

Culture, Tourism and Sport Board

Agenda

Thursday, 18 January 2018
12.00 pm

Meeting Room 101, Library of Birmingham,
Centenary Square, Broad Street,
Birmingham B1 2ND

To: Members of the Culture, Tourism and Sport Board
cc: Named officers for briefing purposes

Culture, Tourism & Sport Board
18 January 2018

There will be a meeting of the Culture, Tourism & Sport Board at **12.00 pm on Thursday, 18 January 2018** Meeting Room 101, Library of Birmingham, Centenary Square, Broad Street, Birmingham B1 2ND.

A sandwich lunch will be available before the meeting.

Attendance Sheet:

Please ensure that you sign the attendance register, which will be available in the meeting room. It is the only record of your presence at the meeting.

Political Group meetings:

The group meetings will take place in advance of the meeting. Please contact your political group as outlined below for further details.

Apologies:

Please notify your political group office (see contact telephone numbers below) if you are unable to attend this meeting.

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

Location:

A map showing the location of the Library of Birmingham is printed on the back cover.

LGA Contact:

Harry Parker
0207 664 3007/harry.parker@local.gov.uk

Carers' Allowance

As part of the LGA Members' Allowances Scheme a Carer's Allowance of up to £7.50 per hour is available to cover the cost of dependants (i.e. children, elderly people or people with disabilities) incurred as a result of attending this meeting.

Social Media

The LGA is committed to using social media in a co-ordinated and sensible way, as part of a strategic approach to communications, to help enhance the reputation of local government, improvement engagement with different elements of the community and drive efficiency. Please feel free to use social media during this meeting. **However, you are requested not to use social media during any confidential items.**

The twitter hashtag for this meeting is #lgacts

Culture, Tourism & Sport Board – Membership 2017/2018

Councillor	Authority
Conservative (8)	
Cllr. Peter Golds (Deputy Chairman)	Tower Hamlets Council
Cllr. John Beesley	Bournemouth Borough Council
Cllr. Geraldine Carter	Calderdale Metropolitan Borough Council
Cllr. David Jeffels	North Yorkshire County Council
Cllr. Barry Lewis	Derbyshire County Council
Cllr. Michelle Tanfield	Fenland District Council
Cllr. Tom Killen	Mendip District Council
Cllr. Geoffrey Theobald OBE	Brighton & Hove City Council
Substitutes	
Cllr. Andrew Bowles	Swale Borough Council
Cllr. Chris Saint	Stratford-upon-Avon District Council
Labour (6)	
Cllr. Simon Henig CBE (Deputy Chair)	Durham County Council
Cllr. Terry O'Neill	Warrington Council
Cllr. Faye Abbott	Coventry City Council
Cllr. Muhammed Butt	Brent Council
Cllr. Alice Perry	Islington Council
Cllr. Richard Henry	Stevenage Borough Council
Substitutes	
Cllr. Guy Nicholson	Hackney London Borough Council
Liberal Democrat (2)	
Cllr. Gerald Vernon-Jackson CBE (Chair)	Portsmouth City Council
Cllr. Mike Bell	North Somerset Council
Substitutes	
Cllr. Niall Hodson	Sunderland City Council
Independent (1)	
Cllr. Geoff Knight (Vice-Chair)	Lancaster City Council
Substitutes	
Cllr. Tom Hollis	Nottinghamshire County Council

LGA Culture, Tourism and Sport Board Attendance 2017-2018

Councillors	8/9/17	9/11/17	18/1/18	19/3/18	4/6/18
Conservative Group					
Cllr. Peter Golds	No	Yes			
Cllr. John Beesley	Yes	Yes			
Cllr. Geraldine Carter	Yes	Yes			
Cllr. David Jeffels	Yes	Yes			
Cllr. Barry Lewis	Yes	No			
Cllr. Michelle Tanfield	Yes	No			
Cllr. Tom Killen	Yes	Yes			
Cllr. Geoffrey Theobald OBE	Yes	Yes			
Labour Group					
Cllr. Simon Henig CBE	Yes	Yes			
Cllr. Terry O'Neill	No	Yes			
Sonja Crisp	Yes	No			
Cllr. Faye Abbott	Yes	Yes			
Cllr. Muhammed Butt	Yes	Yes			
Cllr. Alice Perry	Yes	No			
Cllr. Richard Henry	Yes	Yes			
Lib Dem Group					
Cllr. Gerald Vernon-Jackson CBE	Yes	Yes			
Cllr. Mike Bell	No	Yes			
Independent					
Cllr. Geoff Knight	Yes	Yes			
Substitutes/Observer					
Ian Brooke	Yes	Yes			
Cllr. Guy Nicholson	Yes	Yes			
Cllr. Chris Saint	No	Yes			

Agenda

Culture, Tourism & Sport Board

Thursday 18 January 2018

12.00 pm

Meeting Room 101, Library of Birmingham, Centenary Square, Broad Street, Birmingham B1 2ND

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Date of Next Meeting: Monday, 19 March 2018, 1.00 pm, Smith Square 3&4,
Ground Floor, 18 Smith Square, London, SW1P 3HZ



Culture-led regeneration

Purpose of report

For discussion and direction

Summary

The Board commissioned a piece of research into culture-led regeneration at its meeting in September 2017. This paper updates the board on progress so far, and invites a further steer on the work.

Recommendation

That the Culture, Tourism and Sport Board members discuss and provide direction.

Action

Officers to progress as directed.

Contact officer: Ian Leete
Position: Senior Adviser
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Culture-led regeneration

Background

1. At its September 2017 meeting, the Board identified culture-led regeneration as one of its three priorities. As part of this, it requested that research was carried out into those areas that were felt to have achieved significant culture-led regeneration for the benefit of those councils with ambitions to do the same.
2. The focus of the publication will be on making the case for culture-led regeneration and identifying practical steps for undertaking culture-led regeneration, illustrated by case studies, and producing an outline template for the creation of a cultural strategy that can help drive regeneration.
3. We are also proposing a series of regional roundtables following the publication of the report, to communicate the findings to councillors, officers, local enterprise partnerships, business improvement districts and other relevant stakeholders.
4. The primary audience is intended to be councillors, with a secondary audience of senior officers in councils and local enterprise partnerships.
5. The Calouste Gulbenkian Foundation has agreed to provide £7000 towards this project. The Foundation is an international charitable foundation with cultural, educational, social and scientific interests, based in Lisbon with offices in London and Paris. The purpose of the UK Branch in London is to bring about long-term improvements in wellbeing, particularly for the most vulnerable, by creating connections across boundaries (national borders, communities, disciplines and sectors) which deliver social, cultural and environmental value.
6. We have also discussed this work with DCMS, who have agreed to provide input from their departmental economist; with Arts Council England, who have agreed to provide access to their case studies, current programmes, and their cultural taskforce with the core cities; and the Greater London Authority, who will share the London Mayor's plans for culture, including the Borough of Culture competition.

Appointing a supplier

7. A request for quotation was prepared and advertised using LGA procurement processes. This is available in **Annex A**. 12 bids were received and scored against technical merit, quality, experience, and price.
8. The winning bidder is Regeneris, who were appointed on 11 January 2018.

9. Regeneris has undertaken extensive work engaging with, appraising, writing funding bids for, and evaluating culture-led regeneration projects across England and Wales.
10. They led the appraisals of all interim and final bids for the UK City of Culture programmes in 2013 and 2017 for DCMS, are leading the outcomes evaluation for Hull UK City of Culture 2017, and supported bids Stoke UKCC 2021, Milton Keynes' European Capital of Culture 2023 bid and Lambeth's London Borough of Culture bid.
11. Regeneris' full proposal is set out in **Annex B**, and members are invited to comment on the proposals, which are also summarised below.

Outline proposal

12. Regeneris has proposed developing case studies based on a series of five-six typologies of culture-led regeneration, with an aim to complete three case studies for each.
13. The proposed typologies are:
 - 13.1. Individual cultural institutions/attractions as a hub and driver for regeneration, such as The Storyhouse in Chester, Tate in St Ives, or The Curve in Leicester.
 - 13.2. Community focused cultural programmes, such as the Arts Council England's Creative People and Places area
 - 13.3. Recurring arts festivals as a focal point for regeneration
 - 13.4. Strategic organisation to co-ordinate and promote cultural activity, such as the co-ordinated collaboration between Newcastle and Gateshead Councils
 - 13.5. City of Culture and related programmes.
14. Regeneris has been asked to identify appropriate case studies, but we envisage it will include some of the following:
 - 14.1. Newcastle and Gateshead (Great Northern Exhibition)
 - 14.2. Margate (Thanet District Council)
 - 14.3. Weston-super-Mare
 - 14.4. Hull (City of Culture)
 - 14.5. Coventry (Future city of culture)
 - 14.6. Stoke-on-Trent
 - 14.7. Waltham Forest
 - 14.8. Chester (The Storyhouse)
 - 14.9. Leicester
 - 14.10. St Ives (Tate)
 - 14.11. Grimsby (North East Lincolnshire)



14.12. Portsmouth

15. The findings will be communicated through a publication launched in May/June 2018, which will include advice and guidance for councils wishing to use culture as a way to promote regeneration.

16. Regeneris will also undertake regional workshops; the timing and nature of these will be developed once the findings have begun to emerge.

Implications for Wales

17. The WLGA does not commission us to work on wider improvement issues. This service is provided directly by WLGA. However, the publication will be available to all interested councils.

