

Culture, Tourism and Sport Board

Agenda

Wednesday 22 May 2013
1:00pm

Smith Square Rooms 1 & 2 (Ground Floor)
Local Government House
Smith Square
London
SW1P 3HZ

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

www.local.gov.uk

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Local Government House, Smith Square, London SW1P 3HZ

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LGA Culture Tourism and Sport Board

22 May 2013

The **Culture Tourism & Sport Board** meeting will be held on **Wednesday 22 May 2013 at 1:00pm**, in Smith Square Rooms 1 & 2 (Ground Floor), Local Government House, Smith Square, London, SW1P 3HZ.

A sandwich lunch will be provided before from 12:30.

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: | Group Office: | 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 Local Government House is printed on the back cover.

Contact

Jonathan Yeates
Tel: 020 7664 3259
e-mail: jonathan.yeates@local.gov.uk

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This is available in Local Government House for visitors. It can be accessed by enabling 'Wireless Network Connection' on your computer and connecting to LGH-guest, the password is Welcome2010LG.

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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 |
| Sonja Crisp* | City of York |
| | |
| Substitutes: | |
| Michael Mordey | Sunderland City |
| Steve Wilson** | Sheffield City |
| | |
| Liberal Democrat (3) | |
| Flick Rea [Chair] | Camden LB |
| Stewart Golton | Leeds City |
| Paul Crossley* | Bath & NE Somerset Council |
| | |
| Substitute: | |
| Philip Eades** | Borough of Poole |
| | |
| Independent (1) | |
| Geoff Knight [Deputy Chair] | Lancaster City |

* new member 2012/13

** new substitute 2012/2013

| | |
|---------------------------|----------------|
| | |
| <i>Substitutes</i> | |
| Mark Ereira-Guyer | Suffolk CC |
| Robert Dutton OBE | Wrexham CBC |
| Roger Dennison ** | Lancaster City |
| | |

LGA Culture, Tourism and Sport Board

Attendance 2012-2013

| Councillors | 10.09.12 | 21.11.12 | 16.01.13 | 7.03.13 | | |
|---------------------------|-----------------|-----------------|-----------------|----------------|--|--|
| Conservative Group | | | | | | |
| Andrew Lewer | Yes | Yes | Yes | Yes | | |
| Roger Begy OBE | Yes | Yes | Yes | No | | |
| Sir William Lawrence | Yes | Yes | Yes | Yes | | |
| Doreen Stephenson | Yes | Yes | Yes | Yes | | |
| Ian Gillies | Yes | Yes | Yes | Yes | | |
| Peter Golds | Yes | Yes | Yes | No | | |
| James Hockney | Yes | Yes | Yes | No | | |
| Chris Knowles-Fitton | Yes | Yes | Yes | Yes | | |
| | | | | | | |
| Labour Group | | | | | | |
| Simon Henig | Yes | Yes | Yes | Yes | | |
| Caitlin Bisknell | Yes | Yes | Yes | Yes | | |
| David Phillips | No | No | No | Yes | | |
| Veronica Ward | Yes | Yes | Yes | Yes | | |
| Simon Blackburn | No | Yes | Yes | Yes | | |
| Sonja Crisp | Yes | Yes | Yes | Yes | | |
| | | | | | | |
| Lib Dem Group | | | | | | |
| Flick Rea | Yes | Yes | Yes | Yes | | |
| Stewart Golton | Yes | Yes | No | Yes | | |
| Paul Crossley | Yes | Yes | Yes | Yes | | |
| | | | | | | |
| Independent | | | | | | |
| Geoff Knight | Yes | Yes | No | Yes | | |
| | | | | | | |
| Substitutes | | | | | | |
| Michael Mordey | Yes | | | Yes | | |
| Philip Eades | | | Yes | | | |
| Steven Wilson | | | Yes | | | |
| Peter Hickman | | | Yes | | | |
| Bob Dutton | | | | Yes | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |

Agenda

LGA Culture, Tourism and Sport Board Meeting

Wednesday 22 May 2013

1:00pm

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

| | Item | Page | Time |
|----|---|-----------|----------------|
| | Declarations of Interest Opportunity for Members to declare any personal or prejudicial interests. | | |
| | <i>FOR DISCUSSION</i> | | |
| 1. | Note of last meeting and matters arising | 3 | 1:00pm |
| 2. | Public Libraries Yinnon Ezra MBE, DCMS Libraries Adviser, will attend. | 7 | 1:05pm |
| 3. | Sir Terry Farrell's Review of Architecture and the Built Environment Neil Bennett (Partner at Terry Farrell and Partners) and Charlie Peel (Farrell Review Coordinator), will attend. | 9 | 1:30pm |
| 4. | Evaluation of 2013 Culture, Tourism and Sport Conference | 15 | 2:15pm |
| | <i>FOR NOTING / INFORMATION</i> | | 2:30pm onwards |
| 5. | New Model for Local Government | 21 | |
| 6. | Culture and Sport Improvement Offer 2013/14 | 25 | |
| 7. | Outside Bodies feedback from Members | 31 | |

| | | |
|------------|---------------------------------|-----------|
| 8. | Update on current issues | 37 |
| 9. | CLOA case studies | 43 |
| 10. | AOB | |

Date of Next Meeting: Tuesday 09 July 2013, 1:00pm
Smith Square Rooms 1 & 2, Local Government House

