

04 June 2018

## **Culture, Tourism and Sport Board Annual Report**

### **Purpose of report**

For information and discussion.

### **Summary**

This report provides an overview of the issues and work the board has overseen during the past year. It sets out key achievements in relation to the priorities for the **Culture, Tourism and Sport Board** in 2017/2018, and looks forward to next year's priorities.

### **Recommendations**

That Culture, Tourism and Sport Board Members:

1. Note the achievements against the board's priorities in 2017/2018; and
2. Note the likely board priority areas for 2018/19.

### **Action**

Officers to action as appropriate.

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## **Culture, Tourism and Sport Board Annual Report**

### **Background**

- 1 This year, the Culture, Tourism and Sport Board has contributed to the national political agenda and made decisive interventions on priority issues for councils. The board has made a significant difference to LGA member councils, contributed to LGA corporate campaigns, and raised its national profile. The Board has also increased its reach and capacity by moving to a commissioning approach to research.
  
- 2 Key achievements include supporting councillors to lead transformational change, commissioning research into culture-led regeneration, publishing research and guidance on the economic impact of Christmas markets, securing a re-balancing of Libraries Taskforce funding towards frontline councils, and delivering successful conferences on sport and parks, as well as the annual Culture, Tourism and Sport conference 2018 in Hull.

### **Priorities and Achievements**

- 3 At its first meeting the Board identified three priorities for the year:
  - 3.1 Promoting culture-led regeneration;
  - 3.2 Supporting the skills agenda for CTS sectors, with particular regard to the impact of Brexit; and
  - 3.3 Helping councils to extend the visitor season.

### **Tourism**

- 4 We have strengthened our links with key tourism bodies, including Tourism Alliance and UK Hospitality, the new association for the hospitality sector. The Board has also continued its positive relationship with VisitEngland, and their new Chair will be speaking on tourism at the LGA annual conference.
  
- 5 The Board has responded to a consultation on the proposed tourism sector deal under the Industrial Strategy, and received a presentation from the tourism sector at a Board meeting.
  
- 6 Following this work, the Board has commissioned research into how councils can support the development of the right skills for the sector. This work will begin in June and continue for the rest of the financial year.

04 June 2018

- 7 The Board has also published research into the economic impact of Christmas Markets, as a step towards helping councils to extend their visitor season. The work was supported by the National British Markets Association (NABMA) and Cllr Geraldine Carter, as President-Elect of NABMA. This publication is now being used by Bournemouth University as a teaching aid for their tourism students, and has been positively received by councils. It has led to an increased recognition of the value of markets in other LGA areas, resulting in their inclusion in a new Handbook on Town Centre Management.

### **Culture-led regeneration**

- 8 The Board has commissioned research into 18 areas and how they have achieved culture-led regeneration. The work is being co-funded by the Calouste Gulbenkian Foundation. It will be published in July/September with a planned launch event to coincide with the Great Exhibition of the North.
- 9 Culture-led regeneration featured as a theme at the CTS conference in Hull, with some early findings shared by the research consultants, and presentations about the impact of being City of Culture and hosting the Tour de Yorkshire.
- 10 The Board also contributed quotes and insight to a publication on how Business Improvement Districts can support culture, published by the London Mayor's Office.

### **Sport and Physical Activity**

- 11 We have continued to work closely with Sport England on the delivery of their strategy 'Towards An Active Nation 2016-2021' to ensure that councils and local partners are central to their plans to tackle inactivity, and to re-balance funding away from national organisations and towards local bodies.
- 12 In addition to the regular leadership essentials events for councillors, we piloted an event targeted at officers in strategic positions, following feedback about a lack of support and development opportunities for these officers. Sport England has now commissioned a further three events for 2018/19.
- 13 We held our first Sport conference in December 2017, attended by over 60 delegates. This response suggests the event is commercially viable and a further conference is planned for December 2018.
- 14 The LGA strengthened its strategic links with a number of bodies including the Football Association, and the London Marathon Charitable Trust, which now has an LGA representative.

04 June 2018

## **Parks**

- 15 In 2017, the Board took policy responsibility for public parks, including representing councils on the Government's new Parks Action Group. This Group is tasked with responding to the select committee's inquiry into public parks, which found they were at a tipping point. The Group has £500 000 to invest in solutions for the sector.
- 16 As part of the LGA contribution, we hosted a sold out Action on Parks conference on 24 May to introduce councils and partners to the work of the Group and give them a chance to influence the work of the Group.