Financial Implications

18. There is a total of £20,000 available for this work. Up to £13,000 of this is from the LGA improvement budget. The remaining £7,000 has been provided as a grant from the Calouste Gulbenkian Foundation (UK branch).

Next steps

19. Board members are invited to comment on the initial suggestion for a thematic breakdown, including whether these are the right themes (Paragraph 13).

20. Board members are invited to suggest further possible case studies. We will ensure there is a political balance, and have particularly requested that the supplier identify case studies from rural areas (Paragraph 14).

SPECIFICATION

<p>Introduction and background</p>	<p>The UK's creative industries are now worth a record £84.1 billion to the UK economy. They grew by 8.9 per cent in 2014 - almost double UK economy as a whole – and generate nearly £9.6 million per hour. Employment in the UK creative industries is growing at four times the rate of the UK workforce rising by 5 per cent in 2016, compared to the 1.2 per cent increase in the wider UK workforce. Almost 2 million people are now employed in the UK's creative organisations, with a wider number making up the creative economy which also includes creative roles in non-creative organisations.</p> <p>Similarly, and with some overlap, tourism in the UK is currently worth £126.9 billion, employing over 3.1 million people in every local authority in the UK and includes a huge export component of around £29.8 billion annually.</p> <p>Figures from Arts Council England on the contribution of arts and culture organisations shows equally positive results, with the gross output of the entire arts/culture industry registered at an estimated £20 billion in 2015.</p> <p>These findings, coupled with the cultural contribution to public health and wellbeing objectives, the positive impact on community cohesion, and their general impact on making somewhere a desirable place to live and work, means many councils, and business improvement districts, are looking at cultural activities as a way of regenerating or improving aspects of their area.</p> <p>Some councils are already some way down this journey, such as Newcastle and Thanet (in Margate), while others like Hull and North Somerset have used key events like Banksy's Dismaland and Hull's City of Culture title to begin the journey. Still others have ambitious plans, such as those bidding for future City of Culture or the aborted European Capital of Culture titles, like Leeds, Stoke-on-Trent, and Coventry. The Mayor of London has also launched the Borough of Culture competition, which has generated significant interest in the capital.</p> <p>While many of these areas are urban in nature, the LGA is particularly interested in capturing examples in a rural context.</p> <p>The focus of this publication will be on regeneration, but suppliers may</p>
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	<p>wish to consider the LGA and cCLOA publication People, Culture, Place, which captured some of this information in a placemaking context, and avoid duplication. This document is linked to in <u>Appendix 1</u> at the end of this document, alongside other useful reference materials.</p> <p>Elsewhere, Arts Council England's Creative Cultural Partnerships programme and VisitEngland's the Great Places programme partnerships are designed to accelerate the creation of desirable places and destinations, and may also contribute learning to this project.</p>
<p>Detailed requirements including objective(s):</p>	<p>The LGA's Culture, Tourism and Sport Board is keen to capture and share the positive ambitions and aspirations behind those councils who are using culture to regenerate their areas. In particular, they wish to identify:</p> <ul style="list-style-type: none"> • The vision of those councils for their area, and the role of culture in achieving that • The case for using culture as a way of generating the change needed for the area and/or community • Any particular benefits of using culture to promote regeneration, such as inclusive growth or enhanced sustainability, compared to other regeneration approaches



	<ul style="list-style-type: none"> • Common issues and challenges being addressed • Any key themes about how to approach culture-led regeneration • The role of elected members in leading change • The impacts, where available, of the changes on residents and communities • Top tips and key considerations for other councils wishing to use culture to generate change in their area <p>This project is also being part funded by the Calouste Gulbenkian Foundation (UK branch).</p> <p>The supplier will be required to:</p> <ul style="list-style-type: none"> • Identify, with support of the LGA, case study areas who exemplify culture-led regeneration or have stated ambitious plans for culture-led regeneration • Contact and interview senior decision-makers and partners, where appropriate, from the case study areas • Write up case studies from the areas • Identify, analyse and collate any common ambitions, impacts, opportunities or challenges from the case studies and summarise for readers • Develop top tips and key learning sections to advise other councils wishing to effect significant change in their area, and make the case for using culture to do so • Conduct desk research into published data on the economic impact of culture (see incomplete but indicative list in Appendix 1), with an emphasis on local impact, and summarise for the audience • Collate examples of strong local level strategies that have been effective in facilitating council wide planning for culture-led regeneration, and delivery mechanisms that engage a range of local authority departments and stakeholders • Identify and produce a list of subject headings that form the outline of a cultural strategy or vision that could be used by areas wishing to stimulate their local cultural sector. • Deliver a series of regional workshops after publication to communicate the findings to groups of councils, reaching council leaders and portfolio holders, economic and regeneration teams, LEPs, heads of culture, and other relevant contacts. While the majority of this contract must be delivered by 30 March 2018, these events can take place later. <p>The maximum amount available for this work is £20,000, and lower bids will be scored more favourably. Suppliers will need to set out what</p>
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	<p>will be achieved for the price and how the budget will be spent. For instance, number of case studies provided, any proposed meetings or workshops, hours spent on the project, and details of the team working on the project.</p>
<p>Expected benefits:</p>	<p>Councillors and senior decision-makers will be aware of the opportunities for using culture as a major tool to effect change in their area, and the potential scale of impact that can be achieved.</p> <p>They will have an understanding of how to start conversations about cultural change, the types of partner to involve, and possible barriers to change.</p> <p>They will also have an illustrative example of what could be included in a cultural strategy for their area.</p>
<p>Desired outcomes:</p>	<p>More councils consider culture as a tool for regeneration; and an increased number of councils develop visions or strategies for cultural activity in their areas.</p> <p>The research serves to refresh local government approaches to partnerships, focusing on a renewed vision of quality and inclusivity.</p>

1. Case Studies and Questions for LGA Board

1.1 The questions and suggested case studies below have been compiled by Regeneris Consulting and are intended to support discussion around the Culture-led Regeneration Study at the LGA Board on Thursday 18th January.

Questions

- 1) Are you happy with our suggested five categories to structure the case studies? If not, are there any adaptations you would suggest to these?
 - **Individual cultural institutions/attractions** as a hub and driver for regeneration – this is likely to be common in smaller towns and rural areas where public investment is most limited and channelling investment through a main hub may be the most effective way to create impacts. This may also be relevant in some larger towns and cities too.
 - **Community focused cultural programmes** – this is likely to be the main culture-led regeneration approach in areas with Creative People and Places funding from the arts council, which has focused on areas with typically low levels of cultural engagement. Some of the Great Places scheme projects would also fit into this category.
 - **Recurring arts festivals** (eg annual, biennial) as a focal point for culture-led regeneration, eg Folkestone triennial up to the Manchester International festival. The motivations and outcomes are likely to differ in different cases, and could be relevant across a wide range of urban and rural areas.
 - **Strategic organisation to co-ordinate and promote cultural activity** – likely to be most relevant for larger cities where the scale of activity can justify the cost of this culture-led regeneration approach. The Newcastle Gateshead Initiative is an example of this.
 - **City of Culture and related programmes** – to date these have only been won by medium to large cities (Glasgow, Liverpool, Derry/Londonderry, Hull, Coventry), although the first winning London Borough of Culture may also make a good case study area (winner to be announced in February).

- 2) In the table below, we have taken the suggested case studies from LGA and linked these into our typology, with a view to getting three primary case studies for each as well as two back-ups (should we be unable to get information from any of the primary options). Where there were gaps we have suggested additional case studies (highlighted in red). In each case we have highlighted type of authority, urban/rural status (based on Government definitions) and region, in order to secure a good balance of projects as our primary case studies. If the Board could review this and give any comments or suggested amendments back that would be greatly appreciated.
- 3) Regarding the case study content:
 - You have highlighted that you will be looking to prioritise case studies that have quantifiable information available - are there any particular types of economic impact you are especially interested in eg tourism, creative sector support, inward investment etc?
 - Are there any other aspects of the activities being delivered that you would want to prioritise for drawing lessons learnt from the case studies?
- 4) Regarding the workshops, do you have particular locations you would like to hold these? Do you have views on the format for these workshops eg would you like these to be purely focused on feeding back findings? Would you be keen for table based discussions on findings? Do you envisage an external speaker at the events?