Note of Previous Meeting

| | |
|-----------------------|---|
| Title: | Culture, Tourism and Sport Board |
| Date and time: | 07 March 2013, 5.30pm |
| Venue: | Roodee Suite, Crowne Plaza Hotel, Chester |

Attendance

| Position | Councillor | Council |
|------------------|--|-----------------------------------|
| Chair: | Flick Rea | Camden LB |
| Vice chair: | Simon Henig | Durham CC |
| Deputy chairman: | Andrew Lewer | Derbyshire CC |
| Deputy chairman: | Geoff Knight | Lancaster |
| Members: | Sir William Lawrence | Stratford-on-Avon DC |
| | Doreen Stephenson | East Lindsey DC |
| | Ian Gillies | City of York |
| | Chris Knowles-Fitton | Craven DC |
| | Caitlin Bisknell | High Peak BC |
| | Richard Mordey | Sunderland |
| | Veronica Ward | Southwark LB |
| | Sonja Crisp | City of York |
| | Simon Blackburn | Blackpool |
| | David Phillips | City & County of Swansea |
| | Stewart Golton | Leeds |
| | Paul Crossley | Bath & NE Somerset |
| Guest: | Stephen Castle | Essex CC |
| Apologies: | Roger Begy OBE | Rutland DC |
| | James Hockney | South Cambri |
| | Peter Golds | Tower Hamlets LB Derbyshire DC |
| Substitutes: | Bob Dutton OBE | Wrexham |
| LGA Officers: | Paul Raynes, Laura Caton, Siraz Natha, Zoe Glacken | |

Item 1

| Item | Decisions and actions | Action by |
|-------------|---|--------------------|
| | Councillor Flick Rea, Chair, welcomed members, substitutes and guests to the meeting. | |
| 1 | Note of last meeting and matters arising The note from the last meeting on 16 January 2013 was approved. Decision All actions were noted as completed or in progress. | |
| 2 | The Arts and Growth The Chair expressed how well received the publication had been already, with Ed Vaizey MP, Arts Minister, endorsing it at the Conference. She encouraged members to take copies and to distribute them. Councillor Rea also highlighted how the publication had received good media coverage and she also mentioned a press release on sports participation following the Olympics which had been sent out that day. Decision Members noted the publication and the Chair's update on media coverage. Action Circulate the press release on sports participation to board members, substitutes and guests. | Zoe Glacken |
| 3 | Conference briefing The Chair and members discussed how the conference was going well so far and particularly commented on the usefulness of the workshop sessions. The Chair invited members to ask any questions on the programme for the evening or next day. | |
| 4 | Outside Bodies feedback from Members Lead Members reported back on their meeting with Yinnon Ezra MBE, DCMS Libraries Adviser. Members and officers reported back on the meeting with Tennis For Free and the successful Museums Leadership Academy. Councillor Stephen Castle updated members on his meeting with Lord | |

22 May 2013

Item 1

Coe in his capacity as former Chairman of the LGA 2012 Games Task and Finish Group. He explained that he highlighted the key message that local government is best placed to lead the lasting legacy for the Games as it is the only organisation able to effectively deliver on the ground across the country.

Decision

Members noted the report and further oral updates.

Action

Amend report to take account of Councillor Doreen Stephenson's attendance at the Tennis For Free meeting.

Zoe Glacken

5 Update on current issues

Members noted the update.

6 Any other business

None.

Date of the next meeting: 1.00pm, Wednesday 22 May 2013, Smith Square Rooms 1 & 2, Local Government House

Public Libraries

Purpose of report

For information.

Summary

In November 2012, Yinnon Ezra MBE, the former Director of Culture, Communities and Rural Affairs at Hampshire County Council, was appointed to a role at DCMS as an expert advisor on the public library service, working closely with Arts Council England and local authorities.

Mr. Ezra will attend the Board to update members on his work.

Recommendations

Members are invited to discuss the issues raised in Yinnon Ezra's presentation to the Board.

Action

To be taken forward by officers as directed by members.

| | |
|-------------------------|--|
| Contact officer: | Laura Caton |
| Position: | Senior Adviser |
| Phone no: | X 3154 |
| E-mail: | laura.caton@local.gov.uk |

Sir Terry Farrell's Review of Architecture and the Built Environment

Purpose of report

For discussion and direction.

Summary

Culture Minister, Ed Vaizey MP, has asked world-renowned architect Sir Terry Farrell CBE to make recommendations on promoting high standards of design.

Neil Bennett (a partner at Terry Farrell and Partners who is closely involved with the review) and Charlie Peel, the review co-ordinator, will attend the Board to explore the role of councils in the built environment and how they are working with partners to improve the attractiveness of places as well as maximising building's contribution to economic growth.

The terms of reference for the review are attached at **Annex A**.

Recommendation:

Members are invited to discuss the role of councils in the built environment.

Action

To be taken forward by officers as directed by members.

