

# Culture, Tourism and Sport Board

Agenda

Thursday, 21 March 2019  
1.00 pm

Site Gallery, 1 Brown Street, Sheffield S1  
2BS

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

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There will be a meeting of the Culture, Tourism & Sport Board at **1.00 pm on Thursday, 21 March 2019** Site Gallery, 1 Brown Street, Sheffield S1 2BS.

A sandwich lunch will be available during 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.

<b>Conservative:</b>	Group Office: 020 7664 3223	email: <a href="mailto:lgaconservatives@local.gov.uk">lgaconservatives@local.gov.uk</a>
<b>Labour:</b>	Group Office: 020 7664 3263	email: <a href="mailto:Lewis.addlington-lee@local.gov.uk">Lewis.addlington-lee@local.gov.uk</a>
<b>Independent:</b>	Group Office: 020 7664 3224	email: <a href="mailto:independent.grouplga@local.gov.uk">independent.grouplga@local.gov.uk</a>
<b>Liberal Democrat:</b>	Group Office: 020 7664 3235	email: <a href="mailto:libdem@local.gov.uk">libdem@local.gov.uk</a>

**Location:**

A map showing the location of 18 Smith Square is printed on the back cover.

**LGA Contact:**

Dan Mould  
[dan.mould@local.gov.uk](mailto:dan.mould@local.gov.uk)

**Carers' Allowance**

As part of the LGA Members' Allowances Scheme a Carer's Allowance of £9.00 per hour or £10.55 if receiving London living wage 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 2018/2019

Councillor	Authority
<b>Conservative ( 8 )</b>	
Janet Walton (Deputy Chair)	Borough of Poole
Geraldine Carter	Calderdale Metropolitan Borough Council
David Fothergill	Somerset County Council
Peter Golds	Tower Hamlets Council
Barry Lewis	Derbyshire County Council
Carl Les	North Yorkshire County Council
Phil Seeva	Cornwall Council
Phil Twiss	East Devon District Council
<b>Substitutes</b>	
Geoffrey Theobald	Brighton & Hove City Council
Matthew Lee	South Kesteven District Council
David Jeffels	North Yorkshire County Council
<b>Labour ( 7 )</b>	
Rishi Shori (Deputy Chair)	Bury Metropolitan Borough Council
Terry O'Neill	Warrington Council
Faye Abbott	Coventry City Council
Muhammed Butt	Brent Council
Richard Henry	Stevenage Borough Council
Brigid Jones	Birmingham City Council
Dhanisha Patel	Bridgend County Borough Council
<b>Substitutes</b>	
Guy Nicholson	Hackney London Borough Council
Kyle Robinson	Staffordshire County Council
Patrick Kadewere	Huntingdonshire District Council
<b>Liberal Democrat ( 2 )</b>	
Gerald Vernon-Jackson (Chair)	Portsmouth City Council
Mike Bell	North Somerset Council
<b>Substitutes</b>	
Niall Hodson	Sunderland City Council
<b>Independent ( 1 )</b>	
Julian German (Vice-Chair)	Cornwall Council
<b>Substitutes</b>	
Tom Hollis	Nottinghamshire County Council

## Agenda

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### **Culture, Tourism & Sport Board**

Thursday 21 March 2019

1.00 pm

Site Gallery, 1 Brown Street, Sheffield S1 2BS

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3. <b>Sheffield City Council Presentation</b>	
4. <b>Tourism Skills Research Presentation</b>	
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**Date of Next Meeting:** Wednesday, 12 June 2019, 1.00 pm, Smith Square  
3&4, Ground Floor, 18 Smith Square, London, SW1P 3HZ



## Note of last Culture, Tourism & Sport Board meeting

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**Title:** Culture, Tourism & Sport Board  
**Date:** Thursday 17 January 2019  
**Venue:** Smith Square 3&4, Ground Floor, 18 Smith Square, London, SW1P 3HZ

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### Attendance

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

Item	Decisions and actions
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### 1 Welcome, declarations of interest and terms of reference

The Chairman noted apologies from Cllr Barry Lewis (Con), Cllr Carl Les (Con), Cllr Julian German (Ind).

The Chairman also noted the following substitutes; Cllr David Jeffels (Con), Cllr Matthew Lee (Con) and Cllr Clive Woodbridge (Ind).

Cllr Guy Nicholson was in attendance as an observer.

### 2 Social Prescribing

Ian Leete, Senior Adviser, introduced the report setting out the context for social prescribing to arts and sport organisations. He also outlined potential actions and interventions for the Culture, Tourism and Sports Board for 2019. He brought Members' attention to paragraph 16 of the report which further detailed the impact of concerns about the NHS approach to social prescribing. Ian emphasised that this issue was primarily within the remit of the LGA Community Wellbeing Board. Ian also brought Members' attention to paragraphs 17 to 21 which detailed actions for the work stream and key outcomes for the sector.