Table 1.1 Case Study Proposals

Primary / Back-up	Case Study	Relevant Local Authority	Type of Authority	Urban / Rural	Region
Individual Cultural Institutions / Attractions					
Primary	Margate – Dreamland and Turner Contemporary	Thanet	District	Predominantly Urban	South East
Primary	Tate St Ives	Cornwall	Unitary	Predominantly Rural	South West
Primary	Mostyn Gallery, Llandudno	Conwy	Borough	Predominantly Rural*	Wales
Back-up	Storyhouse	Cheshire West and Chester	Unitary	Significantly Rural	North West
Back-up	Dismaland	North Somerset	Unitary	Predominantly Rural	South West
Community Focused Cultural Programmes					
Primary	Walthamstow – Creative Connections – Culture for All	Waltham Forest	London Borough	Predominantly Urban	London
Primary	Culture Works	North East Lincolnshire	Unitary	Predominantly Urban	Yorkshire and Humber
Primary	First Art Programme	Ashfield, Bolsover, Mansfield and NE Derbyshire	Districts	Rural and Urban Areas	East Midlands
Back-up	Appetite, Stoke-on-Trent	Stoke-on-Trent	Unitary	Predominantly Urban	West Midlands
Back-up	East Durham Creates	Durham	Unitary	Predominantly Rural	North East
Recurring Arts / Cultural Festivals					
Primary	Portsmouth Festivities	Portsmouth	Unitary	Predominantly Urban	South East
Primary	Manchester International Festival	Manchester	Met. Borough	Predominantly Urban	North West
Primary	Great Yarmouth Arts Festival	Great Yarmouth	Borough	Significantly Rural	East of England

Primary / Back-up	Case Study	Relevant Local Authority	Type of Authority	Urban / Rural	Region
Back-up	Folkestone Triennial	Shepway	District	Significantly Rural	South East
Back-up	Swansea International Festival	Swansea	Unitary	Predominantly Urban*	Wales
Strategic Organisation / Co-ordination of Cultural Activity					
Primary	Newcastle-Gateshead Initiative	Newcastle, Gateshead	Unitaries	Predominantly Urban	North East
Primary	West Midlands Combined Authority (inc Coventry)	West Midlands	Combined Authority	Predominantly Urban	West Midlands
Primary	New Anglia – Culture Drives Growth Strategy	New Anglia LEP	LEP	Rural and Urban	East of England
Back-up	Leicester Cultural Quarter	Leicester	Unitary	Predominantly Urban	East Midlands
Back-up	Strategic Plan for Arts, Heritage, Sports, Visitor Economy, Cultural and Creative	South East Midlands LEP	LEP	Rural and Urban	East Midlands
City of Culture and Related Programmes					
Primary	Hull UKCC 2017	Hull	Unitary	Predominantly Urban	Yorkshire & Humber
Primary	Liverpool ECoC 2008	Liverpool	Met. Borough	Predominantly Urban	North West
Primary	London Borough of Culture 2019	To be confirmed Feb 2018	London Borough	Predominantly Urban	London
Back-up	London Borough of Culture 2020	To be confirmed Feb 2018	London Borough	Predominantly Urban	London

Note: * indicates Welsh local authorities where urban/rural classification not available, but status estimated.

Document is Restricted

Christmas Markets

Purpose of report

For discussion and direction

Summary

The Board will receive a presentation from Nick Rhodes, Chief Executive of National Association of British Market Authorities (NABMA) Marketplace, on the key findings of the research into Christmas Markets. These findings will be published as a case study guide on 25 January 2018 at a NABMA partnerships conference.

Members are invited to note the findings and consider whether any elements warrant further investigation or activity by the LGA. This would need to take place within the constraints of the existing workplan and budget for the Visitor Economy, or to replace other planned activity.

Recommendation

That the Culture, Tourism and Sport Board members discuss and provide direction.

Action

Officers to progress as directed.

Contact officer: Ian Leete
Position: Senior Adviser
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Email: ian.leete@local.gov.uk

Christmas Markets

1. The Board identified that it wished to capture some of the key benefits of these markets in a short case-study publication, including:
 - 1.1. the amount of income generated for the area,
 - 1.2. the number of extra visitors,
 - 1.3. the number of jobs (permanent and temporary), and
 - 1.4. an extrapolated figure for the economic contribution of festive markets in England and Wales.
2. NABMA Market Place was commissioned to carry out this research. Eight case study areas were identified and completed a short survey. Additional areas were approached, with a particular goal of including smaller markets, but it was found that these markets lacked the capacity to participate in the research. The findings therefore focus on some of the larger markets in England.
3. Case study areas are:
 - 3.1. Manchester Christmas Market – Manchester City Council
 - 3.2. Birmingham Christmas Market – Birmingham City Council
 - 3.3. Newcastle Christmas Market – Newcastle City Council
 - 3.4. Exeter Christmas Market – Exeter Cathedral
 - 3.5. Bath Christmas Market – Bath Tourism Plus, Bath and North-East Somerset District Council
 - 3.6. Lincoln Christmas Market – Lincoln City Council
 - 3.7. St Albans Christmas Market – St Albans City and District Council
 - 3.8. Stratford Upon Avon Victorian Christmas Fayre
4. The interim findings delivered on 11 December 2017 were used to develop a press release, which is in **Annex A**.

Key Findings

5. In 2016, it is estimated that Christmas Markets generated more than £500 million in visitor spend in the host towns. The research revealed that many markets do not routinely capture key information, so this is expected to be an underestimate.

6. Despite severe weather forcing the early closure of at least three of the case study markets, visitor numbers are estimated to be up by anything between 5 per cent and 57 per cent - the latter reported by Stratford Upon Avon Business Improvement District (BID) Team.
7. UK markets are increasingly able to compete effectively with international competitors and act as visitor destinations. Manchester market was voted the most popular UK market and was placed higher than Christmas destinations such as Dresden, Leipzig and Cologne.
8. The research also revealed that the number of coach tours visiting Christmas markets is increasing, with one case study area receiving over 50 coach tours. Several also feature in destination or travel company magazines such as Flybe.
9. The markets do not only feature representatives from UK or Germany, despite German markets being the most popular theme. One market had traders representing as many as 32 different countries, indicating the extent and influence of these trading events.
10. However, in addition to their international impact, many markets are taking action to ensure local independent traders are able to benefit from the visitors drawn to the market. In Newcastle, this takes the form of turning the stalls over to local traders for a week; while Stratford granted permission for local traders to sell or advertise items outside their businesses for the duration of the market; and in St Albans, BID levy payers are given a dedicated chalet from which to operate.
11. Some markets stipulate that traders should source ingredients from local providers, where this does not compromise the authenticity of a product. Coupled with the purchase of local security and cleaning services, this means that the larger markets can have a significant impact on the wider economy of their host town or city. Many traders also report purchasing their own Christmas presents in the market location, before returning to their own country.
12. Most markets also provide some opportunity for local charities, clubs and good causes to promote themselves in the market.
13. Due to the variation in size of the markets, it has not been possible to estimate average employment levels in a meaningful way. It is estimated that Manchester, as one of the largest markets, employs over 442 people, but Newcastle employs as few as 88 people. However, the economic impact extends far beyond employment.

Key recommendations

14. Councils wishing to host a Christmas market should carefully consider the design of the market. Smaller towns will typically find that a short market of two to three days is most effective, with markets like Knutsford making a more significant contribution than would be expected through this approach.
15. Opening hours of the market are equally important. For instance, a town that has a limited existing night time economy is unlikely to attract visitors to remain in the city centre by providing a market experience.
16. Maintaining the support of local businesses is fundamental, and can be achieved through offering space in the market itself, relaxing trading regulations, promoting local supplier connections, or by designing the market so that routes take people past permanent businesses as well as the market stalls.
17. More resources are needed to properly capture the economic and social impact of the market. Smaller markets, in particular, lack the capacity to collate information. A council wishing to test out a market idea, or identify ways to grow the market, should ensure that effective measures for capturing visitor numbers, spend and impact are put in place. However, several larger markets were also found to have limited data, although a number conducted surveys over the 2017 Christmas period, indicating a growing recognition of the value of this data.

Implications for Wales

18. The WLGA does not commission us to work on wider improvement issues. This service is provided directly by WLGA.

Financial Implications

19. None.

Next steps

20. The publication will be launched at a NABMA conference on 25 January, and published on the LGA website.

ANNEX A

EMBARGO: 00.01 Friday 29 December 2017

CONTACT: Local Government Association media office, 020 7664 3333

CHRISTMAS MARKETS SEE SURGE TO BRING FESTIVE CHEER TO HIGH STREETS

Christmas markets have brought festive cheer to towns and cities across the country, with some places experiencing a surge in shoppers spending locally.

New research for the Local Government Association, in partnership with NABMA Market Place, reveals that all areas studied have seen an increase in the past 12 months, and that Christmas markets are on track to have broken the record £250 million spent in markets in 2015.

Coach tours and “staycations” have contributed to this seasonal surge, showing that many Brits have preferred to spend their money locally rather than travel abroad to markets on the continent, according to the LGA, which represents 370 councils in England and Wales.

Councils have worked closely with local traders and operators to make sure a variety of stalls and attractions have kept people coming back, in a tradition that stretches back 35 years since the first dedicated Christmas market in England was established.

Cllr Gerald Vernon-Jackson, Chair of the LGA’s Culture, Tourism and Sport Board, said:

“These findings show that people have embraced new ways to come together and enjoy themselves in our towns and cities at this special time of year.

“Our Christmas markets have grown from strength to strength, rivalling even the long-established German markets as places to visit and spend their time and money.

“Councils have also worked with organisers to bolster security measures, helping everyone relax and enjoy these markets as safely as possible to make the most of the festive period.”

NABMA President, Cllr Chris Rosling-Josephs, said:

“Markets are a key part of the retail offer of a place, not just at Christmas, but many places up and down the country are providing quality events that appeal to families, offer opportunities to buy something different, enjoy festive food and drink, and encourage dwell time in town centres.”

Quality hot food and drink, a diverse range of arts and crafts and a host of family and leisure attractions are just some of the successful ingredients which have seen Christmas markets and their surrounding areas thrive.

Manchester Christmas Markets have been voted the best in the UK, in a recent online poll to find Europe's best Christmas market. The annual competition, held by travel website European Best Destinations, saw Manchester shrug off strong competition from a list of 100 Christmas markets, and placed higher than stalwart Christmas destinations such as Dresden, Leipzig and Cologne.

Birmingham's Frankfurt Christmas Market is now believed to be the most visited authentic German market outside Germany and Austria (4.6 million in 2016), while Lincoln – home of the very first German-style Christmas market in 1982- was expecting up to 250,000 visitors this year.

In Stratford-upon-Avon, the three-day Victorian Christmas market experienced record numbers of people, with all car parks full by 10am.

Many traders had sold out in Lincoln and Stratford at their markets, despite being forced to close early due to severe weather.