Contact officer:

Laura Caton

Position:

Senior Adviser

Phone no:

020 7664 3154

E-mail:

laura.caton@local.gov.uk

Sir Terry Farrell's Review of Architecture and the Built Environment

Background

1. Culture Minister, Ed Vaizey MP, has asked world-renowned architect Sir Terry Farrell CBE to make recommendations on promoting high standards of design.
2. The review is intended to engage architects, designers and other built environment professionals to help DCMS think about its role in achieving high-quality design, allowing us to better influence and shape policy across government.
3. The review will look at four main areas:
 - 3.1. Understanding the Government's role in promoting design quality in architecture and the built environment
 - 3.2. The economic benefits of architecture; maximising the UK's growth potential
 - 3.3. Cultural heritage and the built environment
 - 3.4. Promoting education, outreach, and skills
4. Promoting design quality in architecture and the built environment is of great interest to local government and the LGA. The Culture, Tourism and Sport Board, in conjunction with the Environment and Housing Board, has spent the last year focusing particularly on the relationship between culture, the economy and planning.
5. Neil Bennett (a partner at Terry Farrell and Partners who is closely involved with the review) and Charlie Peel, the review co-ordinator, will attend the Board to explore the role of councils in the built environment and how they are working with partners to improve the attractiveness of places as well as maximising building's contribution to economic growth.
6. The terms of reference for the review are attached at **Annex A**.

Annex A

Terms of Reference for Sir Terry Farrell's Review of Architecture and the Built Environment

1. Sir Terry Farrell CBE is to conduct an independent review of architecture and the wider built environment and make recommendations to the Minister for Culture, Communications and Creative Industries, to inform DCMS's approach to its role within government of promoting high standards of design.
2. The intention of the review is to engage the sector in helping DCMS to develop its thinking about the role for Government in the achievement of high quality design, so that DCMS can continue to influence and shape policy across government, not least because the public sector is a major funder of buildings.
3. The review will examine the following areas:
 - 3.1. Understanding the role for Government in promoting design quality in architecture and the built environment.
4. The review will look at lessons that can be learnt nationally and internationally about the role for Government in promoting and achieving best design quality. The role of national built environment bodies and other organisations like museums and architecture and built environment centres in promoting appreciation and better understanding of good design will also be considered.
 - 4.1. The economic benefits of good architecture and design, and maximising the UK's growth potential
5. The review will consider the contribution of architecture to the UK's economy, how the economic value of good built environment design can be demonstrated, and how it can be maximised in the future.
 - 5.1. Cultural heritage and the built environment
6. The review will look at whether the desire to preserve the 'old' makes it more difficult to encourage good new architecture, and the value of our historic built environment as a cultural asset and in successful place-making.
 - 6.1. Promoting education, outreach and skills
7. The review will consider the potential contribution of built environment education to a broad and balanced education both as a cultural subject in its own right and as a way of teaching other subjects.
8. Sir Terry Farrell will be supported by an expert advisory panel drawn from across the architecture and design industry who will look at the themes of the review in more detail. The advisory panel will issue a call for evidence shortly and it is expected Sir Terry Farrell will produce a report by the end of the year.

Evaluation of 2013 Culture, Tourism and Sport Conference

Purpose of report

For discussion and direction.

Summary

Over 150 councillors and senior officers attended the LGA's annual culture, tourism and sport conference in Chester on 7/8 March 2013, organised in partnership with CLOA. It was the most successful conference in recent years, with more delegates, more exhibitors and very high satisfaction ratings for plenary speakers and workshops. Key to its success was the very successful partnership between LGA and Cheshire West and Chester Council, who were committed to using the conference as a platform to showcase their work and Chester.

Recommendations:

That Members:

- Note the delegate feedback from the 2013 conference; and
- Confirm Portsmouth as next year's venue.

Action

To be taken forward by officers, as directed by members.

| | |
|-------------------------|------------------------------|
| Contact officer: | Prashant Parekh |
| Position: | Event Manager |
| Phone no: | X 3242 |
| E-mail: | prashant.parekh@local.gov.uk |

Evaluation of 2013 Culture, Tourism and Sport Conference

Background

1. Over 150 councillors and senior officers attended the LGA's annual culture, tourism and sport conference in Chester on 7/8 March 2013, organised in partnership with CLOA. It was the most successful conference in recent years, with more delegates, more exhibitors and very high satisfaction ratings for plenary speakers and workshops. Key to its success was the very successful partnership between LGA and Cheshire West and Chester Council, who were committed to using the conference as a platform to showcase their work and Chester.
2. The conference also provided delegates and the CTS Board with an unrivalled opportunity to strengthen further the relationship between local government and key partners.
3. In particular, we were delighted that Sir Peter Bazalgette, the new Chair of Arts Council England, gave his first public speech at the conference. He made an open and positive offer to engage with councils who are facing very tough funding decisions. The LGA launched a new publication showcasing how councils are driving growth through the arts, and both Sir Peter and Ed Vaizey MP, the Arts Minister, endorsed it in their conference speeches.
4. We also launched the results of a new survey which showed that participation in sport is enjoying a post-Games boost. The arts and growth publication and the sport participation survey achieved widespread national media coverage in print, radio and television.

Summary of attendance

5.

| | <u>2013</u> | <u>2012</u> | <u>Difference</u> |
|----------------------|--------------------|--------------------|--------------------------|
| Total attendance: | 154 | 144 | 10 |
| Paying delegates: | | | |
| Entire conference | 101 | 91 | 10 |
| One day | 5 | | 5 |
| Total | 106 | 91 | 15 |
| LGA Members: | 97 | 88 | 9 |
| Non-LGA members: | 9 | 3 | 6 |
| Exhibition stands: | 10 | 6 | 4 |
| Exhibitors/Sponsors: | 20 | 11 | 9 |
| Speakers: | 20 | 39 | -19 |
| Guests: | 8 | 0 | 8 |

Delegate online survey – summary of main points

Respondents:

6. We have a good feedback level – 29%. Below are some highlights of responses received:

Overall satisfaction:

7. The overall satisfaction level was 88%. Only 6% were dissatisfied. The remaining were neither satisfied nor dissatisfied. This is similar to last year's satisfaction levels.
8. About 39% of respondents attended the conference for the first time while 61% had attended it twice or more before.
9. 81% of respondents would attend the conference again. This is favourable compared to last year when 78% of respondents said that they would attend the conference again.

