

Culture, Tourism and Sport Board

Agenda

Monday 10 September 2012
1.00 – 3.00pm

Smith Square Rooms 1 & 2
Local Government House
Smith Square
LONDON
SW1P 3HZ

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

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LGA Culture Tourism and Sport Board

10 September 2012

The **Culture Tourism & Sport Board** meeting will be held on **Monday 10 September 2012** at **1.00pm**, in Smith Square Rooms 1 & 2 (Ground Floor), Local Government House, London, SW1P 3HZ.

A sandwich lunch will be provided beforehand from 12.30pm.

Apologies

Please notify your political group office (see contact telephone numbers below) if you are unable to attend this meeting, so that a substitute can be arranged and catering numbers adjusted, if necessary.

Labour: Aicha Less: 020 7664 3263 email: aicha.less@local.gov.uk
Conservative: Luke Taylor: 020 7664 3264 email: luke.taylor@local.gov.uk
Liberal Democrat: Evelyn Mark: 020 7664 3235 email: libdem@local.gov.uk
Independent: Group Office: 020 7664 3224 email: independent.group@local.gov.uk

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.

Location

A map showing the location of the Local Government House is printed on the back cover.

Contact

Stephen Service Tel: 020 7664 3194; Fax: 020 7664 3232;
e-mail: stephen.service@local.gov.uk

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Culture, Tourism and Sport Board

Date: 03.08.12

Culture, Tourism and Sport Board - Membership 2012/2013

Councillor	Authority
Conservative (8)	
Andrew Lewer [Deputy-Chair]	Derbyshire CC
Roger Begy OBE	Rutland CC
Sir William Lawrence	Stratford-on-Avon DC
Doreen Stephenson	East Lindsey DC
Ian Gillies*	City of York
Peter Golds* [substitute 2011/2012]	Tower Hamlets LB
James Hockney*	South Cambridgeshire DC
Chris Knowles-Fitton* [substitute 2011/2012]	Craven DC
Substitutes:	
Morris Bright**	Hertsmere BC
Joe Cooney**	Pendle BC
Nicholas Daubney**	Kings Lynn & W Norfolk
Patricia Sullivan**	Rochdale MBC
Labour (6)	
Simon Henig [Vice Chair]	Durham CC
Caitlin Bisknell	High Peak BC
David Phillips	City & County of Swansea
Veronica Ward*	Southwark LB
Simon Blackburn*	Blackpool Council
Sonia Crisp*	City of York
Substitutes:	
Michael Mordey	Sunderland City
Liberal Democrat (3)	
Flick Rea [Chair]	Camden LB
Stewart Golton	Leeds City
Paul Crossley*	Bath & NE Somerset Council

* new member 2012/13

** new substitute 2012/2013

Substitute:	
Philip Eades**	Borough of Poole
Independent (1)	
Geoff Knight [Deputy Chair]	Lancaster City
Substitutes	
Mark Ereira-Guyer	Suffolk CC
Robert Dutton OBE	Wrexham CBC
Roger Dennison **	Lancaster City

Agenda

LGA Culture, Tourism and Sport Board

Monday 10 September 2012

1:00pm – 3:00pm

Smith Square Room 1 & 2, Local Government House

Item	Page	Time
Declarations of Interest		
Opportunity for Members to declare any personal or prejudicial interests.		
FOR DISCUSSION		
1. Note of last meeting and matters arising	3	1:00pm
2. Boosting growth through the visitor economy Report attached.	7	1:05pm
3. Working with VisitEngland Presentation by Penelope, Viscountess Cobham and James Berresford, Chair and Chief Executive VisitEngland.		1:35pm
4. Update on Libraries Report attached.	15	2:05pm
5. 2012/13 CTS Board Priorities Report attached.	23	2:25pm
6. Superfast Broadband A report updating Members on very recent developments will be tabled at the meeting.		2.45pm
FOR NOTING / INFORMATION		
7. 2013 Culture, Tourism and Sport Conference Report attached.	35	2:50pm

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|------------|---|-----------|
| 8. | Outside Bodies feedback from Members | 45 |
| | Report attached. | |
| 9. | Update on current issues | 51 |
| | Report attached including: | |
| | a) 2012 Olympic and Paralympic Games | |
| | b) Sport | |
| | c) Superfast broadband | |
| 10. | cCLOA Case Studies: Visitor Economy and Growth | 55 |
| | Report attached. | |
| 11. | Any other business | |

Date of Next Meeting: **11:00am, Wednesday 21 November 2012**
Local Government House

10 September 2012

Item 1

Note of Previous Meeting

Title: Culture, Tourism and Sport Board
Date and time: 18 July 2012, 1.00pm
Venue: Smith Square 1 and 2, Local Government House

Attendance

Position	Councillor	Council
Chair:	Flick Rea	Camden LB
Deputy chairman:	Andrew Lewer	Derbyshire CC
Deputy chair:	Geoff Knight	Lancaster City
Members:	Roger Begy	Rutland CC
	Sir William Lawrence	Stratford-on-Avon DC
	Ken Maddock	Somerset CC
	Doreen Stephenson	East Lindsey DC
	David Lloyd	Hertfordshire CC
	Caitlin Bisknell	High Borough DC
	Chris Roberts	Greenwich LB
	Florence Nosegbe	Lambeth LB
Apologies:	Simon Henig (Vice-Chair)	Durham CC
	David Phillips	City & County of Swansea
	Stewart Golton	Leeds

Speakers:

Stephen Castle Chair, 2012 Games Task and Finish Group
 Ed Vaizey MP Minister for Culture, Communications and the Creative Industries

Other Attendees: Richard Hunt, Chair, CLOA

LGA Officers: Paul Raynes; Laura Caton; Liz Hobson, Justine Wharton;
 Prashant Parekh and Fatima de Abreu

Item Decisions and actions

Action by

Cllr Flick Rea welcomed Members to the meeting and introduced Paul Raynes, LGA Head of Programmes, who is covering Helen Johnston's culture, tourism and sport responsibilities while she is on maternity leave.

1 Note of last meeting and matters arising

All the actions arising from the previous meeting held on 23 May 2012 were completed and the note was approved.

Decision

All actions were noted as completed.

2 2012 Olympic and Paralympic Games: the final countdown

The Chair welcomed Cllr Stephen Castle, Chair, LGA 2012 Games Task and Finish Group.

Members received a presentation on the excellent progress of the Torch Relay and final preparations for the Olympic and Paralympic Games. The presentation is available to view at:

http://www.local.gov.uk/web/guest/culture-tourism-and-sport-board/-/journal_content/56/10171/22925/ARTICLE-TEMPLATE

Cllr Castle also updated Members on the LGA's extensive work programme to support councils to get ready to play their full part in hosting the 2012 Games and to lay the foundation for a lasting legacy. During Games-time the LGA will provide council resilience officers around the country with the latest operational information and represent councils' interests nationally at the Cabinet Committee for the Olympics.

Members agreed that supporting councils to achieve a legacy should be a priority for the Board next year. The Chair said she would welcome Cllr Castle's continued engagement with the Board on legacy. Members also agreed Cllr Castle's suggestion to support Stoke Mandeville's bid to become the permanent home for the Paralympic Flame.

Decision

Members noted the presentation.

Action

Members to add their support to Stoke Mandeville becoming the permanent home for the Paralympic Flame.

Supporting councils across the country to achieve a legacy from the 2012 Games to be a priority for the Board next LGA year and an agenda item in November.

Siraz Natha

3 2013 Culture, Tourism and Sport Conference

Members discussed the latest programme and emphasised the importance of clarifying the learning, campaigning and networking outcomes that will be achieved from the conference and against which success can be measured.

Decision

Members noted the report.

Action

Officers to submit a report on conference outcomes to the next Board.

Laura Caton

4 Outside Bodies feedback from Members

The Board noted feedback on recent meetings and updates on outcomes.

Members noted the list of Outside Bodies and that Lead Members will be updating nominations in September.

Decision

Members noted the report.

Action

Circulate a proposed list of Outside Bodies for 2012/13 over the Summer break for consideration by Lead Members.

Laura Caton

5 End of year review – CTS Board

The Board noted the report, which provided a summary of their achievements over the last year in line with Business Plan priorities.