ENDS

2018 Culture, Tourism and Sport Conference

Summary

The LGA's annual Culture, Tourism and Sport Conference will be held on Wednesday 7 March – Thursday 8 March at The Hilton, Hull.

1. Hosting the conference in an iconic cultural, historic and sporting destination, with networking and study tours organised around showcasing the host city remains the unique selling point of CTS Conference.
2. We are delighted that the 2018 CTS Conference will be in Hull 2017 UK City of Culture on Wednesday 7 – Thursday 8 March. Hull City Council has a strong track record of putting culture, tourism and sport at the heart of its plans to grow the economy, improve wellbeing and strengthen cohesion. We are discussing with the City Council how they would like to showcase their excellent work on the study tours.
3. The 2018 Conference will take place at an important time for our sector. As well as sharing the latest innovation in delivering culture, tourism and sport services, there are exciting new strategic developments arising from the DCMS Culture is Digital consultation, the industrial strategy, new research into the impact of arts and culture on health and wellbeing, and the accelerating campaigns to be the next nominations for EU Capital of Culture and UK City of Culture.
4. Current delegate numbers are at 31 – which is lower than average. We will continue to market the event via the following means: bulletins/tweets/ first adverts and via hard copy promotion.

Recommendations

Culture, Tourism and Sport Board Members are invited to note the report and provide comments.

Action

Officers will take forward actions identified.

Contact officer: Jade Nimmo
Position: Event Manager
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7.00-8.00pm Registration

8.00pm Conference dinner, Hilton Hotel (Conference venue)
Lord Mayor, Hull City Council

Day 2

8.00 Registration (for new delegates), refreshments and networking

9.00 Walking study tours

**ST1. Destination Hull – Transforming our city
(Walking distance less than 2 miles)**

Tour of new public realm work that has transformed many areas of the city centre in the last two years due to major investment from Hull City Council. The public realm programme includes a wide range of work from new paving and lighting schemes to the installation of new public art and water fountains. Hull City Council have also invested £36 million in a brand new concert and conference facility to seat 3,500 people which is due to open Autumn 2018 and have recently announced a £27.5 million Maritime visitor destination project which will include major refurbishment of the Maritime Museum.

ST2. Development of key venues (Walking distance less than 1 miles)

Including the Ferens Art Gallery and Hull New Theatre which have both undergone major refurbishment recently. Plus the £10 million purpose built Hull History Centre which is a joint venture between Hull City Council and the University of Hull and is home to the Hull Archives.

ST3. Hull Old Town (Walking distance less than 1 miles)

A programme is well under way to re-energise the old town including redevelopment of the Trinity Indoor Market, Trinity Square and Market Place. Hull City Council are working with independent businesses and encouraging new businesses into the area through the Old Town Grant Scheme

ST4. Cultural Quarter (Walking distance less than 1 miles)

New development in the old Fruit Market, now the home to galleries, museums, restaurants, entertainment venues and a micro-brewery alongside a residential Scheme and closely linked to the emerging digital hub in the city. This area has been transformed with major investment from both Hull City Council and private sector partners.

10.00 **ST5: Developing leisure space to create healthy communities (in-house session)**

Paul Cluett, Managing Director at Alliance Leisure, will discuss how to transform local community leisure facilities into modern fit-for-purpose activity centres that help to improve the health and wellbeing of local residents and visitors. Drawing on experience from delivering over 100 developments and investing over £125 million into local authority sport and leisure centre Alliance will share some ideas for your next development.

10.30 Refreshments and networking

10.45 Chair's welcome

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Cllr Gerald Vernon-Jackson, Chair, LGA Culture, Tourism and Sport Board

- 11.05 **Economic impact: Creative industries role in regeneration**
Rosie Millard, Deputy CEO, Creative Industries Federation
Question and discussion
-
- 11.30 **Workshop sessions round 1**
WS1 Tourism and destination-making
UK tourism numbers continue to grow, both from international tourists and staycationers. But while the attraction of places like London and Bath are well-established, how do we attract visitors to other, equally exciting destinations. This session will introduce you to some new marketing techniques developed by Visit Kent and delivered in other UK destinations.
Sinead Hanna, Acting Head of Marketing, Visit Kent
Jacqui Gay, Head of Communications, Hull City Council
- WS2 Local Delivery Pilots**
Sport England’s local delivery pilots will be testing bold new approaches to physical activity that are designed to attract people who don’t already take part, taking a whole systems approach beyond the sport and physical activity sector.
- WS3 Cultural investment, and cultural return**
Economic growth remains a core priority for councils, and the Government’s Industrial strategy offers an opportunity to drive growth in particular sectors. But to make the case for the cultural sectors, we need to be able to evidence the impact investment in these services can make – both economically and socially. This workshop will explore how we can capture the economic and social impact, and how we embed the necessary skills in our organisations.
Dr Beverley Hawkins, Senior Lecturer in Leadership / Organisation Studies, University of Exeter
Ciara Eastell OBE, Chief Executive, Libraries Unlimited
Stuart Merali-Younger, Associate Director, Regeneris
-
- 12.20 Lunch and networking
-
- 1.20 Keynote address – **unfortunately John Glen has been reshuffled. Policy colleagues are trying to reconfirm meetings with the new Minister.**
Question and discussion
-
- 1.50 The funding landscape and our partnership with councils
Ros Kerslake OBE, Chief Executive, Heritage Lottery Fund
Question and discussion
-
- 2.20 **Workshop sessions round 2 (repeated)**
-
- 3.15 Plenary session – **an invitation has been sent to Meera Syal**
-
- 3.35 The All-party parliamentary group for arts and wellbeing report
The Rt Hon. the Lord Howarth of Newport CBE
-
- 4.00 Conference close

Outside Bodies

Purpose of report

For information.

Summary

This report has four parts:

- A – CTS Outside Bodies 2017/18;
- B – Report back on member meetings since 9 November 2017
- C – Forthcoming meetings;
- D – Latest Chair's Report from Cllr Gerald Vernon-Jackson CBE.

Recommendations

That the Culture, Tourism and Sport Board note the report

Actions

Subject to comments from members, officers to take forward any actions.

Contact officer: Harry Parker
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Outside Bodies

A - CTS Outside Bodies 2017/18

Organisation	Background	Representative For 2017/2018	Dates of Future Meetings
British Board of Film Classification Consultative Council	The British Board of Film Classification classifies films on behalf of Local Authorities and videos / DVDs under the terms of the Video Recordings Act. Its "Consultative Council" is a requirement of the Board's designation under the Video Recordings Act.	Cllr Faye Abbott	TBC
Tourism Alliance	The TA seeks to establish and maintain a favourable operating environment for all businesses involved in the delivery of tourism, particularly in England. The LGA has a non-voting place on the Board.	Cllr Geraldine Carter	24 January 2018 8 March 2018 9 May 2018 26 September 2018 21 November 2018 All starting at 13:00.
British Destinations	British Destinations operates as a trade association representing the wider interest of local authority sponsored tourism.	Cllr Geoff Knight	19 March 2018

	Membership includes local government authorities of all types and sizes from across the UK, regional and local tourist boards and commercial organisations.		
London Marathon Events Limited	The London Marathon Charitable Trust primarily provides capital funding for building or facilities projects that inspire increased participation in physical activity, sport and play. It prioritises projects that target individuals or groups that currently have low levels of activity and children and young people outside of school hours.	Cllr Terry O'Neill	13:30-15:30, 24 January 2018
Libraries Taskforce	Leadership for Libraries Taskforce was set up by the Department for Culture, Media and Sport (DCMS) and the Local Government Association (LGA) in 2015. The Taskforce's role is to provide leadership and	Cllr Mike Bell	7 February 2018, Woolwich Library, 35 Wellington Street Woolwich SE18 6HQ

	help to reinvigorate the public library network in England.		
Theatre Champion role	This opportunity for a CTS Board member is to act as a Theatre Champion. The representative will attend regular meetings and act as a link back to the CTS Board, and generally act as a consultant on local government issues. In addition, the representative will take part in stakeholder groups that advise the organisation.	Cllr Michelle Tanfield	TBC

B – Report back on member meetings since 9 November 2017

Purpose	Key Points Discussed	Outcome
Cllr Gerald Vernon-Jackson met with Nick Bitel, Sports England, 21 November		
Introductory meeting between the Chair and the Sports England Chairman.	The discussion covered the need to continue 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.	The LGA and Sports England will keep in touch on key issues and will share good practice.
Cllr Gerald Vernon-Jackson met with Julian Bird, UK Theatre, 21 November		
Introductory meeting between the Chair and the UK Theatre Chief Executive.	The discussion covered the benefits that theatres bring and how they are taking steps to engage communities more widely.	The LGA and UK Theatre had a very productive meeting and we agreed to nominate a CTS Board member to ask as a theatres champion.
Cllr Gerald Vernon-Jackson met with Ashley Brown, Supporters Direct, 21 November		
Introductory meeting between the Chair and Supporters Direct Chief Executive.	The discussion covered the role of communities in running clubs or influencing their management boards.	The LGA and the Supporters Direct agreed to keep in contact.
Cllr Gerald Vernon-Jackson met with Denis Wormwell, VisitEngland, 21 November		
Introductory meeting between the Chair and VisitEngland's Chairman.	We discussed the tourism sector's bid for a deal under the industrial strategy, the Board's priorities relating to tourism, and ensuring our tourism industry continues to thrive after leaving the European Union.	The LGA and Visit England will keep in touch on key issues and will share good practice.
Cllr David Jeffels attended Creating the Library of the Future Roundtable event, 27 November		
To represent the Culture, Tourism and Sport Board at the event.	The event stressed the need for developing the scope of libraries to make them a more valued asset in the community, including acting as commercial hubs.	A note outlining the key points of discussion was circulated by Cllr Jeffels.
Cllr Gerald Vernon-Jackson met with Kim Bromley-Derry and Kathy Settle, Libraries Taskforce, 27 November		
Introductory meeting between the Chair and the Libraries Taskforce Chair and Chief Executive.	We discussed ensuring that the £500,000 per year investment in the Taskforce was providing the best value to hard pressed library services.	The LGA continues to act as co-accountable body, with DCMS, for the Leadership for Libraries Taskforce.
Cllr Michelle Tanfield attended 70 Years of Listing Reception, 4 December		
To represent the Culture, Tourism and Sport Board at the	The event coincided with the announcement of the 2017 register on heritage at risk, as well as the more	Representing the LGA.

