

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.

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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.

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- 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,



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