Plenary speakers:

10. Sir Peter Bazalgette and Miranda McKearney OBE achieved the highest satisfaction ratings – both in excess of 90%, but all plenary speakers scored well.

Study Tours:

11. Feedback was excellent from the vast majority of delegates.

Workshops:

12. Workshop feedback was positive with the Future Councils and Community Budgets sessions being particularly well-received.

Conference content, organisation and exhibition:

13. 94% of respondents were very or fairly satisfied with the organisation and running of the event, and nobody was dissatisfied.
14. 84% of respondents were satisfied with the content and structure of the programme for the conference and no one was dissatisfied. This is much better than last year's 64% satisfaction level.
15. 87% of respondents visited the exhibition stands and of these 72% were satisfied with the exhibition; again, much better than last year's 38% satisfaction levels.

Venue and Drinks reception:

16. Chester was deemed a successful destination to hold the conference with 94% of respondents indicating that they were either fairly satisfied or very satisfied and 6% being neutral. 93% rated the Crowne Plaza as a satisfactory venue/location for the conference.

- 17. 82% were satisfied with the hotel as an accommodation venue.
- 18. Just over half of delegates were satisfied with the drinks reception.

Conclusion and next steps

- 19. Lead Members would like to recommend to the Board that the 2014 Culture, Tourism and Sport Conference is held in the city of Portsmouth. Portsmouth (jointly with Southampton) is bidding to become the next UK City of Culture, and has much to showcase, including: the new Mary Rose Museum, the refurbished Theatre Royal, the transfer of the Guildhall to Portsmouth Cultural Trust and the work of Pompey in the Community.

Financial Implications

- 20. None.

New Model for Local Government

Purpose of report

For information

Summary

Local government is at a critical point in its development. It needs to set out its offer in the run-up to the elections in 2015 and in discussions about its future role, sustainability and funding. The LGA will be discussing key topics over the coming months and at the annual conference, in order to inform a New Model for Local Government.

Recommendation

Members are asked to note the update on the New Model for Local Government.

Members are also invited to let officers know if they wish to see the latest drafts of the individual policy papers.

Action

To be taken forward by officers, as directed by members.

| | |
|-------------------------|--|
| Contact officer: | Laura Caton |
| Position: | Senior Adviser |
| Phone no: | X 3154 |
| E-mail: | laura.caton@local.gov.uk |

New Model for Local Government

Background

1. Members will be aware of work to develop a New Model for Local Government. This recognises that local government is at a critical point in its development and needs to set out its offer in the run-up to the elections in 2015 and in discussions about its future role, sustainability and funding. The LGA organised a series of road shows to ensure that the New Model is informed by different perspectives from around the country.
2. The New Model will set out a way forward on the 6 biggest issues for local government, and these issues also framed discussion at the roadshows:
 - 2.1. Sustainable funding
 - 2.2. Growth
 - 2.3. Good social care
 - 2.4. Children's safeguarding and care
 - 2.5. Welfare reform
 - 2.6. A new, independent model for local government.
3. The Leadership Board and Board Chairs have overseen the drafting of 6 initial policy papers setting out how each of the big issues should be taken forward in the context of a wider local government manifesto. The policy papers will be launched at the LGA Annual Conference in July.

The New Model and Culture Tourism and Sport

4. Clearly the 6 issues are all highly relevant to the CTS Board and will frame our activity next year. The CTS Board is already leading much work that firmly contributes towards the New Model – from the arts and growth to the broadband roll-out, physical activity and public health, culture and sport apprenticeships for young people and the role of public libraries in welfare reform.

Conclusion and next steps

5. Officers will continue to keep members updated as work on the New Model continues to develop. Members wishing to see the latest drafts of the policy papers are invited to let officers know and we will send them to you.

Financial Implications

6. None.

Culture and Sport Improvement Offer 2013/14

Purpose of report

For information.

Summary

Following a discussion with CTS Lead Members, this paper outlines the proposed culture and sport improvement offer for 2013/14 (**Annex A**).

Recommendation

Members are asked to note the report.

Action

To be taken forward by officers as directed by Members.

Contact officer: Siraz Natha

Position: Adviser

Phone no: 078999 74298

E-mail: siraz.natha@local.gov.uk

Culture and Sport Improvement Offer 2013/14

Background

1. The LGA's sector-led improvement offer to councils has received high levels of support from councils who overwhelmingly endorse the key principles on which it is based, namely that:
 - 1.1. councils are responsible for their own performance and improvement and for leading the delivery of improved outcomes for local people in their area
 - 1.2. councils are primarily accountable to local communities (not government or the inspectorates) and stronger accountability through increased transparency helps local people drive further improvement
 - 1.3. councils have a collective responsibility for the performance of the sector as a whole (evidenced by sharing best practice, offering member and officer peers)
 - 1.4. the role of the LGA is to maintain an overview of the performance of the sector in order to identify potential performance challenges and opportunities – and to provide tools and support to help councils take advantage of this new approach.