Members noted that priorities for the forthcoming year would be discussed at the meeting in September.

It was proposed that tourism and Olympic and Paralympic legacy should have much greater focus.

Decision

Members noted the report.

6 Street Play

Members noted the report.

7 Update on current issues

Members noted the update.

8 CLOA Case Studies: Contribution of Libraries to wider Community Outcomes

Members noted the case studies and were referred to publications available for their interest.

9 Ed Vaizey MP, Minister for Culture, Communications and the Creative Industries

Cllr Flick Rea welcomed the Culture Minister to the meeting.

The Minister gave an overview of his portfolio and key issues, including

libraries, museums, broadband, culture and the creative industries. In discussion Members highlighted the importance of positioning culture as vital to overall political priorities, such as economic growth, better health and engaging young people.

The following actions were agreed:

1. The Chair and Culture Minister will meet quarterly.
2. The LGA will be invited to join the Creative Industries Council and DCMS Funders' Forum.
3. DCMS officials and LGA officers will take forward making available the new CIPFA library profiles on LG Inform.

The Minister also noted Members' emphasis on the importance of effective local government representation in Arts Council England's new regional structure.

The Chair thanked everyone and closed the meeting.

10 Any other business

There was no other business.

**Date of the next meeting: Monday 10 September 2012 at 1.00pm
Local Government House**

10 September 2012

Item 2

Visitor Economy

Purpose of report

For discussion and direction.

Summary

At the Culture, Tourism and Sport board meeting in July 2012, members agreed that the visitor economy would be one of the board's priorities for 2012-13. This work ties in with the board's other priority on Olympic and Paralympic Legacy work and the LGA's corporate "Local Growth" campaign.

This board paper seeks to facilitate a discussion about councils' leadership role in supporting the visitor economy.

VisitEngland are also giving a short presentation to the board on their priorities for 2012/13 and this paper also seeks to provide background information for that discussion and to suggest questions to put to them.

Recommendations

That members discuss the issues set out in the paper and:

1. make comments and suggestions about the board's visitor economy priorities and work, and subject to comments agree activities at paragraphs 13.1 – 13.5; and
2. consider issues to raise with VisitEngland – suggestions of themes at paragraph 14.

Action

LGA officers to action as directed by members.

Contact officer: Justine Wharton
Position: Adviser
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E-mail: justine.wharton@local.gov.uk

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Visitor Economy

Background

1. The visitor economy is the UK's sixth largest industry, and in the current climate of economic uncertainty, it is one of the few sectors seeing substantial growth; it grew at over five times the rate of the UK economy as a whole in 2011 and contributes over £115 billion to GDP. This demonstrates the potential opportunities for the visitor economy as a driver of local and national economic growth through supporting employment, investment, infrastructure and skills development.
2. Local authorities are heavily involved in supporting the visitor economy and creating great places, investing over £100 million per year in business support, visitor information and destination marketing. They spend a significant amount on culture and heritage and support major cultural, business and sporting events; all of which are key attractions for tourists, and on the spatial planning, regulation and infrastructure that underpins a thriving visitor economy. Councils also play a vital strategic leadership role through their engagement with the tourism industry at Local Enterprise Partnerships, special-purpose Destination Management Organisations and local Chambers of Commerce.
3. In a recent keynote speech, the Secretary of State for Culture, Media, Olympics and Sport, highlighted Government's commitment to boosting the visitor economy and securing a tourism legacy from the 2012 Olympic and Paralympic Games. He announced further funding for marketing campaigns with a focus on attracting Chinese visitors. The Government's tourism policy includes three key elements: to run a large marketing campaign to attract overseas visitors to the UK (led by VisitBritain); increase the proportion of UK visitors who holiday at home through the "Holidays at home are GREAT!" campaign (led by VisitEngland) and improving the sector's productivity to become one of the top five most efficient and competitive visitor economies in the world.
4. With councils facing a likely funding gap of £16.5 million a year by 2019/20 the visitor economy offers a potential powerhouse of growth and it underpins many of the key areas of the LGA's corporate "Local Growth" campaign. There is an immediate window of opportunity for the LGA to influence the Autumn statement with a manifesto for growth; one important strand of this being the visitor economy and the outcomes from the board discussion will feed into this.
5. The visitor economy is also of interest to other LGA boards such as the Economy & Transport Board and Environment & Housing Board. We will work with them to take forward the outcomes from the board discussion to shape our activities in this area.

Overview of the Visitor Economy Industry

6. Britain runs a large tourism trade deficit, mainly because we are much more likely to holiday abroad than other countries. Currently less than 40% of our total holiday spend goes on domestic tourism, meaning this is a potential area for significant growth. The

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Government's tourism policy aims to increase the proportion of UK residents who holiday in the UK to match those who holiday abroad over the next four years – this equates to £2 billion more direct spend and 50,000 new jobs. It is mainly aiming to do this through marketing campaigns and VisitEngland's support to industry on creating great destinations.

7. There are early signs of growth with latest data from VisitEngland showing a 9% increase in the number of domestic overnight trips. However, a risk to the durability of the "staycation" phenomenon once economic growth returns in an increasingly competitive international industry is that people will return to their favourite holiday destination abroad. Closing the tourism trade deficit depends upon the domestic tourism industry offering high quality experiences that encourage people to keep holidaying at home, alongside a step-change in people's aspirations for their breaks. Factors such as environmental awareness are also important.
8. At the same time there is potential to attract more visitors from abroad and in particular the expanding middle classes of the BRIC countries (Brazil, Russia, India and China). The Government wants to increase the number of overseas visitors to the UK from just over 30 million today to 40 million by 2020 and is introducing a raft of measures to achieve this, including an £8 million marketing campaign to treble the number of Chinese visitors to 500,000 by 2015, improvements to the visa regime and better flight connections to key BRIC cities.
9. The diverse tourism industry – accommodation, hospitality and attractions – that welcomes domestic and overseas visitors is 80% small or medium sized enterprises and often family-owned pubs, restaurants or guesthouses. Their turnover can fluctuate and depends upon factors including how much visitors spend, how long they stay, maximising the multiplier effect of wider spend in destinations, the cost of wages, the cost of complying with regulations and the impact of global trends on visitors' spending, such as economic confidence and currency exchange rates. The local tourism economy also varies hugely from place to place – for instance, domestic visitors are more likely to holiday in rural areas and spend less, whereas overseas visitors are more likely to base themselves in urban areas and spend more.
10. Many tourism businesses work in partnership with the public sector to develop an integrated and long-term approach to attracting visitors through Destination Management Organisations, which range from informal partnerships to a company limited by guarantee. Some are also involved with Local Enterprise Partnerships and local Chambers of Commerce. A focus for VisitEngland is supporting industry to form effective partnerships and coordinated approaches to creating and marketing great destinations.
11. Improving productivity is key to the tourism industry being able to attract new and repeat visitors and being resilient to fluctuations in visitor numbers and wider economic trends. Britain's tourism industry is not as competitive as those in other countries - we currently rank 11th in the world. This suggests a focus on supporting industry to raise its game and encouraging visitors to spend more. In turn this suggests a concentration on:
 - 11.1 Skills – tourism businesses need skilled and reliable staff to give visitors a world class service. However the seasonal nature and low pay of many of the jobs sometimes

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makes this difficult to achieve. Compared to other sectors there is a higher turnover of staff, career progression paths are weaker and it takes employers longer to fill vacancies. There also needs to be a better match between education and skills provision and the needs of tourism businesses in destinations.

- 11.2 Quality of the experience and place – domestic destinations are competing with the rest of the world and offering a high quality and distinctive experience is vital. This depends upon factors including the quality, breadth and affordability of accommodation, hospitality, cultural and other attractions, the attractiveness of the wider public realm and public transport.
- 11.3 Marketing and welcome – destinations need to promote themselves effectively to attract visitors and encourage them to spend once here. VisitEngland is encouraging greater collaboration between destinations through projects such as the Holidays at Home are GREAT campaign. Historically the UK has lagged behind other countries in the quality of its welcome. The UK was ranked third overall in the Anholt-GFK Nation Brands Index (2011), but fell to 12th when welcome was measured. We will only achieve a tourism legacy from the 2012 Games and other big events if we make people feel welcome – this starts with the booking experience and information received in advance of a holiday and goes on to include the arrivals experience at train stations, ports or airports, information for visitors at destinations, the friendliness and knowledge of staff and the accessibility of accommodation and attractions.

