budgets an opportunity to take part in arts activities in Kidderminster and has been running through a mixture of subsidised funding and people's own finances.

9. The project was undertaken as a way of bringing together mainstream arts activities to people who in effect were known to social care teams, but who had both little cultural provision to do and who were low in confidence and were interested in taking part in arts activities.
10. 30 people, mainly Learning Disabled take part in a weekly two hour workshop where they take part in drama, music, dance and creative writing. Each session lasts two hours and is led by two artists with support from the arts department at Worcestershire County Council.
11. The impact has been significant with 30 people attending each week and paying £6 a session. Prior to the project beginning the council were told that no one would pay for arts as it was always provided for free. Now people say that Chipp Shop has changed their life and that they live for their two hour session. Members of Chipp Shop have also spoken anecdotally in terms of having their lives improved, increased confidence, creative skills, social skills and developing more friendships.
12. In terms of the future, the council are hoping that an arts organisation will take on Chipp shop as a social enterprise, with the county council as a partner.
13. Further information: Stephen Wilson swilson@worcestershire.gov.uk

Case study three: Blackpool Council 'Arts for Health'

14. Blackpool has disproportionate levels of benefit claimants in the Town along with high numbers of people claiming sickness and disability benefits. Blackpool has the highest suicide rate in England. There are above average levels of depression requiring treatment in the over 65s (an estimated 34%). Around 3,000 people in Blackpool are receiving Disability Living Allowance because of mental health problems.
15. The North West Mental Health Survey 2009 used the Warwick-Edinburgh Mental health and well-being scale to score 18PCT's within the North West. Blackpool's` scores for wellbeing were the 2nd lowest. This is consistent with the district having the highest level of deprivation.
16. Blackpool 'Arts for Health' is funded by Blackpool Council and Blackpool Public Health. Arts for Health uses creativity as a way to target adults 18+ at risk of developing/ or who have mental health difficulties to offer supportive and creative groups with the aim to:
 - Decrease social isolation
 - Increase wellbeing for adults suffering with ongoing mental health problems
 - Provide opportunities to move onto mainstream community groups
 - Offer a creative and supportive programme.

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17. The majority of the clients referred to the service are considered moderate to severe by mental health professionals and for almost all of the clients referred their mental health difficulties are ongoing. Clients can be at risk or have a history of; Severe self-neglect, prison, detention under the mental health act, hospitalisation, alcohol misuse, drug misuse, suicide attempts, expressing a wish to commit suicide, self-harm, violence to others.
18. Between April 2012 and April 2013, 143 two hour creative sessions were made available through the 'Arts for Health' programme. On average each participant engaged for 20 weeks and the total number of engagements was 1,034. During this time 98% of clients showed a significant increase in their wellbeing using the Warwick/Edinburgh Scale, on average participants wellbeing increased by 15 points after 10 weeks of 'Arts for Health' sessions and continued to increase after a further 10 weeks.
19. Further information: Sarah Jay, sarah.jay@blackpool.gov.uk

Case study four: North Kent councils 'dance 4 your life'

20. In September 2008, North Kent Local Authorities Arts Partnership (NKLAAP) developed *dance 4 your life*, a dance research project. The project sought to build on previous findings, assessing the impacts of dance on the physiological and psychological wellbeing of participants.
21. The specific aims for *dance 4 your life* were to:
 - 21.1 Develop young people's dance and movement skills;
 - 21.2 Provide a supportive, autonomous and enjoyable learning environment;
 - 21.3 Encourage participants to be imaginative, creative and individual;
 - 21.4 Measure the impact of dance classes on young people's physiological and psychological health and wellbeing; and
 - 21.5 Assess young people's attitudes towards dance as a physical activity, and their levels of motivation to participate in dance classes.
22. Investigating the potential health benefits of dance and underpinning this with scientific evidence was deemed a crucial way of highlighting the further and continued need for investment in dance.
23. Fifty-five Year 10 students participated in the research project. There was a statistically significant increase in overall hand grip strength from the pre-test stage to the post-test stage. This indicates that these particular dance classes increased overall body strength.
24. There was a statistically significant increase in aerobic capacity from pre-test stage to post-test stage. This indicates an increase in cardiovascular fitness, there was a positive relationship between attendance and improvements in physical assessments.

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25. There was also a statistically significant increase in self- esteem pre to post indicating that by participating in the dance classes the young people's general sense of self-worth was improved. Participants generally demonstrated a very positive attitude towards dance with the majority choosing words such as 'Fun', 'Interesting', and 'Energetic', to describe both how they perceived the dance classes might be like (at pre-test stage), and were actually like (at post-test stage).
26. The findings of the dance 4 your life project provide evidence that participation in dynamic contemporary dance classes can have a positive impact on various aspects of the physiological and psychological status of adolescent girls.
27. Further information: www.nklaap.com or luci.napleton@medway.gov.uk.

LGA location map

Local Government Association

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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