Culture and sport improvement offer

2. Councils currently spend just over £3 billion every year on libraries, leisure centres, museums and other cultural services because of their contribution to growth, tourism and wider political outcomes. They are also amongst the highest valued and used of all council services and are uniquely placed to support community resilience in tough economic times – for example, jobs and skills advice at public libraries, and engaging young people through sport and volunteering opportunities. However, this investment is under increasing strain in the context of the overall level of savings councils need to find.
3. The LGA has developed a culture and sport improvement offer to enable councillors to learn more about good practice, share ideas and develop collaborative working between councils in order to lead the service transformation that is required to meet financial challenges and grasp the wider opportunities of public service reform for the culture and sport sector.
4. Over the last two years, the culture and sport improvement offer included six leadership academies (five on sport and one on museums), two commissioning workshops, four library seminars, two sport action learning sets, one visitor economy seminar, one museums peer review and peer support to six councils on museums. This activity engaged over 100 councillors.
5. Feedback from councillors was excellent, with over 90 per cent agreeing that the support was beneficial to them in carrying out their leadership functions more effectively in the future. Nearly all of our events have reached full capacity. There was

also an increase in the numbers of councillors attending the CTS Annual Conference who had previously attended either an academy or workshop.

6. Crucial to our ability to deliver a comprehensive culture and sport improvement offer are our partnerships with Sport England, Arts Council England, VisitEngland and English Heritage. The CTS Board also works closely with other relevant LGA Boards.
7. Lead Members discussed the draft culture and sport improvement offer for 2013/14 (see **Annex A**) at their meeting in April, and asked that it be shared with the full Board. It is suggested that the 2013/14 offer comprises:
 - 7.1. 3 Sport Leadership Academies
 - 7.2. 2 Cultural Leadership Academies
 - 7.3. 7 Peer reviews (5 libraries and 2 sport and public health)
 - 7.4. 9 Sport Action Learning Sets
 - 7.5. 1 Heritage Seminar
 - 7.6. 1 Visitor economy leadership seminar
 - 7.7. 2 Library Seminars

Conclusion and next steps

8. In response to demand from the sector, a comprehensive improvement offer has been planned for 2013/14, which will support over 200 councillors (including the CTS Conference) to lead transformational change within culture and sport services in the coming years.

Financial Implications

9. The financial implications relating to this report will be covered by the CTS budget and partnership funding from some of the DCMS Non-Departmental Public Bodies.

| Annex A DRAFT CTS Improvement Project Plan 2013/14 | | | | | | |
|---|------------------------|---|------------------------------|---------------------|--|--|
| Activity | Date | Target audience | Link to business plan | Lead officer | | |
| Officer peer training (1day) | 21 May (CONFIRMED) | Culture and sport officer peers (10) | growth | JW | | |
| Sport peer review Derby (2 days) | 14/15 May (CONFIRMED) | Individual council | growth | SN | | |
| Libraries peer review Solihull (2 days) | 23/24 May (CONFIRMED) | Individual council | growth | JW | | |
| Sport action learning set (1 day) | 7 June (CONFIRMED) | Sport PHs who have completed an academy (5) | growth | SN | | |
| Sport action learning set (1 day) | June/ July TBC | Sport PHs who have completed an academy (5) | growth | SN | | |
| Sport action learning set (1 day) | June / July TBC | Sport PHs who have completed an academy (5) | growth | SN | | |
| Libraries peer review Rochdale (2 days) | 10/11 June (CONFIRMED) | Individual council | growth | JW | | |
| Sport Academy (2days) | 26/27 June (CONFIRMED) | Sport PHs (15) | growth | SN | | |
| Libraries peer review Somerset (2 days) | June TBC | Individual council | growth | JW | | |
| Libraries peer review North Yorkshire (2 days) | 4/5 July(CONFIRMED) | Individual council | growth | JW | | |
| Heritage seminar (1 day) | 10 or 11 July | Heritage and planning PHs (25) | growth | LC | | |
| Libraries seminar for new PHs (1 day) | 15 July (CONFIRMED) | Library PHs (25) | growth | JW | | |
| Libraries peer review Bournemouth (2 days) | September TBC | Individual council | growth | JW | | |
| Sport Alumni Day (1 day) | September TBC | Graduates from leadership academies | growth | SN | | |
| Culture Academy (2days) | October TBC | Culture PHs (15) | growth | SN | | |
| Sport Academy (2 days) | 12/13 November TBC | Sport PHs (15) | growth | LC | | |

| Activity | Date | Target audience | Link to business plan | Lead officer |
|---|-----------------|---|-----------------------|--------------|
| Sport action learning set (1 day) | November | Sport PHs who have completed an academy (5) | growth | SN |
| Sport action learning set (1 day) | November | Sport PHs who have completed an academy (5) | growth | SN |
| Sport action learning set (1 day) | November | Sport PHs who have completed an academy (5) | growth | SN |
| Libraries seminar (1 day) | W/b 18 November | Library PHs (25) | growth | LC |
| Visitor economy leadership seminar (1 day) | November | Culture, tourism, planning and growth PHs | growth | JW/LC |
| Culture Academy (2 days) | W/b 2 December | Culture PHs (15) | growth | SN |
| Sport peer review (in 2-tier council, 2 days TBC) | January | Individual council | growth | SN |
| Sport Academy (2days) | Mid Feb | Sport PHs (15) | growth | SN |
| Sport action learning set (1 day) | Feb / March | Sport PHs who have completed an academy (5) | growth | SN |
| Sport action learning set (1 day) | Feb / March | Sport PHs who have completed an academy (5) | growth | SN |
| Sport action learning set (1 day) | Feb / March | Sport PHs who have completed an academy (5) | growth | SN |
| CTS Conference (2 days) | March | | | |
| | | | | |
| | | | | |
| TOTALS | | | | |
| 41 days of improvement activity for councils | | over 200 councillors involved | | |

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.