Members raised the following points in the discussion that followed:

- It was suggested that evidence be gathered about what councils are doing in this area and what their ambitions are.
- A view was expressed that the actions proposed in paragraph 18 should come after further evidence gathering.
- A view was expressed that it would be beneficial to liaise with voluntary providers on this subject.
- A view was expressed that a reference to the housing crisis and welfare would need to be included for paragraph 10 to be clear.
- It was suggested that leisure providers should engaged with on this subject.
- The importance of social prescribing operating at the local level was emphasised.

The Chair emphasised that the overall responsibility for social prescribing would fall under the remit of the Community Wellbeing Board.

## **Recommendations**

The Culture, Tourism and Sports Board;

- noted the impact of concerns about the NHS approach to social prescribing in paragraph 16; and
- Agreed the priority actions for this workstream, with the proposed actions in paragraph 18 to be actioned after further evidence gathering, considering the recommendations in paragraphs 17-21.

## **Action**

Officers to develop and implement a delivery plan, in accordance with the Board's decisions.

## **3 Tourism Levy**

Rebecca Cox, Principal Policy Adviser, introduced the report on the tourism levy. Rebecca explained that the LGA line was to support local discretion in this area. She highlighted that the People & Places Board and City Regions Board had been undertaking work on this piece as well, and that there was the opportunity for the Culture, Tourism and Sport Board to take work on this forward in looking at how a levy could function in a local area. Rebecca proposed that this work be made up of two strands for Board members to discuss, these being: an engagement strategy; and an independent analysis of the implications for the introduction of greater fiscal freedom in this area. The report requested the Board agree the next steps.

In the discussion that followed, the following points were raised;

- It was suggested that it would be beneficial for the LGA to work closely with Edinburgh and Bath on their trial of a tourism levy and to reflect on learning from this trial.
- Views were expressed that this work should be carried out at a time frame that allows the LGA to take into account the progress in both Edinburgh and Bath.
- Members emphasised that one size will not fit all local authorities in applying the tourism levy, in particular where the differences between rural and city areas were concerned.
- A view was expressed that flexibility for local authorities setting up a tourism levy would be crucial in finding a solution.
- Queries were raised as to whether the money would be ring fenced to be used to support the local tourism industry and members emphasised that the money must be owned by local government.
- In response to this query the Chairman explained that he understood this would be a hypothecated tax in which the money is spent where it is raised and that it will be spent on the local tourist industry.
- The importance of flexibility of scale was raised.
- Concerns were raised that introducing the tourism levy could pose challenges to local tourism economies.
- It was raised that the tourism levy had been proven to be very unpopular with businesses in Cornwall.
- It was suggested that liaising with the Tourism Alliance around the Tourism Levy would be helpful.
- Members noted the importance of making sure the impact of seasonal visitors be properly managed and funded.



- Members expressed a preference for a standalone tourism levy rather than using the BID model.

The Chairman summarised that it was the Board's view that holding discussions with a range of council Leaders on this later in the year, as well as evidence gathering from tourism levy trials in both Edinburgh and Bath, would best inform the Culture, Tourism and Sport Board's work on the tourism levy.

### **Decision**

The proposed recommendations were agreed by the Culture, Tourism and Sport Board on the commissioning of further research into the Tourism Levy, supported by an effective engagement strategy. This was agreed with the amendment that the engagement strategy take a slower pace to allow time for the tourism levy trials in Bath and Edinburgh to progress, so the LGA are best placed to give a considered response.

### **Action**

Officers to commission research and develop a full engagement strategy in line with the Culture, Tourism and Sport Board comments and decision.

## **4 Activity Update**

Ian Leete, Senior Adviser, introduced the report providing an update on the work of the CTS team. He highlighted that they now had the resources to appoint an Improvement Adviser, and that they were also advertising new peer challenges.

The following points were raised;

- Following a query, Ian confirmed that for a peer challenge on libraries to be undertaken all local authorities involved in this service would need to be engaged with and agree.
- Ian confirmed that there would be more publicity to come around the Annual Conference for Culture and Tourism.
- A view was expressed that the previous Leadership Essentials was really valuable and should have more advertisement to fill capacity.

### **Decision**

The Culture, Tourism and Sport Board noted the activity of the team.

### **Actions**

The team to provide a training day for peers and peer challenge managers before they conduct the library and culture peer challenges.

The team to work on booking speakers and arranging agendas for the upcoming Culture and Sports Leadership Essentials Courses.

## **5 Outside Bodies Report**

Cllr David Jeffels was nominated and appointed as the Culture, Tourism and Sports Board representative to the Coastal SIG.

**Decision**

The Board noted the updates from the outside bodies and appointed Cllr David Jeffels to represent the Board to the Coastal SIG.

