

Foreword

Local authorities spend £3.2 billion annually on cultural services, including sport. Much of that expenditure is in partnership with the Department for Culture, Media and Sport (DCMS) and its various sponsored bodies.

DCMS works with local government to deliver what are known as the *Shared Priorities* – a series of jointly agreed aims between central and local government. The *Shared Priorities* provide a focus to the issues that really matter to our communities: increasing educational standards; improving our quality of life and health; and developing strong, safe and pleasant communities, with a thriving economy to live in.

Culture and sport can contribute powerfully to the Shared Priorities by getting people involved in community activity and improving the places in which people live and work. As the preparations for the 2012 Olympics and Paralympics get under way and the plans for a national cultural festival starting in Liverpool 2008 take shape, there has never been a better opportunity to engage people in culture and sport. Now is the right time to focus on what this can do for your community.

You may be a councillor with a particular responsibility for cultural services (including local preparations for London 2012). Alternatively, you may be a councillor with responsibilities in other areas or a councillor with purely ward interests. Whatever role you perform in your council, we believe this guide contains information that will be of use to you.

It is intended to:

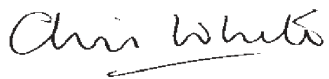
- Explain, with signposts to further information, what DCMS does and how it works with and supports local authorities in delivering their cultural and other priorities
- Suggest some ways in which local authorities and elected councillors can increase the contribution of culture to delivering both local and Shared Priorities

We are keen to learn more about ways in which local authorities have worked with DCMS, its sponsored bodies and other agencies, to improve the delivery of cultural services. Please contact us with examples of good practice or suggestions for improved ways of working, using the addresses at the end of this guide.



TESSA JOWELL

Secretary of State for Culture, Media and Sport



COUNCILLOR CHRIS WHITE

Chair of the Local Government Association Regeneration Board

How can local authorities use culture and sport to help their own community priorities?

Although each local authority has its own priorities, there are many ways you can enhance the delivery of your services by including culture and sport:

- Appoint a Cabinet member with responsibility for culture and sport, creating a focus on cultural performance and service improvement
- Ensure that the contribution of culture is fully considered in the range of local authority functions – housing, planning, transport, health, education, social services and in the provision of cultural services themselves
- Recognise the role that culture can play in social and economic regeneration, and ensure this is considered when developing new projects
- Build a cross-party consensus on the role of culture in tackling a range of social and economic issues
- Consider how culture should be reflected in your membership of the Local Strategic Partnerships, the local Sustainable Community Strategy and in Local Area Agreements
- Share best practice with other local authorities
- Work closely with your key partners to develop cultural opportunities for the benefit of the whole community

What are DCMS responsibilities?

DCMS is responsible for government policy on all aspects of culture, media and sport. This encompasses an array of social and economic activities and industries:

- The arts
- Leisure and recreation
- The National Lottery
- Tourism
- Libraries
- Archives

- Museums and galleries
- Sport
- Film
- Architecture and design
- Children's play
- Alcohol, entertainment and late-night refreshment licensing
- The historic environment
- Press freedom and regulation
- Broadcasting
- Creative industries
- The music industry
- Countryside recreation
- Fashion
- Gambling
- The 2012 Olympics and Paralympics

DCMS online – a source of information

The DCMS website www.culture.gov.uk is an extensive database, providing guidance on all areas of its work:

- Latest news
- Publications, including the Annual Report and Five Year Plan
- Press notices
- Consultations
- Research
- Facts and figures
- Frequently asked questions
- Forms
- Links to relevant organisations

If you are unsure where to find specific information, the comprehensive search engine enables you to type in the name of a publication or area of work, taking you to the relevant page.

How does DCMS work with local authorities?