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.

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Outside bodies feedback from Members

Recent

| Purpose | Key points discussed | Outcome |
|---|--|--|
| Councillor Flick Rea met Viscountess Cobham, Chair of Visit England on 19 March | | |
| To exchange updates on priority issues for local government. | Highlighted how important the arts are to attracting visitors and encouraging them to stay longer in places. Cllr Rea also encouraged VisitEngland to involve fully councils and Local Enterprise Partnerships in the allocation of new funding to support cultural tourism. | Agreement to work together on our shared objective to support places to drive tourism through investment in the arts. |
| Councillor Flick Rea attended the launch event for a report evaluating the impact of the Cultural Olympiad on 25 April. | | |
| To discuss how to harness a lasting legacy from the Cultural Olympiad. | The £127 million, four-year arts programme began in 2008 and ended with the London 2012 Festival last summer. The report showed that there were 177,000 events across the country that engaged 37 million people. | Reinforced the contribution of local government to engaging people across the country in the Cultural Olympiad and local cultural opportunities. |
| Councillor Flick Rea spoke at the What Next? Conference on the 29 April. | | |
| The event was an opportunity to highlight the many different ways local government is supporting culture in tough financial times. | Highlighted the importance of making the links between culture and other community outcomes, especially economic growth. | Raised awareness about how councils are striving to support culture in tough financial times. |
| Councillor Flick Rea attended SPORTA's Parliamentary Reception on 8 May | | |
| The event was an opportunity to meet representatives from cultural and leisure trusts and social enterprises working within cultural and leisure development throughout the UK. | The event highlighted the importance of the work SPORTA's members are delivering and the increasing need to maintain and develop the work of the trusts throughout the country. | Local government representation at the event. |

Forthcoming

| Title | Date | Attendees |
|---|---------------------|------------------------------|
| Parliamentary All-Party leisure Group and Sports Caucus | 21 May 2013 | Councillor Doreen Stephenson |
| Theatres Trust Conference | 8 May 2013 | Councillor Flick Rea |
| Leading Learning Programme event on managing in a political environment | 3 June 2013 | Councillor Flick Rea |
| LGA / Sport England Leadership Academy | 26 and 27 June 2013 | Councillor Flick Rea |
| LGA / Arts Council England Libraries Seminar for new portfolio holders | 15 July | Councillor Flick Rea |

Annex A Culture, Tourism and Sport Board – Report from Cllr Flick Rea (Chair), May 2013

Spending Review Submission

1. The culture, sport and digital economy element of the LGA's spending review submission made the case for giving councils the necessary levers and flexibilities to maximise the contribution of cultural services to local growth priorities. We argued for a new approach to lottery funding, a funding solution for Universal Credit that recognises public libraries will be a key access point for face-to-face support, a partnership approach to keeping the broadband roll-out on track and investment in physical activity to tackle obesity and improve public health. It was very encouraging that Maria Miller's recent keynote speech on the arts recognised that many councils are already driving local growth through investment in the arts.

Superfast Broadband

2. Robert Sullivan, Chief Executive of Broadband Delivery UK – the unit in DCMS responsible for government broadband funding – updated the LGA's Executive in March on the progress of the superfast broadband roll-out. He was fulsome about councils' commitment to making a success of superfast broadband roll-out. The programme is now moving at pace. 15 contracts with suppliers have been signed and there are more to follow. Members discussed the importance of broadband as an enabler of economic growth and reinforced that councils want to work in partnership with government and telecommunications providers to keep the roll-out on track and achieve value for money.

Visitor Economy

3. I met Viscountess Penny Cobham, Chair of VisitEngland on 19 March. I updated Lady Cobham on the LGA's new arts and growth publication, which highlights the importance of the arts to attracting visitors and encouraging them to stay longer. VisitEngland is supporting this through a new partnership arrangement with Arts Council England (ACE), which will result in around £3 million funding to local arts organisations and events to help places develop a strong cultural offer and attract more visitors. We are encouraging VisitEngland to involve fully councils and Local Enterprise Partnerships in the allocation of the funding.

Local Government and ACE Area Councils

4. ACE has published its new non-executive governance arrangements, following an independent review which the LGA contributed to. ACE is replacing its 9 regional councils with 5 area councils. I am pleased that one-third of seats will be reserved for local government, in recognition of our vital role supporting and funding the arts locally, and that ACE has agreed with the LGA that local government should nominate its own representatives to the area councils. I have written to Sir Peter Bazalgette, Chair of ACE, to offer the LGA's full support with the transition to the new arrangements.

Sport

5. I have written to Nick Bitel to congratulate him on his appointment as the new chair of Sport England. The LGA works in partnership with Sport England to deliver a very successful joint leadership programme for portfolio holders – we are running our fifth

leadership academy in June. In my letter to Nick I also emphasised the opportunities councils' new responsibilities for public health present for sport and physical activity.