The role of the public sector and especially councils

12. Members may wish to comment on what contribution the public sector can make to improving the productivity of the tourism industry:
- 12.1 Central government – tourism is central to the Government's efforts to boost the economy. The LGA welcomes the profile and the additional funding Ministers have given to the visitor economy. We suggest Ministers could do even more by devolving to councils the necessary levers over finance, skills and transport so that they can fulfil their ambition to promote growth and provide the infrastructure that is essential for a successful visitor economy.
- 12.2 VisitEngland – VisitEngland is charged by Government to increase the value of the nation's tourism by 5% per annum over the next ten years. It has four key areas of focus: providing data, intelligence and analysis for industry; leading integrated marketing campaigns; business support and working with partnerships across the country to deliver their Strategic Framework. The LGA fully supports VisitEngland encouraging collaboration between destinations and we also believe they can be a strong champion for industry and the value of the visitor economy to Ministers.
- 12.3 Councils – councils are closer to tourism businesses than any other part of the state and so are ideally positioned to take a lead role in joining up support for, and listening to, industry, providing information and reflecting their role within local strategic planning and priority setting. In particular councils can make a vital contribution to creating the conditions for the visitor economy to thrive by consolidating planning

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reforms, improving skills, incentivising investment in tourism and providing strong local leadership.

Suggested LGA areas to focus on

13. Given the analysis presented above, Members are asked to comment on the suggested focus for LGA activity over the coming year to help improve the productivity of the tourism industry and secure a legacy from the 2012 Games:

13.1 Supporting councils in their local leadership role on the visitor economy

13.1.1 Promote and support the role of strong political leadership in embedding tourism support across councils and in strategic planning through, for example, the LGA / VisitEngland political leadership seminar on 19 October and sharing good practice case studies.

13.1.2 Continued dialogue between the Chair of CTS Board and the Chair of VisitEngland to maintain a mutual awareness about the key issues facing councils and industry, to develop shared messages and actions on supporting productivity and championing the value of tourism to the economy.

13.1.3 LGA representation of councils at the Visitor Economy Forum and Strategic Industry Advisory Forum so that industry understands and values the leadership role of councils in the visitor economy.

13.1.4 Support councils to develop locally appropriate arrangements to support destination management. This could include working through LEAs, supporting a private-sector led approach or direct investment.

13.2 Supporting councils to work with local tourism businesses to promote investment and increased revenue spend per visitor through financial incentives.

13.2.1 Call on Government to increase the local share of business rate retention as part of the LGA's work on the Finance Bill. This will enable local areas to invest and grow their local economy through the visitor economy. Places who want to should be able to prioritise destination management to receive extra investment.

13.2.2 Explore and share learning and good practice on Tourism Business Improvement Districts (TBIDs) and other partnership investment arrangements between the public and private sector.

13.2.3 Work with the British Property Federation and other private partners to call upon the Government for increased tax increment financing to attract investment in the visitor economy in local areas.

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13.3 Supporting councils to improve the quality of place and public realm to enhance the visitor experience and benefit local residents and businesses.

13.3.1 Consolidate planning reform to enable councils to better manage their local environment and exploit the distinctiveness of an area in order to make it an attractive destination, for visitors and tourism businesses. If a council prioritises the visitor economy it should have the local tools and flexibility to make local decisions and trade offs.

13.3.2 Continue to make the case for local government to play a greater role in decisions on rail, buses, road and transport infrastructure in order to ensure it is fit for purpose to support a growing visitor economy.

13.3.3 Work with private partners and LEPs to highlight to Keep Britain Tidy our concerns that changes to bathing water regulation substantially earlier than those required by international standards (due 2015) may have a significant adverse impact on the visitor economy of areas. This could be achieved through discussions with Keep Britain Tidy and Defra and media work.

13.4 Supporting councils to use their wider leadership role on the economy and the partnerships they lead so that the skills needs of tourism businesses are met.

13.4.1 Call on Government to give councils a bigger commissioning role in skills provision so that where the visitor economy is prioritised, councils can work with LEPs and other partners to exert more influence on training providers to respond to local labour market conditions.

13.5 Arguing for a simpler, proportionate and yet still robust trading standards and regulation framework

13.5.1 Argue for changes to regulation which would make it easier for councils to support tourism businesses to make the most of their regional identities in their destinations. This could be realised, for example, through calling on Government to make it easier for businesses and communities to host small low-risk events that make a vital contribution towards the creation of authentic destinations.

13.5.2 Make the case for the removal of disproportionate red tape that gets in the way of providing a high quality welcome, such as the requirement on B & B owners to pay for a full alcohol license from the council just so they can offer a welcome bottle of wine to guests.

Suggested issues to discuss with VisitEngland

14. VisitEngland's attendance at this board meeting gives members a valuable opportunity to explore some key issues with them. Members may wish to explore the following:

14.1 the invaluable advocacy role VisitEngland could play for local government and the industry with Ministers and Government.

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- 14.2 how VisitEngland will strengthen their localist approach by working to ensure councils play a stronger leadership role in driving visitor economy locally.
- 14.3 how they could help strengthen public and private partnerships and assist LEPs to work with tourism businesses, both through special-purpose Destination Management Organisations but also through Chambers of Commerce and other bodies to increase investment to the local visitor economy.
- 14.4 the leverage they could help play in ensuring a tourism legacy and that the showcasing of the nation as a result of the Games is fully realised through a long term increase in visitor numbers.
- 14.5 how they will work with local government on the local aspects of their campaigns and recent commitment to double the number of domestic package breaks by working with partners.
- 14.6 the role they could play in supporting local government's concerns that premature changes to bathing water standards will see a significant number of councils (Defra estimate this could be up to 30%) lose their blue flag status.

Conclusion and next steps

- 15. A truly authentic visitor experience, grounded in local communities and experience and serviced by high quality attractions and skilled labour can be the driver for a growing and sustainable tourism economy in England.
- 16. Following the board discussion, officers will develop an action plan and visitor economy contribution to the LGA's growth manifesto for lead members to consider.

10 September 2012

Item 4

Update on Libraries

Purpose of report

For discussion and direction.

Summary

This report updates Members on the latest situation regarding public libraries. It also suggests LGA actions to ensure that public libraries have the best possible chance of thriving in tough financial conditions.

Recommendation

Members are invited to comment upon the advocacy and improvement activity presented in this report.

Action

To be taken forward by Officers as directed by Members.

Contact officer: Laura Caton
Position: Senior Adviser
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E-mail: laura.caton@local.gov.uk

Item 4

Update on Libraries

Background

1. Members will be aware of the vigorous debate that is being played out in communities and the media about the future of public libraries as councils take difficult funding decisions.
2. The LGA has consistently argued that the best way to protect and improve frontline library services and to avoid getting into the territory of statutory inquiries is innovation, led by the energy and expertise of councils themselves. We have also emphasised the importance of positioning libraries as central to the achievement of other political priorities, such as economic growth, better health and engaging young people.
3. In October 2011 Arts Council England (ACE) assumed national responsibility for libraries development as part of the functions they inherited from the Museums, Libraries and Archives Council (MLA). The LGA's priority has been to ensure that ACE supports a sector-led approach to improvement for libraries that enables as much funding as possible to reach the frontline to keep services open. We have also championed the role of democratic engagement in the consultation processes that underpin library plans.
4. The LGA has consistently argued for the statutory duty to provide public libraries to be modernised. Under the 1964 Public Libraries and Museums Act councils are required to provide a "comprehensive and efficient" public library service and to stock microfilm and gramophone records. The Secretary of State is required to "superintend" this on the advice of professional librarians. The LGA is calling for a twenty-first century Libraries Act that puts local accountability to the citizen and service first, that values the library service for its outcomes, recognises the digital age we now live in and awards national government its true role as strategic leader, not superintendent.
5. The Culture, Media and Sport Committee held an inquiry into library closures in March 2012. The LGA submitted written and oral evidence and we anticipate the publication of the final report in the next few weeks. Solutions put to the Committee ranged from the re-introduction of public library standards to a national vision for libraries, more central government intervention and exploiting fully the potential to share back office functions and turn libraries into community hubs. The Chair of the Board has written to the Chair of the Committee to set out why modernising the statutory duty is necessary to help libraries to thrive in tough financial times (copy attached at [Annex A](#)).
6. In a recent keynote speech on libraries, Ed Vaizey MP, the Culture Minister, announced an additional £6 million to support partnerships between libraries and the arts through ACE's Grants for the Arts scheme. He also announced that new CIPFA library data profiles would be freely available to all library authorities for one year and we are working with officials to align this with LG Inform.