**Action**

Officers to act upon the Board's nomination to the Coastal SIG.

**6 Minutes of the last meeting**

Following a short discussion the Culture, Tourism and Sport Board agreed for the minutes to appear at the start of the meeting agenda in future.

**Decision**

The Minutes of the last meeting were agreed as a correct record.

**Actions**

The Minutes of the last meeting to appear at the start of Culture, Tourism and Sport Board meeting agenda.

**7 Any other business**

Views were expressed that the Board agenda needed more items for future meetings.

Members raised the following points;

- It was suggested that both the Sport England and Arts Council England could present at future meetings.
- The Chairman raised that there had been feedback in previous years that Culture, Tourism and Sport Board meetings had been too long and that the Board needed to be mindful of this.
- It was suggested an item on cultural engagement with young people could be included in a future agenda.
- It was raised that a report from the Football Association on the roll out of money to grass roots projects would be included in a future agenda.
- It was requested that it be looked into whether Members can dial into the next meeting in Sheffield by skype.

The Culture, Tourism and Sport Board also agreed for the Work Programme to be included in the agenda for each meeting of the Board.

**Actions**

Work Programme to be included in each Culture, Tourism and Sport Board meeting agenda.

Member Services Officer to investigate the possibility of Members using skype to dial

into the next Board meeting in Sheffield.

### **Appendix A -Attendance**

Position/Role	Councillor	Authority
Chairman	Cllr Gerald Vernon-Jackson CBE	Portsmouth City Council
Vice-Chairman		
Deputy-chairman	Cllr Janet Walton Cllr Rishi Shori	Borough of Poole Bury Metropolitan Borough Council
Members	Cllr Geraldine Carter Cllr David Fothergill Cllr Peter Golds Cllr Phil Twiss Cllr Terry O'Neill Cllr Faye Abbot Cllr Muhammed Butt Cllr Richard Henry Cllr Brigid Jones Cllr Dhanisha Patel Cllr Mike Bell Cllr David Jeffels Cllr Matthew Lee	Calderdale Metropolitan Borough Council Somerset County Council Tower Hamlets Council Devon County Council Warrington Council Coventry City Council Brent Council Stevenage Borough Council Birmingham City Council Bridgend County Borough Council North Somerset Council
Apologies	Cllr Barry Lewis Cllr Carl Les	Derbyshire County Council North Yorkshire County Council
	Cllr Julian German	Cornwall Council



<b>Commissioned</b>	<b>Agenda item</b>	<b>Action</b>	<b>Milestones</b>	<b>RAG rating</b>	<b>Date of Completion</b>
17 <sup>th</sup> January	Social Prescribing	To develop and implement a delivery plan for Social Prescribing	To be presented at the June Board Meeting.		
17 <sup>th</sup> January	Tourism Levy	Officers to: commission research  develop a full engagement strategy in line with the Culture, Tourism and Sport Board comments and decision.	Further Research into the Tourism Levy is underway by the LGA officer team and a update paper has been provided to the Board at the 21 <sup>st</sup> March Board Meeting.		
17 <sup>th</sup> January	Activity Update	The team to provide a training day for peers and peer challenge managers before they conduct the library and culture peer challenges.  The team to work on booking speakers and arranging agendas for the upcoming Culture and Sports Leadership Essentials Courses.	The training day took place on the 30 <sup>th</sup> January and received positive feedback.  The team hosted another successful leadership essentials event for officers on the 28-1st march.		30 <sup>th</sup> January  28 February-1 <sup>st</sup> March

17 <sup>th</sup> January	Outside Bodies	Officers to act upon the Board's nomination to the LGA Coastal SIG.	Coastal SIG notified of appointment, and 1 <sup>st</sup> March meeting attended		1 March 2019
17 <sup>th</sup> January	Minutes of the last meeting	Minutes of the last meeting to appear at the start of Culture, Tourism and Sport Board meeting agenda.	This has been put in place for the 21 <sup>st</sup> March Board Meeting.		21 March 2019
17 <sup>th</sup> January	Any Other Business	Work Programme to be included in each Culture, Tourism and Sport Board meeting agenda.	For next meeting.		21 March 2019
17 <sup>th</sup> January	Any Other Business	Members suggested Sport England, Arts Council and the FA come to future meetings.	Sport England arranged to speak at the Board on 21 March, alongside tourism consultants and Sheffield City Council.  Arts Council England and the FA to be invited to come to future boards.		
17 <sup>th</sup> January	Any Other Business	Member Services Officer to investigate the possibility of Members using skype to dial into the next Board meeting in Sheffield.	Currently investigating with location managers		

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## **Tourism levy research**

### **Purpose of report**

For information.

### **Summary**

The paper updates members on activity in this policy area and sets out a proposed scope for a research report.