DCMS has few statutory powers in relation to local authorities, but its principal role is to help your council improve their performance and to identify best practice within cultural services, which include arts, sport, children's play, museums, libraries, archives, tourism, architecture, design and conservation of the historic environment. The nature of its work varies according to region, but broadly tends to be:

In partnership

DCMS does this in a range of ways:

- Supporting improved performance in cultural services: for example through the new cultural services assessment in the Comprehensive Performance Assessment (CPA) of local authorities: www.audit-commission.gov.uk/cpa
- Sharing good practice in cultural services through the DCMS/LGA Cultural Pathfinders programme <http://tinyurl.com/9uzmm> (Home page: www.lga.gov.uk), the beacon council scheme <http://tinyurl.com/dat54> (Home page: www.idea-knowledge.gov.uk) and the "Cultural Connections" website: <http://tinyurl.com/7wjhe> (Home page: www.idea-knowledge.gov.uk)
- Illustrating the value of culture, media and sport to be included in Local Strategic Partnerships (LSPs): <http://tinyurl.com/9prl3> (Home page: www.odpm.gov.uk). Sustainable community strategies and Local Area Agreements (LAAs): <http://tinyurl.com/e4ry7> (Home page: www.odpm.gov.uk)
- Helping local authorities improve efficiency and free up money for front-line services. This requires local government to make efficiency gains of 2.5% per annum for three years. The money and resources are then used by councils to improve service delivery.

- Working with the Improvement and Development Agency (IDeA) where a dedicated cultural services improvement unit has been established: www.idea-knowledge.gov.uk
- Developing the Private Finance Initiative, providing credits for approved local authority projects

Through Central Local Partnership

DCMS forms part of the Central Local Partnership arrangements, a framework for partnership agreed in 1997 between local and central government, and supports the seven *Shared Priorities* for local communities, agreed by central and local government:

- Raising standards across our schools
- Improving the quality of life of children, young people, families at risk and older people
- Promoting healthier communities
- Creating safer and stronger communities
- Transforming our local environment
- Improving transport facilities
- Promoting the economic vitality of our regions

For more information visit <http://tinyurl.com/chbqn> (Home page: www.idea-knowledge.gov.uk).

Funding through NDPBs

DCMS does not directly provide revenue or capital support to local authorities. It spends the bulk of its money (97%) through a range of "non-departmental public bodies" (NDPBs), who work within its policy areas in partnership with local authorities. For information on how to get Lottery funding visit www.lotterygoodcauses.org.uk

With the Office of the Deputy Prime Minister

DCMS work closely with the Office of the Deputy Prime Minister (ODPM), which has general responsibility for local government in the formulation of government policy affecting local authorities. This ensures that culture and sport are embedded in a range of national policies, from planning policy statements and guidance, to housing growth and renewal areas: www.odpm.gov.uk

How do DCMS sponsored bodies work locally?

DCMS sponsored bodies – "non departmental public bodies" (NDPBs) – are responsible for distributing public money to local organisations and individuals. Their regional structures are key to the delivery of DCMS policies. Sponsored bodies active in each region are:

Arts Council England (ACE) – Arts Council England is the national development agency for the arts in England, distributing money from Government and the National Lottery. ACE believes that the arts have the power to transform communities, and works closely with local authorities to identify joint aspirations and priorities. Contact details for regional offices are at: www.artscouncil.org.uk/regions/index.php

Big Lottery Fund is responsible for distributing National Lottery money for charities, environment, education and health. It works closely with local government, including such programmes as New Opportunities for PE and Sport and the People's Network of computers in public libraries: www.biglotteryfund.org.uk

Commission for Architecture and the Built Environment (CABE) works in partnership with local authorities to support quality architectural design. It has actively pursued a national programme encouraging local authorities to nominate a Design Champion: www.cabe.org.uk and www.cabespace.org.uk

English Heritage encourages people to nurture their historic environment and helps local authorities realise the potential of historic buildings, monuments and landscapes for the benefit of the community.

Heritage Lottery Fund (HLF) – From conserving parks, museums, wildlife sites and historic towns to celebrating history, it has funded major regeneration and restoration projects and thousands of projects enabling communities to appreciate their diverse heritage. To contact the regional offices visit: www.hlf.org.uk

Museums, Libraries and Archives Council (MLA) provides strategic support and advice, working with agencies for those sectors in each of the English regions. To find out how museums, libraries and archives can deliver your council's priorities contact your regional agency via www.mla.gov.uk

Sport England is working closely with local authorities in helping to increase participation. It also funds ten Local Government Improvement Managers, seconded from local authorities to work in the regional Sport England offices. To see how sport can deliver your council's priorities visit www.sportengland.org

UK Film Council invests in regional and local film activities through the Regional Screen Agencies (RSAs), who are the contact for any film industry-related local matter: www.ukfilmcouncil.org.uk

Regional Cultural Consortia (RCC) draw up regional cultural strategies. They provide a collective voice for the culture, media and sports sectors to promote joint working with Regional Development Agencies, Regional Assemblies and local authorities. For your local RCC visit: <http://tinyurl.com/dsbd0> (Home page: www.culture.gov.uk).

