

## **2012/13 Culture, Tourism and Sport priorities**

### **Purpose of report**

For discussion and direction.

### **Summary**

The Board decided at its July meeting that the LGA's Culture Tourism and Sport work should for the coming year put tourism and the visitor economy centre-stage. This would not only provide a focus for the Board's work and frame the work we do on individual topics such as museums, arts, licensing or the built heritage. It will also align the Board's work explicitly with the LGA's overarching priority to position councils as leaders and drivers of economic recovery and future growth.

This does not, we suggest, mean that the Board should confine itself to a diet of discussions about Tourist Information Centres, but rather that promoting growth in the visitor economy should be seen as the reason why we are pursuing work on the range of themes within the Board's remit.

It is also inevitable that the sector will look to the Board for leadership on a number of significant issues that will be topical over the next year.

With those considerations in mind, the Board is invited to endorse the work programme for the coming year set out at **Annex A**.

**Annex B** to this paper sets out an account of the Board's full responsibilities and past work, using the background note already provided to new Board members.

**Annex C** invites members to indicate specific interests in areas of work within the Board's remits. This will help lead members and officers in directing invitations and correspondence during the year to the members who may be most interested in following them up.

### **Recommendation**

Members are asked to discuss the suggested key areas of work for the CTS board and agree the work programme at **Annex A**.

### **Action**

To be taken forward by Officers as directed by Members.

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<b>CTS Workstream</b>	<b>Key activities and timeframe</b>	<b>Outcomes</b>	<b>Link to LGA Business Plan</b>
<b>The Visitor Economy</b>	<ul style="list-style-type: none"> <li>• Agree key messages on the visitor economy - CTS Board on 10 September (after this discussion further actions will be added to the work programme)</li> <li>• Deliver political leadership seminar on unlocking growth through the visitor economy – 16 October</li> <li>• Maintain an overview of new approaches to investing in the visitor economy and share innovation, such as Tourism Business Improvement Districts – ongoing</li> <li>• Respond to Government consultation on the future of VisitEngland, represent councils on key groups and set up a programme of meetings with the Chairs of VisitBritain and VisitEngland – starting with Chair and Chief Executive VisitEngland attending the CTS Board on 10 September</li> <li>• Lobby Keep Britain Tidy to stick to its original timeframe for changing the Blue Flag Scheme</li> </ul>	<ul style="list-style-type: none"> <li>• Supported 30 portfolio holders to share good practice and</li> <li>• Raised awareness about councils' leadership role in the visitor economy and ensured that Government policy reflects fully this role</li> <li>• High quality case studies that share new approaches to investing in the visitor economy</li> </ul>	Growth, jobs and prosperity
<b>Libraries</b>	<ul style="list-style-type: none"> <li>• With Arts Council England (ACE) deliver free political leadership seminars on 5 November, 12 December and TBC February</li> <li>• Deliver bespoke peer support in five places</li> <li>• With ACE continue to support more than 20 councils involved in the 13 Libraries Development Initiative which is testing new delivery models – March</li> <li>• Lobby for the updating of the 1964 Public Libraries and Museums Act – ongoing</li> <li>• Contribute towards Government thinking on young people and libraries through a Roundtable involving LGA Board Chairs, Ministers, ACE and The Reading Agency – November</li> <li>• Represent local government on ACE Steering Group for</li> </ul>	<ul style="list-style-type: none"> <li>• Reached 100% of library portfolios through our political leadership programme, supporting them to lead transformational change (building on last year)</li> <li>• Ensured that councillors and officers have access to latest innovation on the delivery of public libraries and a range of high-quality and practical improvement tools</li> <li>• Government policy on young people reflects fully the contribution of libraries to a range of outcomes</li> </ul>	Sector-led improvement