### **Recommendation**

That members note the report.

### **Action**

Officers to prepare a procurement brief, incorporating any additional comments from members.

<b>Contact officer:</b>	Rebecca Cox
<b>Position:</b>	Principal Policy Officer
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<b>Email:</b>	rebecca.cox@local.gov.uk

## **Tourism levy research**

### **Background**

1. Following the discussion at the last Board, officers have developed a research specification to inform the LGA's understanding of this area and address member's direction to engage with those with a current or potential interest in a tourism levy.
2. There have been some developments on this policy more generally. At the end of January, the Scottish Government announced as part of its Budget that councils in Scotland will be able to introduce a 'transient visitor tax.' This and its accompanying discretionary workplace parking levy was welcomed by COSLA, the Scottish local government association, which has advocated for greater fiscal devolution. The Scottish Government will now undertake a formal consultation on the principles of such a tax before introducing legislation to enable local authorities, should they wish, to introduce a levy.
3. The Cultural Cities enquiry, chaired by Dame Jayne-Anne Gadhia, until recently chief executive of Virgin Money and which members might recall from a presentation at our Board, has published its [final report](#). Among other recommendations, the report notes a number of cities' interest in a local, discretionary levy and states: "A UK-wide review of the merits of a tourist levy is required in order to provide greater shared understanding of the opportunities and challenges of this option for the UK."

### **Proposed research**

4. Members were clear that we should focus first on working with our member councils to understand their ambitions and concerns. It is proposed that the successful supplier build on existing fiscal devolution research commissioned by the LGA by:
  - 4.1. Conducting a series of interviews with leaders or portfolio holders in councils that are either actively investigating the potential for a tourism levy or are in areas with a significant tourist economy and would have an interest in the LGA's proposals.
  - 4.2. Conducting interviews with relevant council and other members and officers in Edinburgh and Scotland to learn any lessons from their experiences, including suggestions for how to set an effective national framework for a discretionary local tax.
  - 4.3. Undertaking desk research into the various tourism levy proposals currently being developed in councils in England, including issues such as how Airbnb and similar businesses are dealt with and how the impacts of tourism might be mitigated.

- 4.4. Conduct some light-touch desk research to demonstrate councils' past successes in introducing new levies, for example the workplace parking levy in Nottingham or in Business Improvement Districts, including what measures were taken to secure local buy-in. This would help to strengthen the case for greater fiscal devolution in principle (note that this suggests learning lessons from BIDs, not proposing them as a model for this work).
5. As part of this process, LGA officers would sound out national stakeholders to understand their current position on a levy and any areas where our lobbying might find some purchase with them or Government. We would also make use of member contacts where these exist.
6. The outcome of the research should be to give us a good indication of the sector's views on a tourism levy; a snapshot of current activity; lessons from lobbying for and implementing new taxes in England and Scotland; and suggestions for areas of further development.
7. As part of our activity it has been suggested that a workshop on developing a case for introducing a levy for officers in relevant councils to benefit from peer learning, in line with the LGA's sector-led improvement offer, would be welcomed by councils. This could also be a useful forum for testing our early thinking.
8. Given the upcoming local elections, the research would most likely take place between now and early summer with a phased approach in order to accommodate elected members' busy schedules in the Spring.

#### **Next steps**

9. Subject to members' views, officers to prepare a project brief and undertake a competitive procurement exercise.



## **Sport England**

### **Purpose of report**

For discussion

### **Summary**

Sport England are presenting on the role of sport on promoting a sense of inclusion and cohesion, and how Sport England are supporting work towards this. The presenters will be Chris Perks, Executive Director Local Delivery, and Ruth Alleyne, Strategic Lead Local Learning and Improvement Hub.

This paper also sets out other points related to physical activity, and our relationship with Sport England, that the Board may wish to consider as part of the discussion.

### **Recommendations**

For discussion, and consideration of how the Board can contribute to, or challenge on, this agenda.

Board members are invited to contribute local examples of good practice in sport and physical activity, where these exist.

### **Actions**

Officers to follow up with Sport England as directed.

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**Error! Reference source not found. Background**