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Overview of the Current Situation

7. Libraries are amongst the most highly used and valued of all council services and councils spend almost £1 billion every year providing them. According to the latest CIPFA statistics (2010/11):
 - 7.1 There are 151 public library authorities in England providing 3,469 service points where the public can borrow books – this represents a 0.9% reduction compared to 2009/10.
 - 7.2 There were 264 million physical visits to public libraries – this represents a 2.9% reduction.
 - 7.3 Over 20,000 volunteers give 645,000 hours to helping their local libraries – an increase of 22% on last year.
 - 7.4 There were 255 million book loans. This represents a fall of 3.1% although lending of children’s books increased.
8. Councils have responded to the funding challenges by embracing new ways of delivering library services, including sharing back office functions with other councils, co-locating libraries with other public services, exploiting new technology, developing partnerships with the private sector, setting up social enterprises and giving communities a bigger role in delivering libraries. A recent LGA publication *Local Solutions for Future Local Library Services* contains a wealth of good practice examples which other councils are learning from.
9. However, with councils facing a likely funding gap of £16.5 billion a year by 2019/20, it is clear that efficiency savings alone are no longer enough. In this environment the ability of libraries to position itself as vital to overall political priorities is going to be crucial to their sustainability. Libraries need to be at the heart of councils’ commissioning conversations on everything from health to economic growth, supporting vulnerable adults and engaging young people.
10. There is also an even greater urgency to the LGA’s calls for central government policy to reinforce libraries’ wider contribution to outcomes. ACE’s extended remit covering libraries, museums and the arts represents a significant opportunity for national policy to be more joined-up mirroring what councils are doing locally.
11. However, public libraries will continue to be at a disadvantage unless they are released from regulations which anchor them to the past. Where councillors do take difficult closure decisions they do so in a sensible and responsible way within the framework of the law. This has been confirmed by recent legal proceedings.

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The LGA's Work Programme

12. Given the context outlined above, Members are invited to comment on the proposed LGA work programme for libraries:

12.1 Advocacy

Advocacy Activity	How	Outcome
Continue to call for the modernisation of the statutory duty to provide libraries	LGA response to Culture, Media and Sport Committee report into library closures – Autumn CTS Chair's regular meetings with Culture Minister – quarterly	Updated Libraries Act that puts local accountability to the citizen and service first, that values the library service for its outcomes, recognises the digital age we now live in and awards national government its true role as strategic leader
Urge central government to ensure national funding to support libraries improvement gets to the front line and encourage government policy to reinforce libraries' contribution to wider community outcomes	Agree with ACE what a single cultural conversation looks like and how it will work - CTS Lead Member meeting with ACE on 18 October CTS Chair's regular meetings with Culture Minister – quarterly Libraries roundtable on young people with The Reading Agency – 1 November	Central government improvement funding for libraries is devolved locally for councils to determine how best to spend it to meet their needs National partnership between LGA and ACE underpinned by a shared understanding of the single cultural conversation Councils benefit from a more joined-up relationship with ACE locally that allows efficiencies to be released and strengthens the hand of cultural services in commissioning conversations
Shift the debate away from a narrow focus on library closures and onto modernisation and transformation	A series of press releases that continue to showcase councils' innovation in the face of unprecedented budget pressures – quarterly	More balanced press coverage that recognises the financial pressures councils are under and greater awareness of the different ways in which councils are transforming library services

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12.2 Improvement Offer to Councils

Improvement activity	Outcome
With ACE: <ul style="list-style-type: none"> • deliver free political leadership seminars on 5 November, 12 December and TBC February • deliver bespoke peer support in five places – by March • continue to support more than 20 councils involved in the 13 Libraries Development Initiative projects which are testing new delivery models – March • develop and launch a new resource on community managed libraries 	By March 2013 supported 100% of library portfolio holders to lead transformational change of libraries and to improve the positioning of libraries within local commissioning conversations
Continue to update and share good practice case studies on Knowledge Hub – on going	Councils continue to have access to leading edge thinking on library delivery models
Work with DCMS to ensure that new CIPFA library data profiles are available to councils on LG Inform	LG Inform enables councils to access libraries data that is most useful to them in driving service improvement

Conclusion and next steps

13. This is a critical time for publicly funded libraries. As councils get ready for another extremely tough round of budget discussions, the sustainability of public libraries rests not only upon councils continuing to embrace new ways of working, but upon central government modernising the statutory framework and everybody realising the huge potential of libraries to make a difference on the issues that matter the most to communities.

14. Members are invited to comment upon the advocacy and improvement activity presented in this report.

Financial Implications

15. The activity in this report can be funded from existing resources and through our partnership with ACE.

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ANNEX A

John Whittingdale MP
House of Commons
London
SW1A 0AA

28 August 2012

Dear John

Ahead of the Culture, Media and Sport Select Committee's meeting to agree its report into library closures, we wanted to highlight why modernising the statutory duty to provide public libraries will help councils to ensure libraries continue to thrive in tough financial times.

The problem

The 1964 Public Libraries and Museums Act is badly out of date. Under the Act public libraries are required to hold gramophone records; the most advanced technology referred to is microfilm, with no mention of computers or the internet; and the main function of libraries is described as book lending, when modern libraries provide a much wider range of services.

Moreover, the Secretary of State's "superintending" role confuses accountability for outcomes and leads to increased bureaucracy. The library service is fundamentally a local service. It is led by councillors and accountability should be outwards to the communities the service is working for, not upwards to Whitehall.

The solution

Twenty-first century libraries need a twenty-first century Libraries Act: one that puts local accountability to the citizen and service user first, recognises that the library service is valuable for its outcomes, not its inputs, and awards national government its true role as strategic leader, not superintendent.

At a time when councils are facing a likely funding gap of £16.5 billion a year by 2019/20, public libraries will be at a disadvantage unless they are released from regulations which anchor them to the past. We urge the Committee to recommend that the 1964 Act is updated and modernised.

Yours sincerely



Cllr Flick Rea
Chair LGA Culture, Tourism and Sport Board

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.

Contact officer: Paul Raynes
Position: Head of Programmes
Phone no: 020 7664 3037
E-mail: paul.raynes@local.gov.uk

CTS Workstream	Key activities and timeframe	Outcomes	Link to LGA Business Plan
<p>The Visitor Economy</p>	<ul style="list-style-type: none"> • Agree key messages on the visitor economy - CTS Board on 10 September (after this discussion further actions will be added to the work programme) • Deliver political leadership seminar on unlocking growth through the visitor economy – 16 October • Maintain an overview of new approaches to investing in the visitor economy and share innovation, such as Tourism Business Improvement Districts – ongoing • 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 • Lobby Keep Britain Tidy to stick to its original timeframe for changing the Blue Flag Scheme 	<ul style="list-style-type: none"> • Supported 30 portfolio holders to share good practice and • Raised awareness about councils' leadership role in the visitor economy and ensured that Government policy reflects fully this role • High quality case studies that share new approaches to investing in the visitor economy 	<p>Growth, jobs and prosperity</p>