DCMS also works with:

The Children's Play Council (CPC) – a partnership of public and voluntary sector agencies, campaigning for improved play services. Promoting a child-friendly environment, it works with all sectors concerned with play provision and the design of community space: www.ncb.org.uk/cpc

How is your local authority performing?

Several organisations currently assess local authority performance in cultural services:

- *The Active People survey* – getting the clearest picture yet of how physically active our nation is, to help local authorities increase participation. The results will be available in October 2006 from: <http://tinyurl.com/cgb59> (Home page: www.sportengland.org).
 - The newly introduced *Public Library Impact Measures* will help to quantify libraries' contribution to wider community agendas: <http://tinyurl.com/3wfre> (Home page: www.mla.gov.uk).
 - For single tier authorities and county councils, cultural services have recently been assessed by the Audit Commission as part of the Comprehensive Performance Assessment (CPA): www.audit-commission.gov.uk/cpa
- The Commission is also currently considering the responses to a recent consultation on a CPA framework for district councils.
- A new unit has been set up in the Improvement & Development Agency (IDeA) dedicated to improving local authority services. This three year project is aimed at supporting improvement specifically across cultural services. The unit can be contacted at martyn.allison@idea.gov.uk and brian.king@idea.gov.uk

Where and how can you share good practice?

Cultural projects are often specific to local needs, but in many cases local authorities can learn lessons from the experience of other services, authorities or sectors:

- **Cultural connections** is a comprehensive reference point for good practice in cultural services, available at: <http://tinyurl.com/7wjhe> (Home page: www.idea-knowledge.gov.uk). To include good practice from your authority contact richard.hanford@culture.gsi.gov.uk

- **The cultural pathfinders programme** is a two-year pilot to strengthen culture's contribution to the *Shared Priorities* and to social, economic, environmental and community development objectives of 13 local authorities. See <http://tinyurl.com/9uzmm> (Home page: www.lga.gov.uk).
- **The Beacon Council Scheme** recognises excellence and innovation in local government. Themes include "Culture and Sport for Hard to Reach Groups". For further information visit: <http://tinyurl.com/7jg65> (Home page: www.idea-knowledge.gov.uk).
- **Creative Partnerships** give school children in 36 areas across the country the opportunity to explore their creativity by working on sustained projects with creative organisations and individuals. Further information, case studies and suggested models of good practice for local authorities and schools working with cultural organisations are available at www.creative-partnerships.com
- **Cultural Hubs** explore a new way of providing high quality cultural opportunities for young people, initially focussing on the arts, museums, libraries and archives. Information can be found at: www.culture.gov.uk/global/press_notices/archive_2005/dcms045_05.htm
- **A peer review programme** is being run by MLA designed to address disparity in quality of services across 149 library authorities in England, and the need to share and learn from good practice.
- **'Sport playing its part'** is a series of brochures Sport England has produced with the LGA highlighting cases where sport has helped contribute to the Shared Priorities in local authorities: <http://tinyurl.com/9bkaj> (Home page: www.sportengland.org)

What are the local authority cultural responsibilities?

The Local Government Act 2000 obliges local authorities to continually improve their services to the public. With the exception of the regulatory

functions below all other cultural services are discretionary. County and unitary councils have a statutory responsibility to provide a comprehensive and efficient public library service.

- **Planning** – There are several areas of DCMS policy in which local authorities have a planning interest, from Planning and the Historic Environment (PPG15), to Archaeology and Planning (PPG16) and Tourism (PPG 21) – soon to be replaced by the Good Practice Guidance.