*Sport England strategy*

1. The Sport England strategy [Towards an Active Nation](#) launched in May 2016 and highlighted:
  - 1.1. A much stronger focus on tackling inactivity so that everyone feels able to engage in sport or physical activity, whatever their ability.
  - 1.2. A focus on customer engagement and a customer-focused approach that draws on principles of behaviour change.
  - 1.3. Seven investment programmes: **Tackling inactivity, Children and young people, volunteering, Sport into mass market, Sports core market, Local delivery and Facilities** (replacing the 30 plus in the previous strategy) amounting to some £1 billion of investment between 2017- 2021 with a much more outcomes-focused approach and with councils and local partners potentially able to access more funding.
2. The LGA has been actively working with Sport England to ensure that councils have greater opportunities to apply for funding across the seven investment programmes, as well as ensuring that councils and their partners remain at the heart of the successful implementation of the strategy.
3. The LGA has developed an excellent working relationship with Sport England and this has resulted in the joint delivery of 24 Leadership Essentials programmes since 2011, involving over 200 councillors.
4. In 2018, we piloted an officer equivalent of the leadership essentials, equipping officers with insight into their own leadership style and how to achieve systems change. A regular programme was rolled out as part of our new 2018-2020 contract and has proven very popular. We are hoping to continue this work with Sport England.
5. Four regional training events and one day events are also planned as part of the contract, but have been delayed in development due to a lack of officer capacity. The new Improvement Adviser will be taking this work forward.

**Issues**

*Local delivery pilots*

6. Sport England are undertaking pilots in 12 places to try and better understand their different identities and help people to be active in communities across the country. £30 million is being invested into areas with low rates of physical activity.
7. The LGA assisted with the shortlisting process, and the programme was announced at the LGA Sport Conference 2017.

8. The aim of the pilots is to explore highly local ways of removing barriers to activity, with approaches focusing as widely as housing, transport and public health interventions, as well as more practical steps such as the provision of sports bras to encourage more women to participate.
9. The Birmingham and Solihull pilot is specifically focusing on the role of sport in promoting cohesion, and how this can be measured. The work has been informed by a steering group, with a representative from the LGA's research team to advise. Birmingham's work featured at the Sport Conference 2018 and, as part of a wider presentation, at the regular leadership essentials events held for portfolio holders.

*Encouraging more women and girls to be active*

10. There are two million fewer women than men regularly playing sport, at every age group. When asked 13 million women say they would like to participate more in sport and physical activity, but just over 6 million of those women are not currently active.
11. Sport England conducted an extensive survey on the views of women on sport, which can be found [here](#), and identified seven principles to inform design of a physical activity offer:
  - 11.1. Change the offer to suit the women you are targeting – don't expect women to change to fit sport and exercise
  - 11.2. Don't just talk about 'sport' – for many women, sport has baggage
  - 11.3. Differentiate sport and exercise from other interests by promoting (not preaching) the additional benefits – sell what your audience is asking for, whether that is socialising, developing skills or spending time with the family
  - 11.4. Seeing is believing. Making sport the 'norm' for women relies on local women of all ages, sizes and faiths not only becoming active but celebrating it and encouraging others to join in
  - 11.5. Use positivity and encouragement to drive action – stimulating action through fear of consequences will have little traction
  - 11.6. Make it easy for women to act: right time, right place, right welcome, right company, right gear
  - 11.7. People make or break the experience – ensure your audience are appropriately supported along the way
12. A number of councils have had success with initiatives aimed at women and girls, as well as BAME groups. Birmingham is a good example of a council reaching both: Their [Big Birmingham](#)

[Bikes](#) project saw 4000 bikes given free to residents in the most deprived wards of the City, reaching an audience of 70% BAME, 60% women, and 50% of whom had never ridden a bike before. They have a similarly positive story to tell about inspiring BAME women to participate in the Birmingham Marathon for the first time.

13. [‘This Girl Can – Fit Got Real’](#) is Sport England’s public campaign to encourage more women to participate in regular physical activity. Information on this campaign is circulated to delegates attending the Sport and Physical Activity Leadership Essentials courses.

#### **Implications for Wales**

14. Sport is a devolved matter and Sport England’s work is for England only. We do not have connections with Sport Wales.

#### **Financial Implications**

15. None.

#### **Next steps**

16. The Board is invited to consider the points raised in the presentation and the paper above, and identify areas where it feels the LGA can add value, support or influence members, or lobby government for action.



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## **Blue Plaques for Suffrage Pioneers**

### **Purpose of report**

For discussion.

### **Summary**

As requested by Lead Members, this report explores the possibilities of campaigning for blue plaques to represent the 100 Suffrage Pioneers celebrated in the LGA and WLGS's From Suffrage to Citizenship Campaign in 2018.

### **Recommendation**

That the Board note the report and consider whether to progress with further research into the proposal.

