

Publications



Local USP – boosting the creative economy

The creative industries are of major

significance to both the national economy and local economies around the country. They are growing fast, and account for nearly two million jobs. This report sets out the importance of the creative industries; the local government track record in developing the local creative economy; the case for a stronger local role; and the challenges facing the sector.

Local government: the place to be, the place to work

This is the fourth version of the local government workforce strategy. Some of the areas covered include building workforce support for new structures and ways of working; developing visionary and ambitious leadership; developing skills; recruitment and retention; and pay and rewards.

A councillor's guide to the new local area agreements

The guide explains what local area agreements are and why they are important. It illustrates just a few of the ambitions specific councils want to achieve locally through new partnership agreements: such as increasing the skills and job opportunities of local people in Swindon. Councils are negotiating LAAs now and the guide explains how elected members can lead and influence the new agreements.

Growing in the community: good practice guide to the management of allotments

Get your order in now for the updated version of this popular publication, due out later this month. The objective of the guide is to assist those who are responsible for managing allotments, either within local authorities or under schemes for devolved management, to work more efficiently and effectively in achieving a new future for allotments by emulating examples of good practice.

All these publications are free. Download them at www.lga.gov.uk or call 020 7664 3131 for copies.

On yer bike!

West Sussex county council has taken the lead in encouraging people to take up cycling, says Cllr Tex Pemberton.

Here in West Sussex we have been one of the first local authorities to appoint a member champion for cycling and government support is being made available to encourage others to follow suit.

In recent years cycling has moved rapidly up our political agenda, mirroring the fact that it is now set to receive unprecedented levels of investment at a national level. We now have a mandatory cycling target in our West Sussex transport plan and cycling contributes to all four of the shared priorities of tackling congestion, delivering accessibility, safer roads and better air quality.

However, cycling has become more than just a transport or leisure issue. It cuts across two of the biggest current challenges to society: health and our impact on the environment.

Support package

Cycling England, the independent expert group charged by government to get more people cycling, more safely, more often, is launching a scheme to support elected members in promoting cycling. Letters are currently going out to leaders and executive members in local highway authorities and those districts that have expressed an interest, inviting them to sign up to this.

Designating a member champion for cycling offers a range of benefits, and enables councils to access a package of support.

This includes a resource pack, consultancy support, an email discussion group, a regular e-newsletter, professional training events and a cycle training 'refresher' course.

Cllr Derek Whittington, our champion for cycling and an active cyclist, works closely with our cycling lead officer and external stakeholder groups. He ensures we have access to the latest best practice and assists me, for example, in making sure we have suitable street furniture to meet the growing demand for cycle

security. Derek is currently looking at the improvements we hope to make in West Sussex to complete our part of the 'Avenue Verte' London to Paris cycle route.

Derek will have invaluable access to professional and personal development opportunities through the free support available from Cycling England. And it couldn't come at a better time – here in West Sussex, we recognise that cycling is rapidly emerging once again as a popular mode of transportation, not only for leisure but also as a means of getting to and from work as well as other journeys. We need to make provision for this growth activity that will help us to reduce the volume of cars on our roads. Having increased cycling levels by around 10% during the period of the first local transport plan up to 2005, we have adopted a growth target of 12% for the second five year plan.

Details are in the letters that are being sent out, or you can find out more from the Cycling England website at: www.cyclingengland.co.uk