Purpose	Key Points Discussed	Outcome
event.	positive announcement of a further eight heritage action zones by Historic England. The new areas include Stoke-on-Trent, Rochdale and Grimsby.	
Cllr Peter Golds attended APPG Mental Health/Sport event, 19 December		
To represent the Culture, Tourism and Sport Board at the event.	The event explored the role of sport in tackling mental health problems.	Representing the LGA.

C - Forthcoming meetings at the time of writing

Event/Meeting	Date/s and venue	CTS Board Member involvement
Meeting with ACN	Tuesday 23 January 13:00 – 14:00 at 18 Smith Square	Cllr Vernon-Jackson meeting with Julian Wadsworth, Gary Stannett and Kevin McPherson.
Meeting with Iain Watson	Tuesday 23 January 15:30 -16:30 at 18 Smith Square	Cllr Vernon-Jackson meeting with Iain Watson Chair of National Museum Directors' Council
Tourism Alliance Board meeting	Wednesday 24 January 13:00 – 15:00 at Centre Point 103 New Oxford St, London WC1A 1DU	Cllr Geraldine Carter representing the Culture, Tourism and Sport Board as the board's appointment to the body.
London Marathon Charitable Trust AGM	Wednesday 24 January 15:30 – 17:00 at 190 Great Dover Street	Cllr Terry O'Neill representing the Culture, Tourism and Sport Board as the board's appointment to the body.
Meeting with Broads National Park	Thursday 25 January 16:00 – 17:00 at 18 Smith Square	Cllr Vernon-Jackson meeting with John Packman.
Libraries Taskforce Board meeting	Wednesday 7 February 11:30 – 16:00 at 35 Wellington Street Woolwich SE18 6HQ	Cllr Mike Bell representing the Culture, Tourism and Sport Board as the board's appointment to the body.
Developing Museums and Galleries fit for the 21st Century: Responding to the Mendoza Review	Tuesday 27 February 11:45 – 13:15	Cllr Peter Golds speaking at this event.

**D - Culture, Tourism and Sport Board – report from Cllr Gerald Vernon-Jackson CBE
(Chair)**

Tourism and the Visitor Economy

1. I met Denis Wormwell, Chairman of Visit England to discuss the tourism sector's bid for a deal under the industrial strategy, the Board's priorities relating to tourism, and ensuring our tourism industry continues to thrive after leaving the European Union. We also discussed whether Visit England was properly resourced to deliver high-profile marketing campaigns.
2. Cllr Peter Golds attended a parliamentary event held to launch the National Forest's new tourism plan, as part of the Board's wider investigation into extending the season for the domestic visitor economy.
3. I wrote to Greg Clark MP, Secretary of State for BEIS, and John Glen MP, Minister for Tourism, to outline our support in principle for the tourism sector's bid for a deal under the Industrial Strategy, but also our concern at the lack of recognition of the role of councils in supporting and promoting the visitor economy. This followed a presentation on the bid to the Board by Visit England and Tourism Alliance.

Sport and Physical Activity

4. Our first sport and physical activity conference took place on 5 December, with over 75 delegates. Lead Member Cllr Peter Golds chaired the conference, which included key note speakers such as Tracey Crouch MP, Minister for Sport and twice women's cricket World Cup winner, Lydia Greenway. The conference also launched our new [Active people, healthy places](#) publication, bringing together good practice and different models for delivering sport and physical activity services.
5. I met with Nick Bitel, Chair of Sport England and reinforced the very positive relationship between the LGA and Sport England, developed through our joint delivery of leadership essentials sport programmes and ongoing work in supporting Sport England to implement their sport strategy. This has included providing advice on the 'Local Delivery Pilots', which is providing £100 million to twelve areas across England to develop innovative ways to increase participation in sport and physical activity.
6. I also met with Ashley Brown of Supporters Direct to discuss the role of communities in running clubs or influencing their management boards.
7. Cllr Peter Golds attended a joint parliamentary event by the APPGs on Mental Health and Sport, exploring the role of sport in tackling mental health problems.

Parks

8. I represented the LGA at the first Government Parks Action Group, convened and chaired by Marcus Jones MP. The group has been established as part of the Government's response to the CLG select committee inquiry into public parks, which found that they were at the tipping point. The group brings together key funders such as the Heritage Lottery Fund, charities like Fields in Trust and Keep Britain Tidy, and

representatives involved in practical management such as friends groups. The group has been allocated £500,000 to invest in solutions that will help place public parks on a sustainable footing.

Libraries

9. The LGA continues to act as co-accountable body, with DCMS, for the Leadership for Libraries Taskforce. I met with Kim Bromley-Derry CBE, the Taskforce's new Chairman and Chief Executive of London Borough of Newham, and Kathy Settle, the Chief Executive for the Taskforce. We discussed ensuring that the £500 000 per year investment in the Taskforce was providing the best value to hard pressed library services.
10. Cllr David Jeffels represented the Board at Creating the Library of the Future Roundtable event held by the APPG on Libraries. The event stressed the need for developing the scope of libraries to make them a more valued asset in the community, including acting as commercial hubs. Their roles in supporting Small and Medium Sized Enterprises (SME's) and as places of life-long learning and re-skilling were also discussed in depth.

Heritage

11. Cllr Michelle Tanfield attended a parliamentary reception celebrating 70 Years of listing historic buildings. The event coincided with the announcement of the 2017 register on heritage at risk, as well as the more positive announcement of a further eight heritage action zones by Historic England. The new areas include Stoke-on-Trent, Rochdale and Grimsby.

Theatre

12. The Board has taken a particular interest in the role of theatres acting as anchor organisations for culture-led regeneration, following case studies from Cheshire West, Leicester, and Stevenage. As a result, I attended a UK Theatre Board meeting and held a follow-up meeting with their Chief Executive, Julian Bird, to discuss this role for theatres, and how they are taking steps to engage communities more widely.
13. Cllr Peter Golds spoke at UK Theatre's Business Resilience Conference to outline how they can engage with councils' key priorities and maximise their impact within a local community.
14. Cllr Michelle Tanfield has been appointed as the Board's representative to UK Theatre, and will be exploring these connections as part of our culture-led regeneration work.

Leadership Essentials Sport and Culture events

15. Lead Member Cllr Peter Golds spoke at the Leadership Essential Sports event in November and Leadership essentials Culture event in December 2017, where he outlined the landscape facing councils and the work that the LGA is undertaking to support councils. Twenty portfolio holders attended these events and feedback from them was again very positive.

Media

The Board has issued the following media releases since my last report:

- [Response to the Museums Review](#)
- [Budget response to Cultural Development Fund](#)
- [Response to £100 million pilot investment to combat inactivity](#)
- [Response to City of Culture Announcement](#)
- [Christmas markets surge brings festive cheer to high streets](#)

LGA Sport & Physical & Activity Conference

Purpose

For information.

Summary

This report updates CTS Board Members on the organisation and outcomes of the first LGA Sport & Physical Activity Conference held on 5 December 2017.

Recommendation

Culture, Tourism and Sport Board Members are invited to note the report.

Action

Officers will take forward actions identified.

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LGA Sport & Physical Activity Conference

Background

Organisation

1. The LGA is organising its annual CTS conference next year in Hull and the focus of this event will be primarily on the visitor economy and cultural regeneration. The inclusion of topics related to sport & physical will be limited, due to the extent of interest in the cultural topics and limited time available at the CTS conference.
2. Due to the importance of sport & physical activity to the public health agenda and the partnership working with Sport England, it was felt that the LGA could organise a separate sport & physical activity conference at the newly refurbished LGA conference centre. This would be the first time that a specific conference on sport & physical activity was held in the last six years.
3. The sport & physical activity conference took place on 5 December 2017(See **Annex A** for the programme) and a total of 76 delegates were registered (59 paying delegates and 17 speakers and guests).
4. Cllr Golds, Deputy Chair of the CTS Board chaired the conference and among the speakers were Tracey Crouch MP and Lydia Greenway, twice women's world cup winner. There were also speakers from Sport England, County Sports Partnership and councils. Speaker topics included:
 - 4.1 **'Government sport and physical activity strategy: progress to date'**– Tracey Crouch MP, Parliamentary Under Secretary of State for Sport and Civil Society, outlined the progress made since the strategy was launched in Dec 2015. The Minister also announced 12 areas which would share a total of £100 million as part of the Sport England local delivery pilot's initiative.
 - 4.2 **'Prevention is better than cure'**– Lisa McNally, consultant in Public Health at Bracknell Forest Council gave a very informative presentation on how the case for more funding towards preventative measures, including physical activity could be made to public health professionals.
 - 4.3 **'Boosting the visitor economy'**– Cllr Mark Winnington and Jude Taylor from Staffordshire County Council spoke of the county's work to attract major events to the area, including the 'Ironman Triathlon' event, which has significantly boosted visitor numbers to the county.
 - 4.4 **'Seamless or not': how sport and physical activity sector can be better connected** – Lydia Greenway, former England international cricketer spoke passionately about her career and the support she received during her early career (including bursary grants and access to gyms) from her local council. Lydia also mentioned how opportunities for young girls to take part in sport and physical activity is improving but still requires greater effort from the sport and physical activity sector to better connect these opportunities.