### **Action**

Officers to progress scoping of the 'Blue Plaques for Suffrage Pioneers' project if directed

<b>Contact officer:</b>	Dan Mould
<b>Position:</b>	Policy Adviser
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## **Blue Plaques for Suffrage Pioneers**

### **Background**

1. The Suffrage Pioneers project was developed by the Women's Local Government Society, alongside the LGA, and aimed *'to identify and celebrate the lives of 100 previously hidden women and supportive men who were active in the campaign for votes, leading to the Representation of the People Act 1918, and who used the extended rights to citizenship in a positive way locally'*
2. The full list of the 100 pioneers can be found at this link <https://www.suffrage-pioneers.net/the-list/> . Further details on the project itself available at this site <https://www.suffrage-pioneers.net> and from the LGA website <https://www.local.gov.uk/suffrage-citizenship>.
3. Following discussion at our Lead Members meeting, this report investigates whether championing a blue plaque' scheme for the 100 identified pioneers could be a potential project for the Board to undertake and oversee, to enable a continued legacy for the Suffrage Pioneers project. It provides some initial justifications as to the benefits of the idea and several practical difficulties which would arise.
4. Currently, the Blue Plaque Scheme in London is owned by English Heritage. This has been the case since 1986, yet the scheme existed for around 120 years prior to this. Outside London, many local councils, civic societies and other organisations run similar plaque schemes, and there are at least 300 plaque schemes existing in the United Kingdom at the present time. There is no national body governing such commemoration.

### **Arguments for the scheme**

5. The scheme would provide a continued legacy and build upon the work of the Suffrage Pioneers project, allowing the recognition of these pioneers to continue on beyond the 100 year anniversary of female suffrage.
6. There already has been an acknowledgement of lack of women featured in existing heritage plaques, this was acknowledged by English Heritage in 2016 and has been seen most recently in the London Assemblies #BackthePlaque campaign, which called on residents to nominate more women. Any proposed Suffrage Pioneer scheme may be able to capitalise on this positive direction in gathering support.
7. The lack of pre-existing national schemes, while it causes several issues as documented later in the paper, may offer some advantages if the campaign were to be run outside of existing local schemes, as a separate project.

8. Broadland District Council provide an example of the potential enthusiasm local authorities may display for such a scheme. They in fact launched their blue plaque scheme by unveiling their first three plaques, which were all dedicated to suffragettes from the local area. Broadland may also provide a welcome point of contact for further research into the costs and practicalities of the scheme. Further insight into the Broadland scheme can be found here  
[https://www.broadland.gov.uk/news/article/267/new\\_blue\\_plaque\\_scheme\\_celebrates\\_remarkable\\_people\\_in\\_broadlands\\_history](https://www.broadland.gov.uk/news/article/267/new_blue_plaque_scheme_celebrates_remarkable_people_in_broadlands_history)

### **Practicalities**

9. However, in the process of examining the viability of such a campaign, several key practical issues present themselves.
10. The problems behind co-ordinating plaques in a national scheme have already been shown in English Heritage's failed national scheme, which was attempted from 2005-2007. The scheme was abandoned as untenable with in particular, the scale and number of existing plaque schemes a factor. While provision of advice and guidance regarding plaques remains an English Heritage responsibility, the scale of support we could receive from them is unclear.
11. One issue presented is tying down a specific location or building to attach the plaque. Locations attached to specific pioneers are vague as can be seen in the list of pioneers linked to point 2.. Due to the lack of a co-ordinated national scheme, the criteria used to determine who and where gets a plaque vary widely from place to place.
12. It is left to local councils, charities and history organisations to police the plaques issued in their areas. Many have their own qualifications as to what a site's connection to an individual must be for it to be assigned a plaque. This research stage is given an estimated cost of between £10-£1,500 (per plaque) by English Heritage.
13. Another concern would be the lack of resources, both financial and in terms of manpower, within the LGA team to conduct the necessary research and communications work to drive the campaign and contact/persuade all of the local schemes. To be successful, the scheme would need an outside sponsorship and a sustained level of support from English Heritage and local authorities.
14. The costs presented by such a scheme may be significant, especially when multiplied by attempting to install 100 plaques within a reasonable close time-frame. English Heritage provides a breakdown of the 12 stages required in establishing a plaque scheme, with each of their estimated costs. The list of the 12 stages and their estimated costs and time requirements can be found in **Appendix B** of this report.

15. These concerns are highlighted by the lack of resources, both financial and in terms of man power, within the LGA team to conduct the necessary research and communications work to drive the campaign and contact/persuade all of the local schemes. To be successful, the scheme would need an outside sponsorship and a sustained level of support from English Heritage and local authorities.

16. Further background information and advice regarding the establishing and running of plaque schemes can be found in this English Heritage publication: <https://www.english-heritage.org.uk/siteassets/home/visit/blue-plaques/propose-plaque/commemorative-plaques-guidance-pt1.pdf>.

### **Implications for Wales**

17. The existing suffrage pioneers list includes those based in Wales and Scotland so steps to reach out to any existing local schemes in the promotion of the Suffrage Pioneer would need to take into account Welsh authorities also.

### **Financial Implications**

18. The costs behind each individual stage of such a plaque scheme are outlined in **Appendix A** of this report. However, it is fair to presume that taking on such a project would represent a significant cost to the LGA and outside funding of some sort should be pursued if going forward.