CTS Workstream	Key activities and timeframe	Outcomes	Link to LGA Business Plan
<p>Libraries</p>	<ul style="list-style-type: none"> • With Arts Council England (ACE) deliver free political leadership seminars on 5 November, 12 December and TBC February • Deliver bespoke peer support in five places • With ACE continue to support more than 20 councils involved in the 13 Libraries Development Initiative which is testing new delivery models – March • Lobby for the updating of the 1964 Public Libraries and Museums Act – ongoing • Contribute towards Government thinking on young people and libraries through a Roundtable involving LGA Board Chairs, Ministers, ACE and The Reading Agency – November • Represent local government on ACE Steering Group for project developing new resource on community managed and supported libraries 	<ul style="list-style-type: none"> • Reached 100% of library portfolios through our political leadership programme, supporting them to lead transformational change (building on last year) • 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 • Government policy on young people reflects fully the contribution of libraries to a range of outcomes 	<p>Sector-led improvement</p>
<p>2012 Games legacy and sport</p>	<ul style="list-style-type: none"> • 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 • With Sport England deliver free two-day Leadership Academies in November and January and pilot peer support in two places • 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 	<ul style="list-style-type: none"> • Councils across the council supported to deliver a lasting local legacy from the 2012 Olympic and Paralympic Games • Reached 100% of sport portfolio holders through our political leadership programme, supporting them to lead transformational change (building on last year) 	<p>Growth, jobs and prosperity Sector-led improvement</p>

CTS Workstream	Key activities and timeframe	Outcomes	Link to LGA Business Plan
Superfast broadband and digital inclusion	<ul style="list-style-type: none"> Support councils to complete broadband procurement – Local Partnerships Continue to share good practice about how councils are helping residents to get on line 	<ul style="list-style-type: none"> Councils completed procurement by July 2013 and on track for superfast broadband to reach at least 90% of the population by 2015 	Growth, jobs and prosperity
Culture	<ul style="list-style-type: none"> Agree with ACE a shared understanding about Deliver With ACE test a new improvement offer on museums consisting of a two-day Leadership Academy and peer support in two places With English Heritage deliver a political leadership taster session at EH's conference in November and a one day seminar for councillors in February 	<ul style="list-style-type: none"> Arts Council England – integrated way across its remit Reached 15% of portfolio holders for museums through our new political leadership programme, supporting them to lead transformational change Reached 15% of portfolio holders for heritage through our new political leadership programme, supporting them to lead transformational change 	Growth, jobs and prosperity Sector-led improvement
Licensing and gambling	<ul style="list-style-type: none"> Support councils to implement the Live Music Act - Autumn Continue to represent councils' interests to Government as it develops proposals to deregulate entertainment – Autumn 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 	<ul style="list-style-type: none"> Proportionate deregulation that makes it easier for communities to organise low risk events but leaves councils with sufficient powers to ensure higher risk events are safe Locally appropriate live music that is part of places' cultural offer 	Growth, jobs and prosperity

CTS Workstream	Key activities and timeframe	Outcomes	Link to LGA Business Plan
CTS Board Business	<ul style="list-style-type: none"> • Regular dialogue between Chair of the Board and Culture Minister • Organise 2013 CTS Conference in Chester with a focus on economic growth – 7/18 March • Continue to make relevant linkages with LGA campaigns and other Boards 	<ul style="list-style-type: none"> • DCMS Ministers regard local government as a vital strategic partner in ensuring people can access high quality sport, culture and tourism • Over 100 councillors and senior officers attended the event and accessed cutting edge thinking that helps them meet challenges and seize opportunities • CTS embedded in relevant corporate LGA narratives – especially economic growth 	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 / 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 C** and handed it to officers at the Board on 10 September or emailed it to 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.¹

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

¹ 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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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 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

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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 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.

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.

The Visitor Economy

Libraries

2012 Games Legacy and Sport

Superfast broadband and digital inclusion

Culture (including arts, museums, galleries and heritage)

Licensing and Gambling

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2013 Culture, Tourism and Sport Conference

Purpose of report

For information.

Summary

The 2013 Culture, Tourism and Sport (CTS) Conference will be at the Crowne Plaza Hotel, Trinity Street, Chester, CH1 2BD on Thursday 7 and Friday 8 March 2013.

The latest programme is attached at **Annex A**.

As requested at the last CTS Board, this report suggests the main learning, campaigning and networking outcomes that the conference will deliver and against which Members can judge its success.

Recommendation

Members are asked to note the latest conference programme and to comment upon the suggested outcomes.

Action

To be taken by Officers as directed by Members.

Contact officer:

Laura Caton / Prashant Parekh

Position:

Senior Adviser / Event Manager

Phone no:

020 7664 3154 / 020 7664 3242

E-mail:

laura.caton@local.gov.uk / prashant.parekh@local.gov.uk

Item 7

2013 Culture, Tourism and Sport Conference

Background

1. The LGA's annual culture, tourism and sport conference is the definitive event for councillors and senior officers leading culture, tourism and sport locally. 144 delegates and exhibitors attended last year's event in Cardiff, which received very positive delegate feedback.
2. The 2013 Conference will be at the Crowne Plaza Hotel, Trinity Street, Chester, CH1 2BD on Thursday 7 and Friday 8 March. Members have agreed that the theme of the 2013 conference will be boosting the economy through culture, tourism and sport.
3. The latest programme is attached at **Annex A**.

Outcomes

4. At the last Board Members requested further information about the anticipated outcomes from the conference. These are suggested below and Members are invited to comment.

Learning

5. This year's conference has an even greater focus on sharing learning and supporting councillors and officers to lead service transformation at a time of significant change and challenge for culture, tourism and sport. The main learning outcomes at the conference are suggested as:
 - 5.1 Opportunity to access three examples of cutting edge service delivery through **new innovation sessions** led by councillors;
 - 5.2 Opportunity to **learn in-depth about how Cheshire West and Chester** is using culture, tourism and sport to drive economic growth through four study tours;
 - 5.3 Opportunity to debate the **four biggest issues facing culture, tourism and sport** in Open Sessions with much more time for discussion and a focus on feeding into an overall vision for where the sector goes next and how we get there; and
 - 5.4 Giving delegates **access to perspectives beyond CTS**, such as a European view.
6. In addition, a series of learning products will be developed and disseminated widely after the Conference to enable delegates and those unable to attend to share learning, including:

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- 6.1 A suite of **on-line case studies** available through relevant K-Hub communities showcasing the innovation that was shared at the conference. The case studies will encourage greater use of the CTS K-Hub communities and will enable councils to interact with the information, spark debate and encourage other councils to post examples from their areas;
 - 6.2 An **article in first magazine** will focus on the high level learning points and draw out the connections with other policy agendas to maximise relevance, in particular economic growth; and
 - 6.3 A **special edition of the Culture, Tourism and Sport e-bulletin** will give portfolio holders and heads of service a more detailed summary of the key learning points and link to the on-line case studies.
7. The Board will also be able to use the case studies, intelligence and new contacts with councils to enrich its advocacy work and get a deeper understanding about how it can best support councils to improve and deliver better value for money services in a radically different landscape. The learning will inform relevant publications, planning for events and provide powerful first hand evidence that can be used in briefings for meetings with Ministers and others. It will also help shape the further development of the Board's improvement tools, the peer and leadership support offer.

Campaigning

8. The conference is an unrivalled opportunity to raise the profile of the Board's key influencing activity to Member councils, Ministers and others through press releases and launching publications and other products. Whilst Members will want to agree the detail of this nearer the time to reflect the current situation, it is likely that the following key issues will feature prominently at the conference and in associated media activity:
- 8.1 The role of councils in leading economic growth and the contribution of culture, tourism and sport to this;
 - 8.2 The role of councils in spreading the economic, sporting and cultural benefits of the 2012 Olympic and Paralympic Games across the whole country; and
 - 8.3 The updating of the 1964 Public Libraries and Museums Act.

Networking

9. As the premiere event for councillors and senior officers leading culture, tourism and sport, the conference is the definitive annual networking opportunity for our sector. Members have highlighted the value of providing a space where councillors and senior officers can reinforce partnerships with councils, make new contacts and share learning and experiences.

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Evaluation

10. Officers will ensure that the conference evaluation form measures delegates' views on to what extent the event met the learning, campaigning and networking outcomes outlined in this report.

Financial Implications

11. None.

Going for Growth: boosting the economy through culture, tourism and sport

7/8 March 2013

With councils facing a likely funding gap of £16.5 billion a year by 2019/20, how can we ensure a sustainable future for libraries, sport, the arts, museums, tourism and heritage?

who should attend?

Members and officers responsible for:

- cultural services
- the arts
- libraries
- museums and archives
- tourism
- leisure
- heritage
- recreation
- economic development
- regeneration

Leaders

Chief executives

Going for Growth: boosting the economy through culture, tourism and sport

With councils facing a likely funding gap of £16.5 billion a year by 2019/20, how can we ensure a sustainable future for libraries, leisure centres, the arts, museums, tourism and heritage?

