

3 March 2015

Update on current issues

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:

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

Recommendation

Members are asked to note the update.

Action

Officers to action as appropriate.

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Update on current issues

Physical activity and sport

Active People Survey 8

1. Sport England has published its Active People 8 results, which measured participation rates in sport/physical activity between October 2013 – October 2014. The results show that:

- 1.1 15.57 million people aged 16 years or over played sport for at least 30 minutes at least once a week. This represents an increase of 1.63 million compared with 2005/06 (APS1) but a decrease of 125,100 compared with the October 2013 result.
- 1.2 The main reason for the decrease in participation is that 245,000 fewer people are swimming weekly in the period between October 2013 and October 2014. This is obviously a concern because swimming is the nation's most popular sport by far. As a priority Sport England is following up the discussions they had at a recent Swim Summit and working with the sector, including local government partners, to see how together we can address the decline. Athletics, cycling and team sports reported an increase in participation.
- 1.3 Gender has a big influence on sports take-up. More men play sport than women. Currently 40.8% of men play sport at least once a week, compared to 31.0% of women.

Age is also a factor in participation. It is very encouraging that the number of young people playing sport regularly has increased:

- 4.72 million 14-25 year olds (57.6 per cent) play sport once a week, an increase of 55,900 in the last 12 months.
- 3.78 million 16-25 year olds (54.7 per cent) play sport once a week, an increase of 21,200 in the last 12 months.

2. However, the figures also show that there are 121,700 fewer disabled people playing sport regularly, with 1.58 million now taking part.
3. The LGA is working closely with Sport England and partners to understand the reasons behind this latest set of results. Members have previously highlighted the need to take a tough line with National Governing Bodies who fail to meet grassroots participation targets.
4. The full set of results can be viewed at: <http://tinyurl.com/qbpkt9s>.

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Community Sport Funding

5. The Community Sport Activation Fund Round 4 opened on 20 January 2015 and closes at 5pm on 20 April 2015, with £10 million available. The Fund, created in response to local demand, will create grassroots activity at the local level.
6. The LGA was pleased that Sport England recognised the economic climate remains very challenging for councils and communities and relaxed the requirement for partnership funding for projects which will directly benefit the most deprived communities in England based on the English Indices of Deprivation.
7. For more details <http://tinyurl.com/ls9t84j>

'This Girl Can' campaign

8. In response to the gender gap in sport and physical activity participation, Sport England has launched a multi-media national campaign "This Girl Can". The campaign seeks to give women more confidence to exercise and is based upon extensive consultation and research. The tone of the campaign is positive and inclusive. It emphasises informal opportunities that do not cost money, such as building physical activity into daily routines.
9. The campaign has been very well received. More than 12 million people have watched the campaign's film online and hundreds of thousands of women have reacted positively on social media and online.
10. Sport England wants to work with councils across the country to help activate the campaign locally and over 100 have already downloaded the marketing toolkit, which gives local clubs and organisations access to the This Girl Can brand. Councils can register for the toolkit at <http://tinyurl.com/kjufs5y>.
11. Attached at **Annex A** is Jennie Price's, Sport England Chief Executive, recent article for the LGA's First magazine.

Heritage

LiberTeas

12. To coincide with the 800th anniversary of sealing of Magna Carta (15 June 1215), the Houses of Parliament in partnership with the National Trust are asking communities across the UK to organise a local event, to create a simultaneous moment of reflection and celebration of their freedoms and rights. The LGA is promoting the opportunity to councils who are very well placed to promote the opportunity to local communities. Councils can register an event at <https://liberteas.co.uk/supporters/event-submission/>

New Chief Executive for English Heritage

13. In April 2015, English Heritage will become a charity and Kate Mavor will become its Chief Executive. The charity will look after the National Heritage Collection of historic sites. Historic England will champion England's wider heritage and give expert advice

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with the new Chief Executive announced in the Spring. More at
<http://tinyurl.com/lvj4ons>

14. The LGA has previously welcomed the new model, emphasising the importance of English Heritage as a key strategic partner for local government and local councils in the management, conservation and promotion of local heritage.