19. Based upon costs estimated in Appendix A, with parts 6, 7, 8, 9 and 11 most likely to pertain to the LGA's role in such a project, our estimated cost per plaque through taking a median position between the scales of points, which would be  $15 + 140 + 850 + 1325 + 275 = \text{£}2605$  total estimated cost per plaque.

20. The LGA would need to bid for this figure X100, which equals **£265,000**.

### **Next steps**

21. Weighing up the issues identified in this report, Members of the Board to advise officers as to whether this project should be pursued.

22. If members wish to move forward on the topic, further planning and research as to how best to engage and plan such a campaign, with a more in-depth review of its viability, will be needed. The level of LGA involvement will need to be considered and put forward to the Board for approval.



**Appendix A**

1. SCOPING AND CONSULTATION

Average time-frame: 2-6 months

Average cost: £10-£150

2. FUNDRAISING

Average time-frame: 1-12 months, or more

Average cost: £10-£50

3. PROJECT INITIATION AND ENCOURAGING NOMINATIONS

Average time-frame: 1-8 months

Average cost: £50-£2,000

4. ADMINISTRATION OF NOMINATIONS AND SELECTION PROCESS

Average time allocated: 5 hours-2 days (per plaque)

Average cost: £1-£5 (per plaque)

5. HISTORICAL RESEARCH

Average time allocated: 2-10 days (per plaque)

Average cost: £10-£1,500 (per plaque)

6. CONSENTS

Average time-frame: 1-12 months, or more (per plaque)

Average cost: £5-£25 (per plaque)

7. DESIGN AND POSITIONING

Average time-frame: 2 days-2 weeks (per plaque)

Average cost: £30-£250 (per plaque)

8. MANUFACTURE

Average time-frame: 1-2 months (per plaque)

Average cost: £200-£1,500 (per plaque)

9. INSTALLATION AND UNVEILING

Average time-frame: 6 weeks-6 months (per plaque)



Average cost: £150-£2,500 (per plaque)

**10. PLAQUE MAINTENANCE AND MONITORING**

Average time allocated: 3 hours-3 days (per plaque, per annum)

Average cost: £1-£150 (per plaque, per annum)

**11. PUBLICITY, PROMOTION AND OUTREACH**

Average time-frame: 1-6 months (for a limited initiative) or ongoing

Average cost: £50-£500 (per annum)

**12. ENQUIRIES**

Average time allocated: 1-10 days (per annum)

Average cost: £1-£10 (per annum)





## Forward View of Improvement

### Purpose of report

For discussion.

### Summary

This report summarises our current improvement offer to the sector, our contracts with Sport England and Arts Council England and invites Member input on the renegotiation and prioritisation of this offer in the future.

### Recommendations

1. That members feedback on the current improvement programme and suggest any other potential sector improvement work;
2. Suggest any other service areas that could benefit from a councillors handbook, as has been done with museum services.

### Action

Officers to progress improvement work according to contracts and in light of member comments.

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## **Forward View of Improvement**

### **Background**

1. The LGA is commissioned by both Sport England and the Arts Council England to provide improvement support to local authorities for the sports and cultural sectors respectively.
2. Currently for the years 2018/20, the LGA and Sport England have a two-year agreement worth £271, 728.
3. This will deliver:
  - 3.1. Five leadership essentials events for councillors (average 2/3 per year)
  - 3.2. Six leadership events for senior strategic officers (average 3 per year)
  - 3.3. Four regional events for councillors and/or senior strategic officers (average 2 per year)
  - 3.4. Four masterclasses for senior strategic officers over the two years.
4. So far, 3 of the leadership essential events for councils have been delivered already alongside 3 of the officers events. Two further officer events are scheduled for April and May.
5. The level of demand for officer events has led to one of the planned councillor events being changed to an officer event.
6. Arts Council England have commissioned us to deliver for 2018/2019:
  - 6.1. Two leadership essentials events for portfolio holders
  - 6.2. Three cultural peer challenges
  - 6.3. Ten library peer challenges
  - 6.4. A councillor handbook on museums services
7. The total value of these activities is £149, 860. The leadership essentials events have taken place already, receiving positive feedback from delegates, while the peer challenges have all been allocated and we are in the process of agreeing dates with the councils and peer teams. One additional culture peer challenge will be funded, to meet additional demand, using underspend from the leadership essentials events.



### **Forward View**

8. The current contracts represent a significant expansion from previous years' agreements with both Sports England and the Arts Council.
9. The LGA have hired a Culture and Sport improvement advisor, part funded by the expanded contracts, who will be in post from March 2019. This role will involve looking at reshaping the current improvement offer and means the LGA Culture, Tourism and Sport team can allocate more time and workload towards the offer and our improvement work in general.
10. We will be looking to renegotiate our contract with Arts Council England for the following year in the near future and review our offer with Sport England. Any member steer or guidance on this is welcomed.
11. The Museums Handbook production represents a one-off investment. Members are invited to suggest any other service areas that could benefit from a similar investment we could propose to the Arts Council.