DCMS also has interests in Regional Spatial Strategies (RSS), through its regional cultural consortiums: www.culture.gov.uk
- **The Historic Environment** – Local authorities play an important role in maintaining and promoting the historic environment. Together with ODPM, DCMS has invited councils to appoint "Historic Environment Champions" to provide leadership on heritage issues and enable joined up policy. Already implemented in over 40% of authorities, English Heritage is delivering a programme of information and training through Historic Environment – Local Management: www.helm.org.uk
- **Tourism** – Tourism is one of the largest industries in the UK. Local Authorities are vital in marketing, working with businesses and providing tourists with information and experiences. *Tomorrow's Tourism Today*, available at www.culture.gov.uk/tourism sets an ambitious target for growth. It is agreed in collaboration with the LGA, VisitBritain, the Regional Development Agencies (RDAs) and the industry. For information about RDAs strategic responsibility for tourism in the regions visit www.englandsrdas.com
- **The Licensing Act 2003** – Implemented on 24 November 2005, this establishes an integrated scheme for licensing premises. The Act transfers responsibility for licensing matters to local authorities (apart from county councils) so that elected representatives will make decisions, providing a greater voice for residents: <http://tinyurl.com/brgel> (Home page: www.culture.gov.uk).

- **The Gambling Act 2005** -This creates a new regulator for gambling, the Gambling Commission, and gives responsibility for licensing gambling premises to licensing authorities. Guidance on this and a training package setting out the roles of licensing officers and councillors will be issued in May 2006: <http://tinyurl.com/e38r5> (Home page: www.culture.gov.uk).

Where can I get specific information on...?

Local authorities can draw on a wide variety of guidance produced by DCMS and its sponsored bodies:

Sustainable Community Strategies

The DCMS website holds two documents providing a briefing on the role of culture in local strategies:

- *Creating Opportunities: Guidance for local authorities in England on Local Cultural Strategies* (December 2000) <http://tinyurl.com/78yrz> (Home page: www.culture.gov.uk).
- *Leading the Good Life: Guidance on integrating Cultural and Community strategies* (June 2004): <http://tinyurl.com/afr63> (Home page: www.culture.gov.uk).

Local Area Agreements (LAAs) are developed between central government, local authorities and their partners through the LSP. They allow greater flexibility for local solutions to local circumstances. With 20 already underway, 66 will be confirmed by April 2006 with the plan for all areas to be covered by 2007/8.

- Guidance on cultural services is included in the LAA outcomes framework published by ODPM: <http://tinyurl.com/baee8> (Home page: www.local.odpm.gov.uk).

- A toolkit for councillors negotiating LAAs is at <http://tinyurl.com/7qw6m> (Home page: www.idea-knowledge.gov.uk) and Sport England's guidance is available at <http://tinyurl.com/7g9m3> (Home page: www.sportengland.org).

Access for all to cultural and leisure services

Equality

DCMS has commissioned nationwide research to gather detailed information through interviews from 27,000 people on participation in the cultural sector, highlighting what helps or hinders people from taking part. Provisional results from the period between mid July to mid October 2005 were published in December. Provisional results achieved between mid October 2005 and mid January 2006 will be published in the Spring: <http://tinyurl.com/97muh> (Home page: www.culture.gov.uk).

A new standard for racial equality in sport and leisure has been developed jointly by the LGA, Sporting Equals, Sport England and the Commission for Racial Equality: *Promoting racial equality through sport: a standard for local authority sport and leisure services* is available at: <http://tinyurl.com/8rxzw> (Home page: www.lga.gov.uk).

Disabled people

DCMS has worked closely with experts to provide guidance for local councils for providing the best possible facilities for disabled members of the community:

- Facilities provided by local authorities, especially those that are new or redeveloped, need to be fully compliant with the Disability Discrimination Act: www.disability.gov.uk
- Sport England should be consulted when designing sports facilities. Guidance has been produced by the LGA, in conjunction with the Disability Rights Commission: www.drc-gb.org

- Training courses, such as “Welcome All” run on behalf of the national and regional tourist boards, are also available: <http://tinyurl.com/cfrgf> (Home page: www.swtourism.co.uk).
- An invaluable publication Access to services: disability equality in local government is available from the LGA: <http://tinyurl.com/d5d7f> (Home page: www.lga.gov.uk).
- The National Accessible Scheme for accommodation providers: <http://tinyurl.com/8bozo> (Home page: www.tourismtrade.org.uk).