Feedback and next steps

5. For a one day event held for the first time at the LGA conference centre, delegate numbers was as expected and the event made an income of £13,445 (Delegate fees:£10,945/Sponsor:£1,500/Exhibitor: £1,000), and after print, catering and travel costs are paid from this, it is anticipated that net income will be between £9,000 - £10,000.
6. Feedback from speakers has been very positive and many of the speakers have already volunteered their services for next year if a similar conference is held again. Feedback from delegates was through an online response and 19 delegates (37 per cent) replied. Delegate responses (**Annex B**) were very positive, with 95 per cent of delegates replying that they were either very or fairly satisfied with the event.
7. Overall, the conference was a success, in terms of quality of speakers, delegate numbers, income generated and interest from the sector. This suggests that a one day sport and physical activity conference could be organised again next year at the LGA conference centre.

Annex A: Programme

09.30 Registration and refreshments

10.30 Chair's opening remarks

Cllr Peter Golds, Deputy Chair, LGA Culture, Tourism and Sport Board

10.40 Keynote address: Government sport and physical activity strategy – Progress to date

Tracey Crouch MP, Parliamentary Under Secretary of State for Sport and Civil Society

Question and discussion

11.05 Plenary 1: 'Prevention is better than cure' – Incorporating sport & physical activity solutions to achieve public health priorities

Lisa McNally, Consultant in Public Health, Bracknell Forest Council

Question and discussion

11.30 Workshops

W1: 'The changing nature of local government sport & physical activity delivery' – What is the future role for local authorities?

James Brindle, Director of Development and Partnerships, Magna Vitae

Ian Brooke, Head of Community Services at Oxford City Council and Chair of the Chief Cultural and Leisure Officers Association

W2: 'Leading Places in the future' – The role CSPs can play in supporting local authorities to lead their Place

Ed Sandham, Strategic Lead, County Sports Partnerships

Nigel Harrison, Chief Executive, Yorkshire Sport Foundation

Andy Maddox, Business Development Manager, Leisure Services, Doncaster Council

12.25 Plenary 2: Engaging young people, adults and families

Carol Fraser, Strategic Lead, Customer Insight, Sport England

Question and discussion

12.50 Lunch and networking

- 1.50 **Plenary 3: Tackling inactivity through a placed based approach**
Chris Perks, Director Local Relationships, Sport England
Question and discussion
-
- 2.15 **Workshops repeated**
-
- 3.10 **Plenary 4: Boosting the visitor economy: How Sportshire is contributing to the local economy in Staffordshire**
Jude Taylor, Sportshire Coordinator, Staffordshire County Council
Cllr Mark Winnington, Cabinet member for economic growth, Staffordshire County Council
Question and discussion
-
- 3.35 **Plenary 5: ‘Seamless or not?’ – How can the sport & physical activity sector be better connected**
Lydia Greenway, Former England Women’s Cricketer and Director, Cricket for Girls
Question and discussion
-
- 4.00 **Conference close**

Annex B: Delegate responses

Completes: 19

Response rate: 36.54 per cent

Please state your authority's region

East Midlands	1	5.3 %
East of England	4	21.1 %
London	0	0.0 %
North East	0	0.0 %
North West	2	10.5 %
South East	7	36.8 %
South West	1	5.3 %
Wales	0	0.0 %
West Midlands	2	10.5 %
Yorkshire and Humber	2	10.5 %
Total	19	100.0 %

If not applicable, please enter your organisation

North Lincolnshire
Active Humber
Kettering Borough Council
Walsall Council

What was your overall satisfaction with this event?

Very satisfied	7	36.8 %
Fairly satisfied	11	57.9 %
Neither satisfied nor dissatisfied	1	5.3 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
Total	19	100.0 %

Usefulness of Sessions - Keynote address: Government sport and physical activity strategy – progress to date

The content: How satisfied or dissatisfied were you with the usefulness of the following sessions.

Very satisfied	6	31.6 %
Fairly satisfied	11	57.9 %
Neither satisfied nor dissatisfied	2	10.5 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
Total	19	100.0 %

Usefulness of Sessions - 'Prevention is better than cure' - incorporating sport and physical activity solutions to achieve public health priorities

The content: How satisfied or dissatisfied were you with the usefulness of the following sessions.

Very satisfied	18	94.7 %
Fairly satisfied	1	5.3 %
Neither satisfied nor dissatisfied	0	0.0 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
Total	19	100.0 %

Usefulness of Sessions - Engaging young people, adults and families

The content: How satisfied or dissatisfied were you with the usefulness of the following sessions.

Very satisfied	6	31.6 %
Fairly satisfied	10	52.6 %
Neither satisfied nor dissatisfied	3	15.8 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
Total	19	100.0 %

Usefulness of Sessions - Tackling inactivity through a placed based approach

The content: How satisfied or dissatisfied were you with the usefulness of the following sessions.

Very satisfied	4	21.1 %
Fairly satisfied	12	63.2 %
Neither satisfied nor dissatisfied	3	15.8 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
Total	19	100.0 %

Usefulness of Sessions - Boosting the visitor economy: how Sportshire is contributing to the local economy in Staffordshire

The content: How satisfied or dissatisfied were you with the usefulness of the following sessions.

Very satisfied	4	21.1 %
Fairly satisfied	11	57.9 %
Neither satisfied nor dissatisfied	3	15.8 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	1	5.3 %
Total	19	100.0 %

Usefulness of Sessions - 'Seamless or not?' - how can the sport and physical activity sector be better connected?

The content: How satisfied or dissatisfied were you with the usefulness of the following sessions.

Very satisfied	6	31.6 %
Fairly satisfied	8	42.1 %
Neither satisfied nor dissatisfied	4	21.1 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	1	5.3 %
Total	19	100.0 %

Workshop 1: 'The changing nature of local government sport and physical activity delivery' - what is the future role for local authorities?

The content: How satisfied or dissatisfied were you with the usefulness of the following workshop sessions.

Very satisfied	3	15.8 %
Fairly satisfied	15	78.9 %
Neither satisfied nor dissatisfied	1	5.3 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
Total	19	100.0 %

Workshop 2: 'Leading Places in the future' - the role CSPs can play in supporting local authorities to lead their Place

The content: How satisfied or dissatisfied were you with the usefulness of the following workshop sessions.

Very satisfied	2	10.5 %
Fairly satisfied	12	63.2 %
Neither satisfied nor dissatisfied	3	15.8 %
Fairly dissatisfied	1	5.3 %
Very dissatisfied	0	0.0 %
Don't know	1	5.3 %
Total	19	100.0 %

The venue's location

The Venue (18 Smith Square - London) How satisfied or dissatisfied were you with:

Very satisfied	15	78.9 %
Fairly satisfied	1	5.3 %
Neither satisfied nor dissatisfied	1	5.3 %
Fairly dissatisfied	2	10.5 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
Total	19	100.0 %

The venue's facilities

The Venue (18 Smith Square - London) How satisfied or dissatisfied were you with:

Very satisfied	13	68.4 %
Fairly satisfied	5	26.3 %
Neither satisfied nor dissatisfied	0	0.0 %
Fairly dissatisfied	1	5.3 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
Total	19	100.0 %

The venue's catering (food and service)

The Venue (18 Smith Square - London) How satisfied or dissatisfied were you with:

Very satisfied	15	78.9 %
Fairly satisfied	3	15.8 %
Neither satisfied nor dissatisfied	0	0.0 %
Fairly dissatisfied	1	5.3 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
Total	19	100.0 %

How satisfied or dissatisfied were you with the organisation of the event? For example: information provided, structure and timing of the day

Very satisfied	17	89.5 %
Fairly satisfied	2	10.5 %
Neither satisfied nor dissatisfied	0	0.0 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
Total	19	100.0 %

**What, if anything, did you find beneficial about this event?
Please tick all that apply**

Opportunity to hear about up to date or emerging issues relevant to my work	14	73.7 %
Opportunity to meet others with similar interests/work	12	63.2 %
Opportunity to learn from what other authorities are doing in this area	16	84.2 %
Other please specify	0	0.0 %
Total	19	100.0 %

To what extent do you agree or disagree that the LGA is the leading local government event provider?

Strongly agree	2	10.5 %
Agree	10	52.6 %
Neither agree nor disagree	5	26.3 %
Disagree	0	0.0 %
Strongly disagree	0	0.0 %
Don't know	2	10.5 %
Total	19	100.0 %



Officer update

Purpose of report

For information

Summary

This paper summarises LGA officers' activity to support culture, tourism and sport since the last board meeting in November 2017.

Recommendation

That the Culture, Tourism and Sport Board members note the report for information.