## **Libraries**

- 17 In 2016/17, the Board oversaw the development of two tools to support library services – a strategic planning and evidence tool, and a benchmarking framework. In early 2017/18, work focused on promoting these tools to library services, including two workshops with the Libraries Taskforce and some conference presentations.
- 18 Following the Taskforce's successful launch of its vision for libraries, it became clear that the existing format and approach of the Taskforce needed to change to ensure that the vision and new ways of working becomes embedded in libraries. To do this, a change in the management and allocation of the Taskforce's funding was needed, targeting it a direct library support.
- 19 The Board has championed this change, and the funding is now being channelled through Arts Council England as the development agency for libraries. We are in discussions with them about commissioning LGA improvement programmes as part of this new investment.

## **Historic Anniversaries**

- 20 The LGA is supporting the Women's Local Government Society (WLGS) and Buckinghamshire County Council to deliver a national project to mark the centenary of women's suffrage in 2018. The Chairman of the LGA is serving as one of the project's patrons.
- 21 We have supported the project to find and pay tribute to 100 pioneers who fought for universal suffrage and then participated in public life. The full list was published on International Women's Day, with the support of the LGA press team. This work has formed part of, and supported, wider LGA work on encouraging more women to stand for election as councillors.

04 June 2018

### **2018 Culture Tourism and Sport Conference**

- 22 The annual CTS Annual Conference on 7/8 March 2018 in Hull. We welcomed keynote speakers including: Sam West (actor and Chair of the Hearts for the Arts Awards), Ros Kerslake (Heritage Lottery Fund), Cllr Stephen Brady (Hull Council), Lord Howarth of Newport (APPG on arts, health and wellbeing) and Rosie Millard (Hull City of Culture).

### **CTS political leadership offer 2016-17**

- 23 I was pleased that both Arts Council England and Sport England continued with financial support for the LGA CTS political leadership offer this year. The funding enabled five Leadership Essentials Sport and Culture events and three culture peer challenges to be organised. Since 2011, over 500 councillors have attended the various CTS political leadership events.
- 24 Both organisations are in discussions to not only continue but to expand this programme in 2018/19, including provision for senior officers with responsibility for sport.

### **Speaking engagements and outside bodies**

- 25 Board members have taken an active role in promoting and representing the work of the Board to LGA members and partners. Cllr Vernon-Jackson chaired the annual CTS conference and spoke at the Tourism Alliance conference. Cllr Golds has spoken at conferences on parks and theatres, and also chaired the LGA conferences on sport and parks. Cllrs Henig and Abbott have spoken at LGA leadership essentials events, and Cllr Abbott also has represented the LGA on the British Board for Film Classification Council.
- 26 Cllr Carter has represented the Board at Tourism Alliance meetings; Cllr O'Neill at London Marathon Charitable Trust meetings; Cllr Knight at British Destinations; Cllr Mike Bell on the Libraries Taskforce; and Cllr Tanfield has met with theatres as part of a new Theatre Champion role.
- 27 More recently, Cllr Lewis has been appointed to represent the Board on the National Parks' tourism programme board, and Cllr Butt as the CTS observer on the new LGA skills taskforce.

### **Media coverage**

- 28 The Board has continued to seek opportunities to promote its work through national media and LGA media channels. We have released press releases on the investment needed for leisure centres, on EU Capital of Culture and UK City of Culture, on women's suffrage, national parks, and public parks. We have also published articles in relevant sector press, including on the parks action group for the Countryside Management Association.

04 June 2018

- 29 The Board has published monthly e-bulletins to update the sector, and Cllr Vernon-Jackson has authored a number of articles in First magazine, sent to every councillor and chief executive in England and Wales. Topics have included the Board's priorities, Christmas markets, Culture-led regeneration, and women's suffrage.
- 30 The CTS twitter account now has 1 500 followers and is actively retweeted and responded to during conferences and other key announcements.

**Programme of work and priorities 2018/19**

- 31 While next year's Board will agree the work programme in September 2018, we can expect a number of priorities to feature:
  - 13.1 We will continue to research the role of councils in supporting skills for the cultural, sporting and tourism sectors.
  - 13.2 We will continue to research and provide advice on how councils can use culture-led regeneration to transform their areas.
  - 13.3 We will continue to deliver the Culture and Sport Improvement Programme (in partnership with Sport England and Arts Council England).
  - 13.4 We will continue to consolidate and promote the Culture, Tourism and Sport Conference as the definitive event for our sector.