

Leading change

“The challenges and opportunities facing councils”

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Focus of presentation

- The **landscape** facing councils and positioning sport/physical activity services at the heart of council priorities - especially boosting economic growth and improving public health.
 - **Discussions** on localism and devolution, Sport England strategy and;
 - The importance of **political leadership**.
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Positive contribution councils make

- Councils spend over £1.0 billion per annum on sport and outdoor spaces (excluding capital spend)
 - Councils invest because sport/physical activity services: are among most valued services, drives growth, attracts visitors and improves health and wellbeing
 - Councils contributed significantly to successful 2012 Games and other major sporting events
 - Key to success is leadership from councils and partnership working
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Landscape facing councils

- Budget cuts, economic growth and devolution biggest drivers for councils
- Challenges persist for councils, especially around social care costs
- Turning challenges into **opportunities**:
 - LGA 'Growing Places' publication
 - Local Delivery Pilots
 - Public health
 - Devolution
 - Commissioning
 - Working more collaboratively

Localism and devolution

- Councils/councillors need to be at the **heart of localism and devolution**
 - **Opportunities** to better integrate sport/physical activity into other council wide priorities, such as health & wellbeing
 - **More opportunities** to involve communities in the design and delivery of services
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Sport England strategy

- **LGA welcomed the focus of the strategy** and increased opportunities for councils to access funding from the different investment programmes
 - Successful implementation of the strategy **will need councils playing a key leadership role in their localities**
 - **Excellent relationship between LGA/Councils and Sport England** should enable effective involvement of councils
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Political and officer leadership

- LGA making the case for sport/physical activity at national level
 - Joint working between the LGA and Sport England, County Sports Partnership Network, Governing Bodies of Sport and Public Health England
 - Supporting Portfolio Holders and senior officers
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The LGA offer

- **Stay connected**

- CTS Sport/Physical Activity conference – 5 December 2018, London
- e-bulletin/CTS website www.local.gov.uk
- Publications
- Twitter @LGAculturesport

- **Communicate**

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Thank you & any questions