Action

LGA officers to progress as directed

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Officer Update

Tourism

1. Following the Board discussion on the potential tourism sector deal, we drafted a letter for Cllr Vernon-Jackson to Greg Clark MP, outlining the Board's concerns about some of the proposals and requesting further involvement with the development of the bid. The letter was also copied to John Glen MP, Minister for Tourism. This is in **Annex A**.
2. Ian Leete met with the new head of Tourism at DCMS, to discuss the Industrial Strategy proposal, emphasising the need for council involvement, and for a focus on skills development based on our Work Local proposals. The working relationship between the LGA and DCMS was also discussed, with a commitment to further develop this.
3. We have also worked with Cllr Carter to influence Tourism Alliance's work to develop the concept of tourism zones.
4. We have drafted a written parliamentary question for Lord Porter to ask on differences in funding levels between VisitScotland (£43 million) and VisitEngland (£7 million). This is in response to discussions during Cllr Vernon-Jackson's meeting with VisitEngland.

Sport

5. We have continued to support Sport England in their delivery of the Local Delivery Pilots, including making connections with leading local government systems thinkers. The 12 pilots were announced at our sports and physical activity conference on 5 December. The Sport England strategy had committed 'at least £130 million' to these areas, but the press release referred to 'up to £100 million'. We challenged Sport England on this and received commitments that the missing £30 million was still being invested in local places.
6. We also launched [Active Places, Healthy People](#) at our sports and physical activity conference. This brings together case studies of different models for local sport and physical activity services. It was a joint-publication with Sporta and cCLOA, led by Siraz Natha. We have received several follow up enquiries from national associations and private businesses following this.
7. Ian Leete met with Lord Addington to discuss the development of a guide to help grassroots clubs to work with councils.



Parks

8. Ian Leete attended the launch of the GLA's [Natural Capital](#) report, which sets out a method for assessing the value of benefits to Londoners from access to parks and green spaces. Developing an agreed methodology for this is one of the core actions for the CLG Parks Action Group.
9. Ian Leete also presented on the strategic direction for public parks to 30 delegates at a Westminster Briefing event. The LGA speaker rate was charged.
10. We have continued to feed into the developing action plan and terms of reference for the Parks Action Group; and to meet with key members to understand their priorities and identify the most effective contribution that the LGA can make to the group.

Libraries

11. We jointly delivered, with the Libraries Taskforce, two libraries masterclasses to senior library officers, assisting them to apply the Benchmarking Framework and Strategic Planning Toolkit that we developed as part of our contribution to the Libraries Taskforce. The masterclasses were attended by 29 and 25 delegates, and feedback was positive.
12. Ian Leete also presented at the Society of Chief Librarian's Executive meeting on the possible role of libraries in promoting community cohesion and integration. We received several follow up case studies as a result, and regional SCL teams have committed to facilitating further discussions.
13. These activities mark the conclusion of our proactive libraries work this year, in line with the Board's decision to prioritise tourism work. Cllr Mike Bell will continue to represent the LGA on the Libraries Taskforce.

Annual Conference

14. Preparations are underway for the LGA's annual conference in July 2018. Details of how to bid for the Innovation Zone have been circulated to Board members and partners.
15. The team has also made the following bids for workshop sessions within the main event:
 - 15.1. Tourism – a session exploring future of tourism, including its role in expressing 'soft-power' post-Brexit. Potential speakers include: Denis Wormwell, Chair of VisitEngland; Mayor Romain Bail of Ouistreham (Normandy); and Deborah Bull, Vice-Chancellor, Kings College London.
 - 15.2. Physical activity – with the Community Wellbeing team, bringing together work of Sport England's new local delivery pilots with other innovative approaches. Potential

speakers include: Jenni Price, Chief Executive of Sport England; a local delivery pilot; and Uffi Ibrahim, Chief Executive of the British Hospitality Association.

15.3. Equalities – with the Fire team, looking at equalities among councillors and officers in the year of the centenary of women getting the vote. Potential speakers include: Jo Miller, Chief Executive of Doncaster Council; Dany Cotton, Chief Fire Officer for London; and a panel member from the Fawcett Society report into equality among councillors.

16. Decisions on these bids will be determined by the LGA senior management team at the end of January. We are also aiming to re-run the Birmingham bike rides during the conference.

Culture

17. The LGA supported the GLA's launch of [Improving Places](#), sitting on its steering group and providing a supportive quote for inclusion in the document.

18. Alex Thomson and Ian Leete met Helen Williamson, the new deputy director for culture at DCMS. The Libraries Taskforce, Cultural Development Fund, Culture-led regeneration publication, and opportunities for collaboration were discussed.

19. Ian Leete attended the launch of the delayed Museums Review. This includes a recommendation that the LGA and Arts Council England will work together to provide guidance to local authority museums.

20. We have continued to promote the Hearts for the Arts awards, which received an average of 25 nominations for each category. We worked with Cllr Carter to short-list the nominations, which will be announced on 18 January.

21. We have supported a campaign to protect live music venues from noise complaints where housing units have been built next to an operating venue. The 'agent of change' concept makes it the responsibility of the person causing the change in circumstances to take action to mitigate noise nuisance. For instance, construction of flats next to a venue would require the builder to effectively soundproof them; while a venue installing a new sound system would need to ensure it caused no additional nuisance. A private members' bill on this was debated on 10 January.

Budget announcement

22. The Budget 2017 contained limited relevance to culture, tourism and sport. A £2 million cultural development fund was announced – this falls far short of the expected amount and the LGA expressed disappointment in our on the day briefing and press release.

23. The Budget reconfirmed the availability of £5 million funding to help celebrate the centenary of women getting the right to vote. The LGA had pressed for details of the fund to be made available urgently to allow for effective planning. The application process for the small grants fund has now been made available and we have communicated this to member authorities and partners.

Improvement

24. Siraz Natha coordinated two Leadership Essentials events – one for sport, and one for culture. Feedback from delegates continues to be good. Work is underway with Sport England to develop an officer Leadership Essentials course, following feedback from councillor delegates.
25. We have been commissioned to run three cultural peer challenges by Arts Council England. Bidding closed on 13 December and short-listing is currently taking place.
26. We co-hosted with Arts Council England a roundtable of professional bodies to encourage the coordinated development of a support offer for council officers with responsibility for culture. cCLOA, Sporta, SCL, and ADUK were all in attendance.

Historic anniversaries

27. We continue to support the Women's Local Government Society in their preparations for the 2018 centenary of the Representation of the People Act. An article on the celebrations will feature in the February edition of First, making links to the LGA's wider work to encourage more people from different backgrounds to consider becoming a councillor. We have also promoted the £5 million fund that government has made available to support local celebrations, and which has now opened for applications.
28. We have promoted [Battle's Over – A Nation's Tribute](#) to councils as part of the commemoration of the end of World War 1 in October. This sets out how councils can become involved in, and facilitate, local commemorative activity.

Media

29. We have issued the following media releases in November and December:
- 29.1. [Response to the Museums Review](#)
 - 29.2. [Budget response to Cultural Development Fund](#)
 - 29.3. [Response to £100m pilot investment to combat inactivity](#)
 - 29.4. [Response to City of Culture Announcement](#)
 - 29.5. [Christmas markets see surge to bring festive cheer](#)
 - 29.6. [LGA backs campaign to protect live music venues](#)



Implications for Wales

30. The WLGA does not commission us to work on wider improvement issues. This service is provide directly by WLGA.

Financial Implications

31. This work is being carried out with existing budgets.

Next steps

32. Officers will continue to deliver as directed.



ANNEX A

CC: John Glen MP, Minister for Tourism

17 November 2017

Dear Greg,

Industrial Strategy Tourism Sector Bid

I chair the LGA Culture, Tourism and Sport Board, which recently received a presentation from VisitBritain and Tourism Alliance on the tourism sector's bid for a sector deal under the Industrial Strategy. The Board asked me to write to you following this presentation.

The tourism sector and visitor economy is a growing industry and is a success story of which we can be proud. It is also a sector that will need to respond to particular aspects of the consequences of leaving the European Union, and we believe that it is right the sector is given the support and attention offered by a sector deal.

The sector bid contains an exciting set of proposals, including several drawn from our consultation response, and we fully support it in principle. Councils have a keen recognition of the value of tourism and make a vital contribution towards supporting the visitor economy – both domestic and international. This includes spending £70 million per year on business support, visitor information and destination marketing, and £2.6 billion every year on culture, heritage and supporting major cultural, conference and sporting events.

However, there are some areas where we feel there needs to be more discussion between councils and the tourism sector before the deal could be implemented – and we are ready to support these conversations.

The Board was particularly concerned to ensure:

- that the final deal reflects the views and experiences of all types of council, including rural councils representing some of our most attractive countryside. The consultation process for the bid appears to have had a disproportionately urban focus. Until further engagement to capture the full range of local areas' insights has been carried out, we will not be able to support a deal being approved.

18 January 2018



- that more detail is developed on the idea of Tourism Zones, particularly around any planning and taxation proposals, before the green light is given for implementation. However, we feel there is also the potential to be more ambitious in looking to pilot more than the proposed five zones.
- that the bid's proposals around Primary Authority are not adopted without significant changes. In particular, Primary Authority is simply not a suitable mechanism for simplifying licensing in the way suggested, as local oversight remains essential. However we agree that it could cover technical aspects of licensing conditions such as CCTV. And lighter touch licensing approaches for some businesses could also be considered, such as the Community and Ancillary Sales Notice.

We believe that all these issues can be resolved through discussion between councils and the tourism sector, and that the bid should be recognised as a sector deal. However, the Board wanted to make you aware of these issues at the same time as we expressed support for the bid.

You are a long-standing advocate of the role of councils in shaping place and will understand that it is essential for councils' contribution to be recognised if the Industrial Strategy's vision for place is to be fully realised.