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<b>CTS Workstream</b>	<b>Key activities and timeframe</b>	<b>Outcomes</b>	<b>Link to LGA Business Plan</b>
	project developing new resource on community managed and supported libraries		
<b>2012 Games legacy and sport</b>	<ul style="list-style-type: none"> <li>• Continue to share good practice case studies about how councils are leading local legacy and ensure that local government influences Ministers' emerging plans on sport legacy</li> <li>• With Sport England deliver free two-day Leadership Academies in November and January and pilot peer support in two places</li> <li>• Give councillors who attended last year's Leadership Academies the opportunity to continue to share learning through Action Learning Sets in November and early 2013</li> </ul>	<ul style="list-style-type: none"> <li>• Councils across the council supported to deliver a lasting local legacy from the 2012 Olympic and Paralympic Games</li> <li>• Reached 100% of sport portfolio holders through our political leadership programme, supporting them to lead transformational change (building on last year)</li> </ul>	<p>Growth, jobs and prosperity</p> <p>Sector-led improvement</p>
<b>Superfast broadband and digital inclusion</b>	<ul style="list-style-type: none"> <li>• Support councils to complete broadband procurement – Local Partnerships</li> <li>• Continue to share good practice about how councils are helping residents to get on line</li> </ul>	<ul style="list-style-type: none"> <li>• Councils completed procurement by July 2013 and on track for superfast broadband to reach at least 90% of the population by 2015</li> </ul>	<p>Growth, jobs and prosperity</p>
<b>Culture</b>	<ul style="list-style-type: none"> <li>• Agree with ACE a shared understanding about</li> <li>• Deliver</li> <li>• With ACE test a new improvement offer on museums consisting of a two-day Leadership Academy and peer support in two places</li> <li>• With English Heritage deliver a political leadership taster session at EH's conference in November and a one day seminar for councillors in February</li> </ul>	<ul style="list-style-type: none"> <li>• Arts Council England – integrated way across its remit</li> <li>• Reached 15% of portfolio holders for museums through our new political leadership programme, supporting them to lead transformational change</li> <li>• Reached 15% of portfolio holders for heritage through our new political leadership programme, supporting them to lead transformational change</li> </ul>	<p>Growth, jobs and prosperity</p> <p>Sector-led improvement</p>
<b>Licensing and</b>	<ul style="list-style-type: none"> <li>• Support councils to implement the Live Music Act - Autumn</li> <li>• Continue to represent councils' interests to Government as</li> </ul>	<ul style="list-style-type: none"> <li>• Proportionate deregulation that makes it easier for communities to organise low</li> </ul>	<p>Growth, jobs and</p>

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<b>CTS Workstream</b>	<b>Key activities and timeframe</b>	<b>Outcomes</b>	<b>Link to LGA Business Plan</b>
<b>gambling</b>	<p>it develops proposals to deregulate entertainment – Autumn</p> <ul style="list-style-type: none"> <li>• Continue to share good practice and provide practical support to councils regarding making it easier for communities to host events and street parties - on going</li> </ul>	<p>risk events but leaves councils with sufficient powers to ensure higher risk events are safe</p> <ul style="list-style-type: none"> <li>• Locally appropriate live music that is part of places' cultural offer</li> </ul>	prosperity
<b>CTS Board Business</b>	<ul style="list-style-type: none"> <li>• Regular dialogue between Chair of the Board and Culture Minister</li> <li>• Organise 2013 CTS Conference in Chester with a focus on economic growth – 7/18 March</li> <li>• Continue to make relevant linkages with LGA campaigns and other Boards</li> </ul>	<ul style="list-style-type: none"> <li>• DCMS Ministers regard local government as a vital strategic partner in ensuring people can access high quality sport, culture and tourism</li> <li>• Over 100 councillors and senior officers attended the event and accessed cutting edge thinking that helps them meet challenges and seize opportunities</li> <li>• CTS embedded in relevant corporate LGA narratives – especially economic growth</li> </ul>	Sector-led improvement

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**Annex B – Culture, Tourism and Sport New Member Brief  
August 2012**

**Introduction**

This briefing provides background information on key areas of work for the Culture, Tourism and Sport (CTS) Board. Members are invited to request further briefings on issues of particular interest or concern from Paul Raynes, Head of Programmes ([paul.raynes@local.gov.uk](mailto:paul.raynes@local.gov.uk) / 020 7664 3037).