Working with the Voluntary and Community Sector

The voluntary and community sector plays an important role across culture and sport and has a close relationship with many local authorities. For more information visit: www.thecompact.org.uk, www.volunteeringengland.org or www.csv.org.uk

- Volunteers in sport make up the largest single contribution to volunteering, with over 1.2 billion hours each year. DCMS strategy, Engaging with the Voluntary and Community Sector, highlights the work they are doing: <http://tinyurl.com/438uu> (Home page: www.culture.gov.uk).
- Volunteering is an excellent way of equipping children with skills helping them to become better citizens. Youth initiatives include the Russell Commission’s recommendations – encouraging volunteering within public services, from parks and sports, to public libraries, leisure and arts centres: www.russellcommission.org

Participation in School Sport

DCMS is working with the Department for Education and Skills to ensure that by 2006 75% of our school children will have the opportunity to participate in two hours of high quality school sport, rising to 85% by 2008.

Major projects – current highlights

Every year DCMS is responsible for creating exciting and innovative projects that benefit and impact upon a wide selection of people in local communities:

The London 2012 Olympic and Paralympic Games

DCMS is the lead government department working very closely with the London Organising Committee for the Olympic Games (LOCOG) and Paralympic Games to deliver an inspirational and memorable Games. We are establishing a network of regional groups to ensure the whole country is engaged with and benefits from the Games. Local Authorities, key delivery partners will be crucial in ensuring the positive impact of the Games are felt right across the UK.

For information on your regional group, contact your Regional Development Agency (RDA) at www.englandsrdas.com and for general information www.london2012.com and www.olympic.org

Renaissance in the Regions and Museums

This is run by the MLA to help regional museums raise their standards, as well as delivering results that support education, community development and economic regeneration. A network of ‘hubs’ in each region helps promote good practice and regional agencies and Museum Development Officers provide advice and support: www.mla.gov.uk

Local sports facilities database

Active places is a database of sports facilities throughout England, including local authority leisure facilities, commercial and club sites. It is designed to make it easier for the public to take part in sports and exercise by finding out what is going on in their local area.

Local authorities, national governing bodies of sport, government departments and lottery distributors will also be able to use the information to help guide sports facility investment and strategies. To access the database visit www.activeplaces.com

The Every Child Matters: Change for Children Programme

This programme was created in response to the Children Act 2004, which sets out statutory duties for local authorities, including a Children and Young People's Plan. It concentrates on five areas: enjoying and achieving; staying safe; being healthy; making a positive contribution; and achieving economic well-being. Everyone delivering services for children and young people – including culture and sport organisations – has an important role to play in implementing this: www.everychildmatters.gov.uk

Jargon buster

Highlighted entries in this list indicate which organisational telephone numbers should be used at the end of the document.

ACE	Arts Council England
CABE	Commission for Architecture and the Built Environment
CPA	Comprehensive Performance Assessment
CPC	Children's Play Council
DCMS	Department for Culture, Media and Sport
HLF	Heritage Lottery Fund
IDeA	Improvement and Development Agency
LAA	Local Area Agreements

LGA	Local Government Association
LSP	Local Strategic Partnership
MLA	Museums, Libraries and Archives Council
NDPB	Non Departmental Public Body
ODPM	Office of the Deputy Prime Minister
PPG	Planning Policy Guidance
RCC	Regional Cultural Consortium
RDA	Regional Development Agency
RSAs	Regional Screen Agencies
RSSs	Regional Spatial Strategies

For a more comprehensive jargon buster and A-Z for councillors visit: <http://tinyurl.com/cxmr8> (Home page: www.idea-knowledge.gov.uk)

For those involved with neighbourhood renewal a jargon buster is available at: <http://tinyurl.com/97vvn> (Home page: www.neighbourhood.gov.uk)

Useful contacts

Department for Culture, Media and Sport (Information Centre)
Tel: 0207 211 6200
Email: enquiries@culture.gov.uk

Local Government Association Information Centre (LGconnect)
Tel: 0207 664 3131
Email: info@lga.gov.uk