The future of culture

6. I participated in a lively debate organised by the "What Next?" alliance of cultural organisations on 29 April. My participation was an opportunity to highlight the many different ways local government is supporting culture in tough financial times and the importance of making the links between culture and other community outcomes, especially economic growth.

| | |
|-------------------------|--|
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Update on current issues

Purpose of report

For information/ noting.

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:

- Spending Review
- Superfast Broadband
- The Arts
- Sport
- Media
- Heritage

Recommendation

Members are asked to note the update.

Action

Officers to action as appropriate.

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Position: Adviser

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Update on current issues

Spending Review

1. The LGA has submitted proposals to the Treasury setting out our recommendations for the Spending Review. It is informed by work that we have been doing with our member councils and sets out specific proposals for change which would help councils play their part in delivering great public services. The submission highlights that councils are already dealing with a 33 per cent cut in funding from central government. This has led to reductions in local services and we are currently facing a funding gap of around £15bn in 2019/20. Unless there is the flexibility to change, across both central and local government, any new cuts next year and beyond will have a significant negative impact, particularly as the rising demand for and cost of services such as adult social care and changes to National Insurance will soak up an increasing share of local government funds.
2. The culture, sport and digital economy element of the LGA's submission makes the case for giving councils the necessary levers and flexibilities to maximise the contribution of cultural services to local growth priorities. The LGA is arguing for a new approach to lottery funding, a funding solution for Universal Credit that recognises public libraries will be a key access point for face-to-face support, a partnership approach to keeping the broadband roll-out on track and investment in physical activity to tackle obesity and improve public health.

Superfast Broadband

3. Robert Sullivan, Chief Executive of Broadband Delivery UK – the unit in DCMS responsible for government broadband funding – updated the LGA's Executive in March 2013 on the progress of the superfast broadband roll-out. He acknowledged councils' commitment to making a success of superfast broadband roll-out.
4. The programme is now moving at pace. Fifteen contracts with suppliers have been signed and there are more to follow. Members discussed the importance of broadband as an enabler of economic growth and reinforced that councils want to work in partnership with government and telecommunications providers to keep the roll-out on track and achieve value for money.

The Arts

The Arts and economic growth

5. The Culture Secretary of State's recent keynote speech to arts executives, calls for the arts to make the case for public funding by focusing on its economic value. These sentiments support those within the LGA's publication "Driving growth through local government investment in the arts", which highlighted that many councils are already doing this.

VisitEngland and Arts Council England Partnership agreement

6. VisitEngland is supporting the importance of the arts to attracting visitors and encouraging them to stay longer through a new partnership arrangement with Arts Council England (ACE), which will result in around £3 million funding to local arts organisations and events to help places develop a strong cultural offer and attract more visitors. The LGA is encouraging VisitEngland to involve fully councils and Local Enterprise Partnerships in the allocation of the funding.

Arts Council England independent governance review

7. Arts Council England (ACE) has published its new non-executive governance arrangements, following an independent review which the LGA contributed to. ACE is replacing its nine regional councils with five area councils. One-third of seats will be reserved for local government, in recognition of councils' vital role supporting and funding the arts locally. ACE has agreed with the LGA that local government should nominate its own representatives to the area councils. Councillor Rea has written to Sir Peter Bazalgette, Chair of ACE, to offer the LGA's full support with the transition to the new arrangements.

Summer of free concerts

8. Communities Minister Don Foster has announced that 250 free concerts will go ahead this summer, featuring the best of local musical talent. The concerts will be both free for people to attend and for musicians to enter and will bring people from different backgrounds together to listen to a wide variety of music. Over 200,000 people are expected to attend the concerts in July.
9. This runs alongside The Licensing Act 2003 (Descriptions of Entertainment) (Amendment) Order 2013 which was put before Parliament on 25 April. This order deregulates plays and dance for up to 500 strong audiences and indoor sport for up to 1,000 strong audiences, between 08:00am-23:00pm.
10. The LGA has campaigned to make it easier for councils to support local events, whilst retaining powers to ensure safety and protect residents from excessive noise and nuisance, and this proportionate deregulation is an important step forward.

Sport

Public health transfer

11. On 1 April 2013, the responsibility for public health transferred to councils and offers a transformational opportunity for councils to work with communities to improve health and wellbeing through high quality physical activity provision and cultural activities.
12. The LGA is working with the Department of Health to bring together the key national organisations whose members and delivery organisations will be operating in the new locally-led health environment, including Public Health England, the NHS Confederation, the NHS Commissioning Board, the Association of Directors of Public Health and Healthwatch England. Together we are developing an offer of help, support and challenge for the members and organisations involved in local health and wellbeing boards, public health in local government, and local Healthwatch to address local health issues and improve the wellbeing of their local people.

New chair of Sport England

13. Sport England announced on 29 April 2013, that Nick Bitel, previously Chief Executive of the London Marathon, is their new Chair. Mr Bitel is tasked with helping Sport England deliver its community sports legacy plans and strengthen grassroots sport across the country.
14. The LGA works in partnership with Sport England to deliver a very successful joint leadership programme for portfolio holders and we are running our sixth leadership academy in June 2013.
15. The Chair of the CTS Board has written to Nick Bitel to congratulate him on his appointment and also emphasising the opportunities councils' new responsibilities for public health present for sport and physical activity and its potential to address the growing obesity levels amongst communities.