We would also be pleased to hear from members about your specific areas of interest within the Board's remit so that we can keep you informed and give you the opportunity to get involved outside of Board meetings. To this end we would be grateful if you completed the short form at **Annex A** and handed it to officers at the Board on 10 September or emailed it to [laura.caton@local.gov.uk](mailto:laura.caton@local.gov.uk).

**Background**

The purpose of the Culture, Tourism and Sport Board is to provide strategic oversight of all the LGA's policy and improvement activity in relation to tourism, sport, the licensing of regulated entertainment and gambling, the legacy of the Olympic and Paralympic Games, digital media and cultural services including heritage, museums, libraries, archives and the arts.

The majority of council services that the Board covers are of a non-statutory nature, and are therefore characterised by a high degree of difference in the way in which, and the extent to which, different councils deliver them. Exceptions to this are the provision of public libraries by unitary and county councils; licensing, by unitary and district councils; and the statutory protection, by planning authorities, of listed buildings and scheduled monuments.

**Policy context**

Libraries, leisure centres and heritage attractions are some of the most highly valued and used of all council services. Outside London local government is the biggest public spender on culture, tourism and sport; currently spending around £3 billion every year. However, the LGA's *Funding Outlook for Councils* clearly shows that this level of investment is unsustainable and that the biggest challenge is finding new ways of working that will enable councils to continue leading high-quality culture, tourism and sport services.<sup>1</sup>

In this environment the ability of culture, tourism and sport to position itself as vital to overall political priorities, such as economic growth and health, is crucial. A key priority is supporting portfolio holders and professionals to lead transformational change and implement new delivery models, to position the sector locally and break down silos, to operate in a commissioning landscape and to seize opportunities presented by wider public sector reform such as the return

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<sup>1</sup> LGA research shows a likely funding gap of £16.5 billion a year by 2019/20, or a 29% shortfall between revenue and spending pressures. On the assumption that demand in social care and waste are fully-funded, other services - including libraries, sport and culture - face cash cuts of more than 66% by the end of the decade. This rises to over 90% if we also assume that capital financing and concessionary fares are funded in full.

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of public health to local government and Community Budgets.

Our key message to the Department of Culture, Media and Sport (most recently advanced when Ed Vaizey MP, Culture Minister, attended the Board in July 2012) is that national policy needs to reinforce the wider contribution of culture, tourism and sport to political priorities and must avoid retreating into old silos.

**Key Areas of Work**

**The Visitor Economy** – As the fifth largest sector in the UK, tourism generates around £90 billion of direct business for the economy each year and is one of our biggest employers, with over 200,000 businesses, directly supporting over 1.3 million jobs. Councils – which provide the core infrastructure of places, such as transport facilities and clean, safe and attractive public spaces – are heavily involved in supporting the visitor economy. They invest £120m per year in business support, visitor information and destination marketing. They also spend a significant amount on culture and heritage and support major cultural, business and sporting events; all of which are key attractions for tourists.

In response to budget pressures and wider changes to the economic landscape the private sector is playing a bigger role in coordinating support for the visitor economy through special-purpose Destination Management Organisations and Local Enterprise Partnerships. A priority for the LGA is to support councils to unlock the potential of tourism to drive economic growth through their leadership role. We are launching a year of focus on the visitor economy at a seminar for councillors on 19 October.

**Libraries** - councils spend over £1 billion providing public libraries. Members will be aware of the vigorous debate that is being played out in communities and the media about the future of libraries as councils take difficult decisions. The LGA has consistently argued that the best way to protect frontline library services and to avoid getting into the territory of statutory inquiries is innovation, led by the energy and expertise of councils themselves. In 2011/12 over a third of councils benefitted from our library self-improvement offer through the LGA and ACE's Libraries Development Initiative (LDI), free library leadership seminars and peer support programme, and we hope to reach all portfolio holders by the end of this year through a similar programme. We are also calling on government to update the 1964 Libraries and Museums Act which stifles innovation locally and requires councils to stock gramophone records and microfilm in a digital age.