Magna Carta unification exhibition

15. The four copies of the 1215 Magna Carta manuscripts were loaned to Parliament for one day to launch the exhibition '*Magna Carta & Parliament*'. The exhibition charts the constitutional journey from Magna Carta to today's parliamentary democracy. The exhibition will be at Parliament between 9 and 26 February 2015.
16. The LGA continues to support the Magna Carta 800th Committee through representing councils at the highest level as well as encouraging councils to stage events marking the anniversary and sharing good practice case studies.
17. See the LGA's Magna Carta resource <http://tinyurl.com/n2x2ram>

World War One Commemorations

18. The National Association of Civic Officers (NACO) has set in motion its inaugural annual Single Commemorative Act to mark the anniversary of World War One. This unique project will bring together the nation's Civic family in one common symbolic act of remembrance.
19. The date of the event is Monday 9 March 2015 at 10.30 am. Full details at www.naco.uk.com

British Library vision

20. The British Library has launched an exciting new vision for the future – Living Knowledge. The vision makes the case for the vital and growing importance of libraries of all kinds to the UK's whole national infrastructure of knowledge and innovation.
21. The vision sets out the British Library's commitment to deepening its partnership working with the UK public library network. This would build upon the Business & Intellectual Property Centre national network, which is a collaboration between the British Library, the Intellectual Property Office and six city libraries (Birmingham, Leeds, Liverpool, Manchester, Newcastle and Sheffield) with existing business and intellectual property collections and expertise.
22. The Chief Executive of the British Library, Roly Keating, is one of the speakers at the CTS Annual Conference in Durham and he is also a member of the Libraries Task Force.

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European Funding for Tourism

23. In November, CTS Lead Members highlighted the use of European funding to support tourism and the involvement of local partners in the delivery of European Structural and Investment Funds (ESIF) in 2014-20. CTS Lead Members wrote to Greg Clark MP and Lord Ahmad on 13 January and their letter and the Ministers' reply is attached at **Annex B**.
24. After the exchange of letters, the national Growth Programme Board agreed on 23 January that the 39 LEP area partnerships will have an 'advisory' rather than 'strategic' role, with no guarantee their work will be funded, and the LGA's proposal for a small number of those partnerships to select projects were not accepted. This goes against the grain of devolution, and does not deliver cross-Whitehall ministerial commitments for local partners to make 'strategic' decisions on ESIF.
25. On 11 February, the LGA Chairman, Cllr David Sparks OBE, wrote to the DCLG Secretary of State for Communities and Local Government plus relevant ministers across Government to set out our views on governance decisions regarding the £5.3 billion European Structural and Investment Funds (ESIF) for 2014-2020. The letter highlights concerns about the decisions made, potential unintended consequences, and seeks a reconsideration of decisions. Unless the Government changes its position, LEPs and local partners will have less ability to influence ESIF priorities across policy areas, including the visitor economy. Cllr Sparks letter is attached at **Annex C**.
26. New figures reveal that the UK's Creative Industries, which includes the film, television and music industries, are now worth £76.9 billion per year to the UK economy. This massive contribution is an all-time high and equates to £8.8 million per hour, or £146,000 every minute, helping to drive growth.
Read the report at **<http://tinyurl.com/n5xsd98>**
27. The LGA is working with Creative England and VisitEngland to promote and support councils' leadership role creating the conditions for the creative and tourism industries to thrive and connecting businesses to Local Enterprise Partnerships and the wider economic landscape. The Chairman of Visit England, Viscountess Penelope Cobham, is among the speakers at the CTS Annual Conference.

Culture and Arts

Children's music and arts receives a boost

28. A range of projects that support children's music, filmmaking, dance and local-heritage activities are to receive funding worth more than £109 million in the 2015 to 2016 financial year, Education Secretary Nicky Morgan and Culture Secretary Sajid Javid have announced.

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29. More than £4 million will be distributed to a number of organisations to support cultural education programmes, including the:
- BFI Film Academy
 - National Youth Dance Company
 - Sorrell Foundation's Art and Design Saturday Clubs
 - English Heritage
30. To support every child to have access to good music lessons and the opportunity to learn to play an instrument, the network of 123 music education hubs that supports schools with this task is set to benefit from £75 million of funding in the 2015 to 2016 financial year. An additional £1.1 million will be allocated this year to support education through 6 In Harmony programmes, and National Youth Music organisations such as the National Youth Orchestra and Music for Youth's School Proms.
31. In addition, funding for the Music and Dance Scheme that supports exceptionally talented young musicians and dancers will increase to £29 million.
32. The LGA is working to ensure that councils are fully involved in activating the Government's plans locally. The LGA has also worked in partnership with Arts Council England to deliver the very successful Leadership Essentials Culture events, which aim to place arts and cultural activities at the heart of council activities to help improve the quality of life for its communities and achieve wider outcomes such as engaging young people.
33. Further information on the announcement is available at <http://tinyurl.com/lgr4mpj>