Culture and sport services are amongst the highest used and valued of all council services. Tourism is one of the few sectors of the economy still growing and the creative industries are crucial to the economic vitality of more and more places.

The funding outlook for councils means that efficiency is not enough to protect frontline services from drastic reductions. Now more than ever it is vital that we make the case for and evidence culture, tourism and sport's contribution to local political priorities – especially economic growth.

Our sector has huge potential to boost the economy by attracting visitors and creating jobs. Our uniquely positive and impactful offer on some of the biggest issues councils are dealing with, such as improving health and supporting vulnerable people, means that culture and sport can also help to reduce public expenditure and drive growth.

This event will bring together Members and Officers who are leading culture, tourism and sport to debate how we can respond to the challenging environment we face.

- How can we unlock the potential of libraries, sport, heritage and museums to drive growth and the visitor economy locally?
- How can we ensure that the contribution of culture, tourism and sport to growth is recognised at the top table?
- What is a sustainable funding model for discretionary services?

The LGA organise approximately 120 conferences, events and seminars every year attracting thousands of participants from local government and the business and voluntary sectors. Income from our conferences is ploughed back into the organisation in order to keep our subscriptions low and to benefit councils and communities.

To find out more about forthcoming LGA events, including booking online, signing up for our monthly e-bulletin, along with the latest updates on key developments in local government, please visit: www.local.gov.uk

Day 1 Going for Growth: boosting the economy through culture, tourism and sport

12:30 – 13:30 **Lunch and registration**

13.30 – 14:30 **Innovation sessions led by councillors**

Altogether Better: Encouraging growth through the Cheshire West and Chester Community Budget Pilot

Hear from Cheshire West and Chester about how culture, tourism and sport is featuring in their ground-breaking community budget pilot. 150 organisations are working together to ensure that a total funding pot of £3 – 4 billion is spent collectively and more efficiently in line with local priorities.

Speaker TBC

Growing the visitor economy

Hear from York, North Yorkshire and East Riding Local Enterprise Partnership, a national Tourism Pathfinder, about how they are growing the visitor economy locally and forging new partnerships with the private sector.

Speaker TBC

Future Councils: Birmingham City Council's Loyalty Reward Scheme

Hear from Birmingham City Council about how their incentivisation scheme will encourage behaviour change in leisure and cultural activities, reduce demand on high-cost services, release efficiencies and generate income for the council. Birmingham is part of the £150,000 Future Councils programme which is exploring radical new models

Speaker TBC

14:45 – 16:45 **Study tours**

As in previous years Cheshire West and Chester will organise four study tours that enable delegates to learn first-hand how the council is supporting different aspects of culture, tourism and sport. Each tour will include a refreshments break. We are currently discussing the tours with Cheshire West and Chester and will update the programme shortly.

16:45 – 17:00 Chair's welcome
Cllr Flick Rea, Chair, LGA CTS Board

17:00 – 17:30 **HRH The Prince of Wales** (invited)

18:00 – 18:30 **Political Group meetings**

18:30 – 19:30 **Drinks reception and networking**

Day 2 Going for Growth: boosting the economy through culture, tourism and sport

09:30 – 10:30	Registration for delegates arriving for Day 2
09:15 – 10:15	Innovation sessions – repeat the three innovation sessions led by councillors on day 1. Short presentation followed by discussion and sharing of experiences. (Delegates who only attend on the second day and arrive early will of course be able to participate in the innovation sessions at 09:15. For other delegates the day starts at 10:30 with the Chair’s welcome and they still participate in two workshops.)
10:15 – 10:30	Refreshments
10:30 – 10:40	Chair’s Welcome Cllr Flick Rea , Chair, LGA CTS Board
10:40 – 11:10	Rt Hon George Osborne MP , Chancellor of the Exchequer (invited) with Q & A
11:10 – 11:40	George Entwistle , BBC Director General (invited) with Q&A
11:45 – 12:45	Open Sessions Round 1 <ol style="list-style-type: none">1. Breaking down silos: the single cultural conversation and growth2. Beyond 2012: Securing an economic legacy from the Olympic and Paralympic Games3. Supporting digital and creative industries4. Achieving a healthier nation through culture and sport
12:45 – 13:45	Lunch and networking
13:45 – 14:25	Beyond Culture, Tourism and Sport – panel session
14:25 – 15:30	Open Sessions Round 2 (repeat open sessions)
15:30 – 16:00	Lord Coe , Legacy Ambassador (to be invited after the Paralympic Games)
16:00 – 16:30	Where next for Culture, Tourism and Sport? Using feedback from Open Sessions discussion, questions posted at plenary sessions, Twitter feed etc. an expert facilitator offers a very brief analysis of key points from the conference, followed by final Q&A and closing remarks from the Chair.
16:30	Conference close and refreshments

Outside bodies feedback from Members

Purpose of report

For information.

Summary

This paper provides Members with the opportunity to feedback on recent meetings of outside bodies at which they have represented the Board.

The current Chair's report is attached as **Annex A**.

Please note that in line with the LGA's municipal year CTS Lead Members are currently updating nominations to Outside Bodies.

Recommendation

Members currently representing the Board on outside bodies are asked to **provide any appropriate feedback** from recent meetings, details of which are enclosed.

Actions

Subject to comments from the Board, officers to take forward any suggested actions.

Contact officer: Stephen Service
Position: Programme Support Officer
Phone no: 020 7664 3194
E-mail: stephen.service@local.gov.uk

Outside bodies feedback from Members

Recent

Purpose	Key points discussed	Outcome
Cllr Flick Rea met Alice Ferguson (Director, Playing Out) and Catherine Prisk (Director, Play England) on 17 August		
To discuss how LGA can support the Playing Out project which helps communities to obtain temporary road closures (in suitable places) that allow children to play outside without cars	Cllr Rea highlighted that bringing communities together is one of councils' key roles. The LGA has supported councils to reduce the red tape that communities face when organising street parties or staging community events and activities. Cllr Rea also highlighted the importance of organisers, neighbours and councils talking to each other to iron out any sticking points.	LGA to promote Playing Out project and case studies to councils via <i>First</i> magazine, relevant LGA bulletins and at relevant LGA events.

Forthcoming

Title	Date	Attendees
LGA Commissioning culture and sport political leadership seminar	17 October	Cllr Flick Rea
Meeting Alan Davey, Chief Executive Arts Council England	18 October	Cllr Flick Rea, Cllr Simon Henig and Cllr Andrew Lewer
LGA / VisitEngland visitor economy political leadership seminar	19 October	Cllr Andrew Lewer
LGA Young people and libraries roundtable with The Reading Agency	1 November	Cllr Flick Rea
LGA / Arts Council England libraries political leadership seminar	5 November	Cllr Flick Rea
LGA 2012 Games Task and Finish Group	8 November	Cllr Flick Rea Cllr Simon Henig
LGA / Sport England Leadership Academy for councillors	10 / 11 November	Cllr Flick Rea
LGA workshop at English Heritage conference for councillors	12 November	Cllr Flick Rea
VisitEngland's 2012 Visitor Economy Forum	22 November	Cllr Flick Rea
LGA / Arts Council England libraries political leadership seminar	12 December	Cllr Flick Rea

Annex A

Culture, Tourism and Sport Board – report from Cllr Flick Rea (Chair)

Libraries

1. Ahead of the Culture, Media and Sport Committee's report into library closures, I have written to the Chair of the Committee to highlight why modernising the 1964 statutory duty to provide public libraries will help councils to ensure libraries continue to thrive in tough financial times. The LGA is calling for a twenty-first century Libraries Act: one that puts local accountability to the citizen and service user first, recognises that the library service is valuable for its outcomes and awards national government its true role as strategic leader, not superintendent.
2. I have also written to all library portfolio holders to update them on how the LGA and Arts Council England (ACE) are continuing to work in partnership to provide councils with valuable support in the re-design of their library services. As part of this we have invited expressions of interest in bespoke two-day peer support, as well as offering several upcoming free library political leadership seminars to be run throughout the country. The letter also included a copy of the LGA's recent publication "Local solutions for future local library services" which contains a plethora of good practice case studies.