We also need to see a coordinated approach to investing in place across government departments. The forthcoming Cultural Development Fund from DCMS will need to be aligned with the industrial strategy and both the creative clusters and tourism zones, if it is to have the impact that is needed. If delivered in this way, it will have a crucial role supporting those cultural assets, organisations and activities that are fundamental to creating creative places.

I look forward to the publication of the final strategy, and to helping realise its vision.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Gerald Vernon-Jackson".

Cllr Gerald Vernon-Jackson
Chair, LGA Culture, Tourism and Sport Board

Note of last Culture, Tourism & Sport Board meeting

Title:	Culture, Tourism & Sport Board
Date:	Thursday 9 November 2017
Venue:	Smith Square 3&4, Ground Floor, 18 Smith Square, London, SW1P 3HZ

Attendance

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

Item	Decisions and actions
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1 Welcome, Apologies and Declarations of Interest

The Chair listed apologies received and welcomed members to the meeting.

There were no declarations of interest.

2 Tourism Sector bid for the Industrial Strategy

The Chair welcomed Brigid Simmonds OBE, Chief Executive British Beer and Pub Association, representing the Tourism Alliance and Anthony Pickles, Head of Tourism Affairs, Visit Britain who presented on the tourism sector deal and the industrial strategy.

The presentation explored the proposals in the bid, and the contribution that councils can make to supporting tourism. They highlighted four facets of the tourism industry deal; skills, productivity, tourism zones and connectivity:

- Skills - a ten year plan to recruit UK workers, and change perceptions of the tourism industry as a place to work. KPMG estimates that the sector requires 62,500 overseas workers per annum.
- Productivity - targeted productivity to increase by 1 per cent, including through prolonging the season.
- Tourism zones - outlined the initial plan for five pilot tourism zones over five years. Tourism zones will look at areas where tourism is the dominant area but where there are structural issues and how it could be developed more effectively.
- Connectivity - stressed the importance of connecting visitors and workforce with tourism businesses, including Visa-free access for overseas visitors.

In addition to supporting the overall bid, the LGA was asked to:

- Work with destination management organisations
- Help influence LEPs to include tourism in their plans
- When building new housing, recognise the value of tourism businesses and assets in creating places where people want to live.
- Recognise the role of high streets as attractors of people.

Discussion

Members made the following points:

- Members were concerned about the lack of clarity of tourism zones and how they would work, in particular with proposals relating to business rates, planning, and licensing. Members expressed their desire to be involved in developing these further.
- Members raised concerns with the industrial strategy roundtables that they were entirely concentrated in large cities; London, Manchester and Birmingham. Overlying concern that the industrial strategy is too city focused. Anthony Pickles responded agreeing that was a fair criticism, the roundtables should be far more representative of England.
- Concerns were also raised with Visit England's strategy of encouraging visitors outside of London.
- The skills proposals in the bid were welcomed. Concerns were raised about generally low wage levels in the tourism sector. This poses a challenge to establishing the sector as a desirable career.
- Members asked what else local authorities could do to turn pubs into valuable community assets. Brigid Simmonds responded stressing that it was about diversification and working with community leaders to establish a true community hub.

Decision

The decision of the Board was to support the bid in principle but in line with the LGA consultation response.

The Board asked the Chair to write the Secretary of State for BEIS to express the Board's concerns about aspects of the bid, and request involvement in the further development of the proposal.

3 Festive cheer: The local impact of Christmas markets

LGA Senior Adviser, Ian Leete, introduced the report, which set out progress on research into the local impact of Christmas markets and the related publication..

Discussion

Members made the following comments:

- It was noted that Christmas markets are worth an annual €6 billion to the German economy, outlining the potential for growth in the UK market. Especially as Europe's largest Christmas market is in Birmingham.
- Members asked for the research to also explore the impact of Christmas markets on existing street markets.

Decision

The Culture, Tourism and Sport board noted the progress and provided a steer on direction.

4 Board working groups

LGA Senior Adviser, Ian Leete, introduced the item which suggested establishing four working groups on:

- skills and the local economy in a post-Brexit Britain;
- rural tourism;
- culture-led regeneration and;
- physical activity.

Discussion

Members agreed an alternative proposal of starting board meetings at 11am to allow for pre-meeting discussions to take place. These discussions will be arranged and facilitated by Board members, with officers providing support with booking facilities.

Decision

Discussed the proposal and proposed alternatives.

Actions

Schedule Board meetings to begin at 11, following further discussions at lead member meeting.

5 Outside Bodies

Members fed back on meetings they had attended. The forthcoming annual Culture, Tourism and Sport conference was also discussed, with particular consideration of member's attendance and participation.

Decision

- Cllr Faye Abbott was appointed as the Board's representative on the BBFC.
- Cllr Michelle Tanfield was appointed as the Board's Theatres Champion.
- Cllr Geraldine Carter agreed to act as a judge for the Hearts for the Arts awards.
- Members noted the report.

6 Minutes of the last meeting

The minutes of the previous meeting were approved.

Appendix A -Attendance

Position/Role	Councillor	Authority
Chairman	Cllr Gerald Vernon-Jackson CBE	Portsmouth City Council
Vice-Chairman	Cllr Geoff Knight	Lancaster City Council
Deputy-chairman	Cllr Peter Golds	Tower Hamlets Council
	Cllr Simon Henig CBE	Durham County Council
Members	Cllr John Beesley	Bournemouth Borough Council
	Cllr Geraldine Carter	Calderdale Metropolitan Borough Council
	Cllr Chris Saint	Stratford-Upon-Avon District Council
	Cllr David Jeffels	North Yorkshire County Council
	Cllr Tom Killen	Mendip District Council
	Cllr Geoffrey Theobald	Brighton & Hove City Council
	OBE	
	Cllr Terry O'Neill	Warrington Council
	Cllr Faye Abbott	Coventry City Council
	Cllr Muhammed Butt	Brent Council
	Cllr Richard Henry	Stevenage Borough Council
	Cllr Guy Nicholson	Hackney Borough Council
	Cllr Mike Bell	North Somerset Council
	Ian Brooke	cCloa
Apologies	Cllr Barry Lewis	Derbyshire County Council
	Cllr Michelle Tanfield	Fenland District Council
	Cllr Sonja Crisp	City of York Council

Cllr Alice Perry

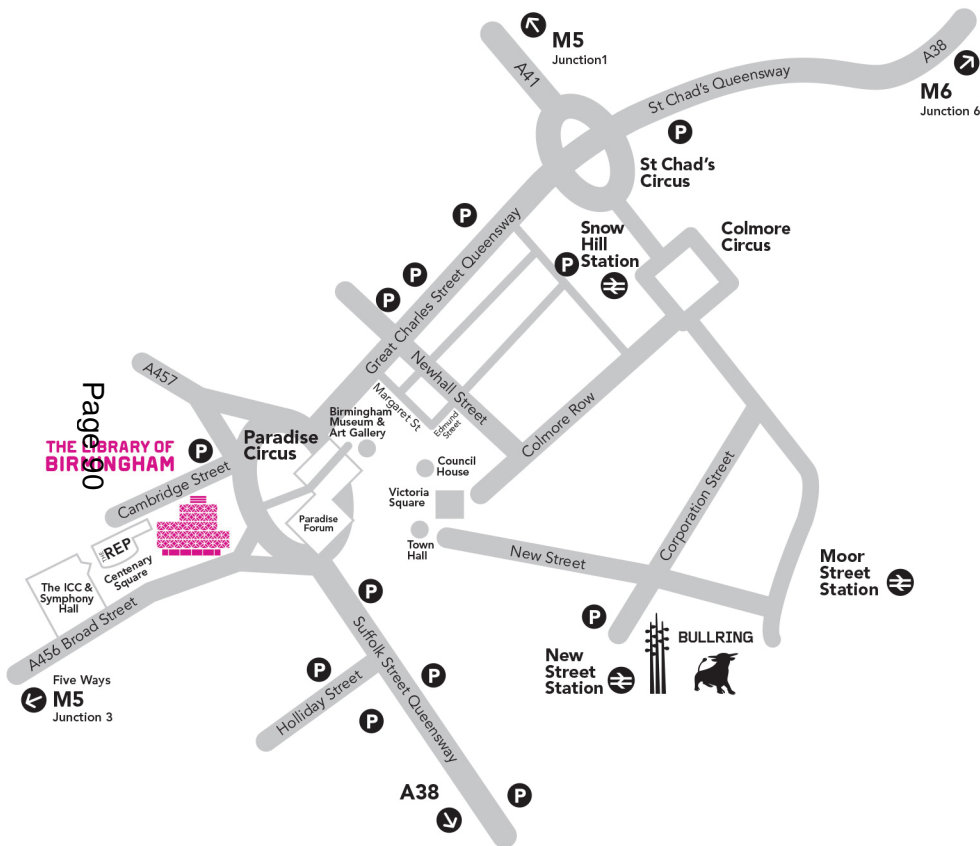
Islington Council

In Attendance

LGA Officers

Alex Thomson
Ian Leete
Siraz Natha
Harry Parker

Principal Policy Adviser
Senior Adviser
Adviser
Member Services Officer



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THE LIBRARY OF BIRMINGHAM

REP

Five Ways
M5 Junction 3

M6 Junction 6

M5 Junction 1

St Chad's Circus

Colmore Circus

Snow Hill Station

Paradise Circus

Birmingham Museum & Art Gallery

Council House

Victoria Square

Town Hall

Moor Street Station

New Street Station

BULLRING



A38