### **Implications for Wales**

12. Improvement work is devolved to the WLGA.

### **Financial Implications**

13. The current financial worth of the Sport England contract is £271, 728, while the Arts Council contract is worth £149, 860.

### **Next steps**

14. Members are invited to comment upon the current improvement offers and suggest any future areas of focus they believe would be valuable to the sector.
15. Officers to progress improvement work according to contracts and in light of member comments.



## **Outside Bodies Report**

### **Purpose of report**

For information.

### **Summary**

This report is composed of updates from meetings the Board's appointees to outside bodies have attended and work the LGA has done with outside organisations

### **Recommendations**

That the Board note the updates from the outside bodies and work taken part by fellow members.

### **Action**

Officers to act upon any requests from the Board.

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## **Outside Bodies Report**

### **Updates**

#### **Theatres**

1. Theatre Champion Cllr Faye Abbott is scheduled to meet Renu Mheto from UK Theatres ahead of this board meeting.

#### **Libraries Taskforce**

2. The draft action plan and report of the Taskforce's activities over the last 6 months have been circulated to the Taskforce for review which Cllr Matthew Lee has commented on. The updated action plan and 6 monthly report are due to be presented to the next meeting of the Taskforce
3. The LGA have approved the appointments of two new local authority Chief Executives to sit alongside Cllr Matthew Lee as local government representatives to the Taskforce. These appointments are the Chief Executives of Cumbria, Katherine Fairclough, and of Richmond and Wandsworth, Paul Martin.

#### **Tourism Society Event**

4. Cllr Peter Golds represented the board, speaking at the Tourism Society's event hosted at the LGA on the 28<sup>th</sup> February, 'The Changing Shape of the UK Visitor Economy, New Challenges and Opportunities for Tourism Professionals'.

#### **Peak District National Park Authority**

5. Cllr Barry Lewis attended a board meeting on the 1 February at which the group's 2019/2020 budget and the issue of working together with other national parks across the UK was discussed.

#### **Coastal SIG**

6. Cllr David Jeffels was appointed the Culture, Tourism and Sport Board's representative to the LGA's Coast Special Interest Group (SIG) at the last Board meeting on the 17 January. Cllr Jeffels then attended the SIG's next meeting on the 1 March.

#### **British Destinations and British Board of Film Classification**

7. Following member feedback, Cllr Mike Bell and Cllr Tom Hollis respectively, that they had received no contact from the organisations they were appointed to, officers are currently investigating.

#### **LGA Annual Cultural and Tourism Conference**

8. On the 5-6 March, Cllr Gerald Vernon-Jackson chaired the LGA's Annual Cultural and Tourism Conference, hosted by the City of London in the Guildhall. The event

saw the launch of our culture-led regeneration research, as well as a key note speech from Sir Nick Serota about Arts Council England's new 10 year strategy. Cllr Brigid Jones updated delegates on Birmingham's ambitions for the Commonwealth Games. The conference once again hosted the presentation of the Hearts for the Arts Awards to the 2019 winners, alongside a range of cultural walking tours and workshops.

### **Jordanian Roundtable**

9. Following the Conference, Cllr's Lewis, Jeffels, Butt, Henry and Vernon-Jackson, attended a roundtable discussion Jordanian local and regional government representatives as part of a project to support democratic decentralisation in Jordan, funded by the UK Foreign Office and organised by Global Partners Governance. The meeting was valued by both sides and provided an insight into how to apply and promote the aspects of your local areas which attract tourism.

### **Leadership Essentials Courses**

10. Since the last board meeting, we have held several of our Sports and Physical Activity Leadership Essentials (LE) courses, delivered in partnership with SE and one of our Culture LE courses, delivered with ACE. Cllr Peter Golds, Cllr Brigid Jones, Cllr Richard Henry and Cllr Faye Abbott have all contributed sessions to make these events a success. These courses continue to be well received and command positive feedback from attendees

### **Grid of future meetings**


11.

<b>Organisation</b>	<b>Date/s</b>	<b>Attendees</b>
<b>Libraries Taskforce</b>	<b>20<sup>th</sup> March 2019</b>	<b>Cllr Matthew Lee</b>
<b>Peak District National Park Authority</b>	<b>15<sup>th</sup> March 2019</b>	<b>Cllr Barry Lewis</b>
<b>LGA Coastal Special Interest Group</b>	<b>26th June 2019</b>	<b>Cllr David Jeffels</b>
<b>LGA Skills Taskforce</b>	<b>28<sup>th</sup> March 2019</b>	<b>Cllr Muhammed Butt</b>





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