2012 Games and Sport

3. As sporting fervour gripped the nation on the back of Team GB's gold medal haul, councils reported to us that leisure facilities were bursting with people wanting to get involved with sport. In response to the Prime Minister's comments about legacy, the LGA Chairman wrote to highlight that councils are ready to seize the opportunity to use the Games to make a long term difference to participation in physical activity and would welcome contributing towards the Government's plans on legacy. Councils are the biggest public sector funder of community sport, spending £1.8 billion a year. They are also uniquely placed to encourage greater connectivity locally between National Governing Bodies, County Sport Partnerships, voluntary sports clubs and schools.
4. On July 18, I spoke at the third LGA / Sport England Leadership Academy. The event supported 15 portfolio holders for sport to develop further their understanding of the opportunities and challenges faced by local government funded and supported sport. Once again we received very positive feedback from delegates and we look forward to building upon our partnership with Sport England this year through a programme of leadership events and peer support.

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Street Play

5. Following on from my interview on BBC Breakfast about the Street Play scheme in Bristol, I met with the scheme's founder and Play England's Director on 17 August. Street Play is a community-led project which works with the council to temporarily close roads to traffic in order to allow children to play safely in the street. This is an inexpensive and simple way for councils to support outdoor play and the LGA will share case studies to illustrate how it could work in other suitable places.

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Item 9

Update on Current Issues

Purpose of report

For information.

Summary

This report updates Members on current issues of interest to the Board which are not covered elsewhere in the agenda. Updates are included on:

1. 2012 Olympic and Paralympic Games
2. Sport
3. Superfast broadband

Recommendation

Members are asked to note the update.

Action

Secretariat / CLOA Advisory Panel as appropriate

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Update on current issues

2012 Olympic and Paralympic Games

1. The 2012 Olympic Games were a huge success and at the time of writing the country is getting ready to host an equally fantastic Paralympic Games. From the thousands of people who lined the streets to see the Torch Relay, to the volunteers who helped everything to run smoothly, street parties and crowds who gathered to watch the sporting action in civic spaces, the Games reached every corner of the UK and local councils were central to the success.
2. Since the UK won the bid to host the Games in 2005, the LGA has supported councils across the country to get involved and represented their interests to the London Organising Committee of the Olympic and Paralympic Games (LOCOG). The LGA's 2012 Games Task and Finish Group, chaired by Councillor Stephen Castle, has ensured that the LGA Boards supported councils to contribute to the success of the Games and that councils had the latest information and shared experiences and knowledge of local operational issues.
3. During the Olympic Games the National Local Authority Olympic Resilience Programme, which is supported by the LGA, London Councils, London Fire Brigade and funded by the Home Office, continued to provide advice to councils on operational issues and was a core part of the Olympic Secretariat, supporting the Cabinet Committee for the Olympics. Overall, operational plans went very well and emerging issues, such as the higher than anticipated numbers for unticketed events, were quickly and effectively responded to. The Resilience Programme will continue to support councils during the Paralympic Games.
4. As is to be expected there is much focus now on securing a lasting legacy from the Olympics. From the outset the LGA has supported councils across the country to use the inspiration of the Games to encourage participation in sporting and cultural activities, to engage young people and to boost the economy through increased tourism. The LGA is therefore in a strong position to ensure that councils are fully involved in national discussions on legacy. The Prime Minister has appointed Lord Coe, LOCOG Chairman, as Legacy Ambassador to advise on how best to secure longer-term sporting, economic and cultural benefits from the Games and the LGA looks forward to continuing to work with him.
5. The LGA's 2012 Games Task and Finish Group has its final meeting on 8 November and securing legacy benefits for the whole country will be a main agenda item at the November CTS Board.

Sport

6. In response to the Prime Minister's comments about the opportunity to secure a sporting legacy from the 2012 Games, the LGA Chairman wrote to emphasise councils'

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commitment to making the most of the Olympic sporting legacy. As councils are the biggest public sector funder of community sport, spending £1.8 billion a year, they are uniquely placed to encourage greater connectivity locally between National Governing Bodies, County Sport Partnerships, voluntary sports clubs and schools. Councils across the country are reporting increased visitor numbers to leisure centres, sports pitches, cycle tracks and beach volleyball courts as residents continue to be enthused by the Olympics and are working with local sports clubs and others to convert enthusiasm into participation and involvement.

7. Councils have also got behind the Join In Local Sport project which resulted in over 5,000 events taking place in communities across the country in the run-up to and over the weekend 18 / 19 August with the aim of sparking new interest in sport and helping local sports clubs. David Moorcroft, Olympian and Director of the Join In Trust, presented to the Board in July about Join In Local Sport which it is hoped will become a continued focus for sporting and cultural legacy.
8. The LGA responded to media coverage about the sale of playing fields by highlighting the need for a transparent and objective process that is open to public scrutiny and applies to all schools, including Academies. The LGA's press release is available on the website: http://www.local.gov.uk/web/guest/media-releases/-/journal_content/56/10171/3685902/NEWS-TEMPLATE

Superfast Broadband

9. On Monday 20 August Jeremy Hunt, Secretary of State for Culture, Olympics, Media and Sport gave a keynote speech on the rollout of superfast broadband. A full transcript is available on the DCMS website: http://www.culture.gov.uk/news/ministers_speeches/9299.aspx.
10. The key points were as follows:
 - 10.1 Councils are making excellent progress through the rural programme putting in place plans for superfast broadband to reach at least 90% of the population by 2015. Procurement is expected to be completed across the whole country by July 2013.
 - 10.2 The £150 million urban broadband fund will mean that around 15% of the UK population will have access to speeds of 80-120 Mbps along with universal high speed wi-fi.
 - 10.3 An extra £300 million will be made available to enable access to superfast broadband to be greater than 90%.
 - 10.4 Ministers are confident of securing state aid clearance this Autumn.
11. Officers are seeking urgent clarification from DCMS on the timing, purpose and process for allocating the extra funding. In July the Chair of the Board wrote to the Secretary of State to highlight the impact of the delay caused by the absence of state aid clearance on councils' plans.

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Item 10

°CLOA Case Studies: Visitor Economy and Growth

Purpose

For information.

Summary

This paper presents a number of case studies about councils' leadership role in the visitor economy.

Recommendation

Members are asked to note the case study.

Action

To be taken forward by officers as directed by Members.

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°CLOA Case Studies: Visitor Economy and Growth

1. The value of the visitor economy to Staffordshire and the employment sustained therein has been largely undervalued by the public sector in Staffordshire. Individual district and borough councils, and the city of Stoke-on-Trent, engaged with the private sector and, in some cases, ran marketing campaigns and operated tourist information centres; however these activities were always locally focussed. The potential for promoting Staffordshire as a whole, creating greater consumer awareness and economies of scale in terms of marketing and business support, were largely ignored.
2. This situation, pre-2006/7, has been transformed to a significant extent through the commitment and vision of the County Council. Initially, the Council brokered 2 separate tourism strategies for the north and south of the County, both of which engaged the private sector and which concluded that a cohesive approach on behalf of the whole county, including Stoke on Trent, would produce increased visitors and spend. In turn this would increase levels of employment across the sector.
3. To implement this strategy the Council committed the whole of its tourism team and substantial revenue funding to the management of the newly formed Destination Management Partnership, Destination Staffordshire, and to the promotion of the county under the [Enjoy Staffordshire](#) brand.
4. Over the intervening period, Destination Staffordshire has managed an expanding programme of marketing and business support, all largely managed by the Council's tourism team and engaging an increasing number of private and public sector partners. It was awarded the title of Best Tourism Board by the readers of Group Leisure magazine in 2009 and is widely acknowledged to be the most effective and supported tourism economy in the West Midlands.
5. Since 2008, when evaluation was first commissioned, total volume of tourism trips to Staffordshire have grown by 9.5%, value of spend by 9.2% to just under £1 billion, and direct employment in the leisure visitor economy now stands at 19,124, an increase over 2008 of 11.5%.

Tourism in Wakefield

6. Tourism in Wakefield is playing an increasing important role and making a significant contribution towards economic and social wellbeing. Wakefield has become a major visitor destination for Yorkshire as a result of recognition of the area's excellent and high quality cultural offer which includes The Hepworth Wakefield, Yorkshire Sculpture Park, Theatre Royal, National Coal Mining Museum for England and the National Trust's Nostell Priory.