**2012 Games legacy and sport** – councils were central to delivering the 2012 Olympic and Paralympic Games and the LGA led an extensive programme of activity to support councils to meet the operational demands of hosting the Games and to engage communities across the whole country. From the outset the LGA has also supported councils to maximise the opportunities to use the Games to inspire participation in sport and culture, boost economic growth, attract visitors and engage young people. Cementing these wider benefits is a key focus for the Board in 2012/13.

Sport is a key legacy priority for many local authorities and councils fund 80% of the community sports infrastructure in England and Wales. They are central to opportunities to play sport and be active in partnership with schools, County Sports Partnerships and Community Sports Networks. 50 portfolio holders for sport attended LGA / Sport England Leadership Academies in 2011/12. This year we are hosting three more Leadership Academies, giving councillors the opportunity to continue sharing knowledge through action learning sets and testing bespoke peer

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support on sport and health. Key themes addressed include the role of political leadership in service transformation, facility rationalisation, different delivery models and commissioning.

**Superfast broadband and digital inclusion** – the Government is investing £530 million in the national rollout of superfast broadband to the parts of the country not reached by the private sector alone. This has huge potential to improve people's quality of life, grow the economy and increase choice in public services. Councils are leading the roll out locally and helping residents to get online, supported by Local Partnerships.

**Culture** - The arts, museums, galleries and our built and cultural heritage are vital tools for councils to shape the places they represent and support the communities that live there. Supporting their work is a billion pound concern for local authorities in England. Cultural services are also vital for supporting community engagement, encouraging volunteering and delivering innovative programmes to support the work of adults and children's services.

Central government functions in relation to culture are exercised through a series of quangos including Arts Council England (ACE), VisitEngland, English Heritage, and The National Archives. Our major strategic dialogue with national quangos is about how national investment can best support sector-led improvement locally, so that the combined public subsidy for culture goes further and is delivered more efficiently. A particular focus with ACE, who recently took on the national lead for museums and libraries, is the 'single cultural conversation'; joining-up national thinking across libraries, arts and museums so that their relationship with councils is more integrated.

**Licensing and Gambling** - 'Regulated entertainment', under the Licensing Act 2003 relates to a performance of a play; an exhibition of a film; an indoor sporting event; a boxing or wrestling entertainment; a performance of live music; any playing of recorded music; or a performance of dance. Government is currently consulting on de-regulating entertainment (with the exception of boxing). Whilst the LGA fully supports making it easier to host low risk community events, we have serious concerns about de-regulating higher risk events, such as those held outside where crowd size is not the only factor in determining risk.

The Live Music Act will commence on 1 October. The Act de-regulates the playing of live music in certain circumstances before 11:00pm. The LGA supports the Act because, unlike the government's proposals for regulated entertainment, councils will still have sufficient powers to protect communities and attach conditions to licences.

The CTS Board also oversees implementation of the Gambling Act (2005) by licensing authorities. Current work in this area is seeking to encourage closer working between the Gambling Commission and local government.

## **Culture, Tourism and Sport annual Conference**

The Board hosts the definitive annual event for councillors and senior officers leading culture, tourism and sport to come together and share cutting edge practice. The 2013 conference is 7/8 March at the Crowne Plaza Hotel, Chester. Upwards of 100 delegates attend every year.

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**Annex C**

**Culture, Tourism and Sport Board Member Questionnaire**

We would be pleased to hear from members about your specific areas of interest within the Board's remit so that we can keep you informed and give you the opportunity to get involved outside of Board meetings. Please tick as many boxes as apply and hand the form to officers at the Board on 10 September or email [laura.caton@local.gov.uk](mailto:laura.caton@local.gov.uk).

**The Visitor Economy**

**Libraries**

**2012 Games Legacy and Sport**

**Superfast broadband and digital inclusion**

**Culture (including arts, museums, galleries and heritage)**

**Licensing and Gambling**