

Culture, Tourism and Sport Communications Plan

Purpose of report

For discussion.

Summary

The report details the communications plan for the CTS Board for the upcoming year.

Recommendation

That the Board note the plan.

Action

Officers will take forward actions

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Culture, Tourism and Sport Communications Plan

Background Information

1. The main purpose of the LGA's Culture, Tourism and Sport Board is to engage with local communities and develop people's understanding of issues affecting culture, tourism and sport services, including how it affects councils and communities. The Board is also responsible for maintaining relationships with stakeholders and identifying policy campaigns to assist councils with their delivery.

Audiences

2. Government ministers, MPs and Peers.
3. Councillors (including cabinet members with responsibility for regeneration).
4. Department for Culture, Media and Sport and the Department for Housing, Communities and Local Government.
5. Residents in communities.
6. Visit Britain and Visit England.
7. Arts professionals.
8. Business, arts and sports organisations (such as the FSB- the majority of creative industries have a workforce which comprises of a lower number of employees).
9. Arts Council England.

Media activity

10.

	<u>Media</u>
October	<ul style="list-style-type: none"> • A press release will be issued for Libraries Week which takes place from the 8th- 13th October. The focus on the press release will be how libraries are helping to support health and wellbeing of residents in our communities. • An article has also been submitted to the Arts Professional magazine which will be published for Libraries Week. This has been issued in response to an article which highlighted that arts budgets had been significantly lowered by cuts. The comment piece focuses on how councils are using culture to preserve access to the arts, and it explains how libraries are becoming an increasingly important part of the national landscape. • A statement will be issued in response to a press release from the Department of Communities, Housing and Local Government which focuses on the new Parks Action Group. We are also planning a separate article for the First magazine which will focus on how councils are using Parks to achieve key outcomes such as wellbeing and health, loneliness, skills and tourism. • A press release to mark the centenary of some women gaining the right to vote. It will also focus on case studies of women who have led successful careers in politics over the past 100 years, as well as promote diversity of councillors.

	<ul style="list-style-type: none"> • Get Creative Festival- a letter has been sent from the CTS Board to encourage councils to become part of next year's festival. The focus on next year's festival will be wellbeing.
November	<ul style="list-style-type: none"> • A press release which will issued for the Centenary of the First World War. A variety of case studies will be used to highlight how councils throughout England and Wales are marking the centenary. • First magazine will also carry an article on how commemorative services can promote integration and interaction between communities. • A joint press release issued with the FA which will focus on how councils are using football to tackle obesity in communities.
December	<ul style="list-style-type: none"> • A press release issued for the Christmas Markets. • A press release to highlight the impact of Brexit and tourism trade, and how it will effect skills in creative industries. • A press release on suffrage.
January	<ul style="list-style-type: none"> • An article will be included in the First Magazine to highlight the outcomes of the Christmas Markets in 2018, and how they are helping to achieve. economic growth and attract tourism in communities. • A press release which will focus on how culture and arts is helping to regenerate areas such as Margate and Jaywick.

Social Media

11. Ongoing social media support for LGA media activities and any partnership campaigns, regular promotion of the LGA/ACE Culture Hub.

Public Affairs

12.

	<u>Media</u>
October	•
November	•
December	•
January	•

Events

13.

	<u>Media</u>
December 5	• Sports Conference London
5 th -6 th March 2019	• Annual CTS Conference London
14 th May 2019	• Proposed for social prescribing
17 th September 2019	• Proposed for Tourism Conference

Financial Implications

14. None

Implications for Wales

15. None