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7. These leading attractions received over 1 million visits in 2011/12 and are complemented by commercially owned attractions such as Xscape, Diggerland and outdoor leisure facilities such as Pugneys Country Park and Anglers Country Park, as well as the Council's major events programme, which attracted over 170,000 visitors in 2011/12.
8. Wakefield Council has invested significantly in developing tourism in the district in recent years, from supporting major cultural attractions such as the Hepworth Wakefield and Yorkshire Sculpture Park to developing its own tourism attractions, events and festival programme; resulting in a positive impact on the local economy. The Creative Partners Grant Scheme, which is open to Wakefield based organisations, supports the delivery of innovative cultural activity and further helps ensure a wide range of activities for visitors to enjoy.
9. Tourism is a key economic driver for the district, worth £323m to the local economy employing 9,000 FTE jobs (Yorkshire Forward Economic Impact Report –Tourism 2008). For example, the 500,000 visitors to the Hepworth during its first year contributed an estimated £10m to the local economy and a recent economic impact assessment of the Yorkshire Sculpture Park estimated its annual contribution to the local economy at £5m. Development work at Pontefract Castle over the last 18 months has resulted in visitor figures rising to 49,727 in 2011/12, a 66% increase on the previous year.
10. Through developing local partnerships, Wakefield Council aims to maximise its investment in the regeneration of the district's infrastructure to benefit the visitor economy whilst providing outstanding value for money for local people. This is also supported by the role of Welcome to Yorkshire, the Destination Management Organisation for Yorkshire.

Boosting the visitor economy through a major sporting event

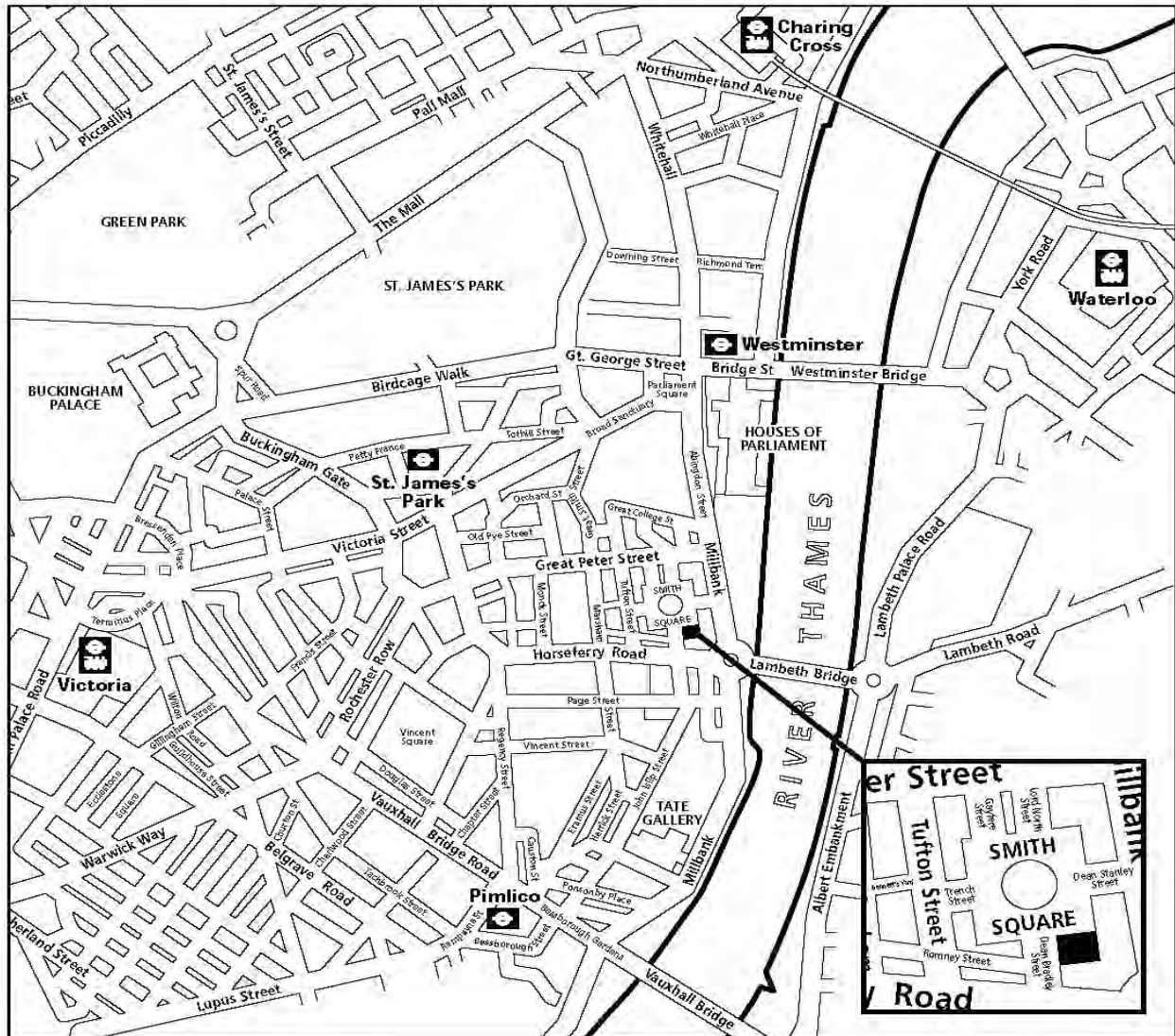
11. The Tour of Britain has become one of the cornerstone events of the UK's sporting calendar and the country's biggest professional cycling race and free to spectate sporting event.
12. In 2011 Suffolk County Council, working in partnership with Norfolk County Council and with support from district and borough councils, secured Stage 7 of the tour. Adnams breweries acting as a principal partner, made a financial contribution towards the costs of delivering the stage and funding from Legacy Trust supported community engagement and events along the route.
13. Stage 7 of the Tour of Britain started in Bury St Edmunds and involved 199km of racing through some of Suffolk's most iconic towns and villages before heading into Norfolk and finishing on the Royal Sandringham Estate.
14. The stage was watched live by an estimated 150,000 spectators with a further 600,000 watching it on ITV4 later in the evening and the following day in a repeat programme. The highlights programme was also shown around the world by 12 television stations. The

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increasing interest and profile of the Tour of Britain in these countries provided a platform to exploit the potential for short breaks and holidays to the region.

15. The event had a significant impact on the local economy with a Net total expenditure of almost 1.8m, of which an estimated £867,152 was generated in Suffolk. An estimated 16% of spectators stayed overnight with 17% visiting from outside the eastern region.
16. Awareness of Suffolk County Council's involvement in bringing the event to the county was relatively high with 65% of respondents being aware of the council's role in hosting the stage.
17. The opportunity to host the "Grand Depart" in Sept 2012 provides even greater opportunities for increased economic impact, tourism and media coverage with the teams and media anticipated to arrive at least two to three days prior to the race start.
18. Furthermore, as the first major sporting event post Olympic Games it will also be the first opportunity for spectators to get up close and personal with the Olympic medallists participating in the event.

LGA Location Map



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Public transport

Local Government House is well served by public transport. The nearest mainline stations are;

Victoria

and **Waterloo**; the local underground stations are **St James's Park** (District and Circle Lines); **Westminster** (District, Circle and Jubilee Lines); and **Pimlico** (Victoria Line), all about 10 minutes walk away. Buses **3** and **87** travel along **Millbank**, and the **507** between Victoria and Waterloo goes close by at the end of **Dean Bradley Street**.

Bus routes - Millbank

87 Wandsworth - Aldwych **N87**
3 Crystal Palace - Brixton - Oxford Circus

Bus routes - Horseferry Road

507 Waterloo - Victoria
C10 Elephant and Castle - Pimlico - Victoria
88 Camden Town - Whitehall - Westminster - Pimlico - Clapham Common

Cycling Facilities

Cycle racks are available at Local Government House. Please telephone the LGA on 020 7664 3131.

Central London Congestion Charging Zone

Local Government House is located within the congestion charging zone. For further details, please call 0845 900 1234 or visit the website at www.cclondon.com

Car Parks

Abingdon Street Car Park
 Great College Street
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