Media

Publicity code proposals

16. On 8 April 2013, the Department for Communities and Local Government (DCLG) issued a consultation on proposals "to protect the independent press from unfair competition by introducing legislation providing the Secretary of State with powers to make directions requiring one or more local authorities to comply with some or all of the Code of Recommended Practice on Local Authority Publicity's ("the Publicity Code's") recommendations."
17. Although it is right and proper to have publicity codes for local government and that councils should have due regard for such guidance, the LGA, on behalf of councils, strongly opposes the proposal to enshrine the existing Publicity Code in primary legislation. This is unnecessary and completely disproportionate, running contrary to the Government's professed commitment to local decision-making and to reducing regulation and red tape
18. There is no evidence that council publications are competing unfairly with local newspapers and therefore no reason for the existing code to be put into primary legislation. Before the Government changes the status of the current code it should set out the evidence for this decision. An independent review should be undertaken to establish what, if any, impact council publications have on local newspapers.
19. Contrary to the premise of the consultation, councils actually support the commercial newspaper industry by paying them £26 million a year to publish statutory notices. When you take into account total spend, including general advertising, councils are subsidising the commercial newspaper industry by nearly £44 million per year. Furthermore, 15 per cent of councils have print or distribution contracts with their local newspaper.
20. The majority of councils produce newsletters because they are the most cost effective way of reaching a high proportion of residents. 79 per cent of council publications reach 90 per cent or more of the local population. Just one per cent of local newspapers reach 90 per cent or more.

21. The LGA's full response is available on the website:
http://www.local.gov.uk/c/document_library/get_file?uuid=8c825f31-2033-42fd-854b-713e86f444a5&groupId=10171

Heritage

22. The LGA is working with English Heritage to produce a heritage publication which identifies and shares innovative approaches to delivering local historic environment services. Local heritage is at the heart of the identity of places and councils are at the forefront of protecting and opening it up for residents and visitors to enjoy and learn from. Heritage also delivers important economic benefits – UK heritage tourism accounts for £4.3 billion of GDP and creates employment for 113,000 people.
23. The Heritage Lottery Fund's (HLF) new scheme, Heritage Enterprise, will empower not-for-profit organisations, such as community groups and social enterprises, to work in partnership with the private sector to rescue and return neglected historic buildings to productive use.
24. The LGA is liaising with the HLF to ensure that early discussions take place with councils, in order to ensure planning permission and other local issues are dealt with appropriately for a smooth transition in the usage of the buildings.

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CLOA Case Studies: Heritage

Purpose of report

For information.

Summary

This paper presents case studies about how councils are driving growth and attracting visitors through their leadership of, and support for, the local historic environment.

Recommendation

Members are invited to note the report.

Action

To be taken forward by officers as directed by members.

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CLOA Case Studies: Heritage

St Albans - A New Vision for Heritage

St Albans City & District Council is working to strengthen its visitor and wider economy by developing its magnificent Roman, early Christian, medieval and modern day heritage. The aim is to attract an additional 200,000 visits to the City.

St Albans is rich in heritage stretching back over 2,000 years. The City is well known for its Roman history. It has important stories to tell. It is the site of the longest continued Christian worship in England, a medieval Cathedral city, and an important place in the development of the Magna Carta. More modern day heritage, for example related to the City's part in the history of the Ryder Cup, are of significant interest to visitors.

The Council is leading private and community sector partners to deliver a new vision for heritage within its wider economy. The focus is on the development of an integrated museum and gallery in the little used 1826 former Town Hall, located in the heart of the City. Redevelopment of this historic and iconic site will offer visitors renewed reason to visit the city centre, to linger longer, and to spend their money!

At the same time the Cathedral is aiming to improve its visitor experience through a new welcome centre, education facilities and contemporary interpretation of the heritage. The project is a catalyst to improve the famous Roman cluster of Verulamium Museum, the Roman Theatre and Hypocaust, working with the Gorhambury Estate

Revitalising Halifax Town Centre

Calderdale Council is running a project to transform the Piece Hall, a unique Grade 1 listed Georgian masterpiece in the very heart of Halifax, West Yorkshire. The project's vision is to transform the opportunity for understanding, enjoyment and engagement with the Piece Hall, by establishing state-of-the-art interpretation and learning centres, offering both formal and informal learning opportunities and brand new opportunities to volunteer. The project, worth £19 million, also hopes to conserve the Hall, whilst installing the necessary modern infrastructure and services to deliver high quality business and public facilities. To complement this, regeneration of the Hall's courtyard is planned to transform it into an attractive and thriving town square surrounded by a range of high quality visitor facilities and an events programme to draw in local people and visitors from outside the area. The Piece Hall will become a vibrant arena for business, pleasure, entertainment, learning, participation and relaxation. Overall, the plans aim to create a sustainable, dynamic 21st century cultural and creative business economy within the unique setting of Calderdale's heritage centrepiece.

Three further projects are being developed alongside the Piece Hall by the Council and its key partners. A young people's Centre, Orangebox, will benefit from a £4.2 million investment, while a new Central Library and Archive Centre will receive £9.25 million. The £5.2 million Cornerstone extension to Square Chapel Centre for the Arts, which brings in the

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best touring theatre, music, comedy and dance to Halifax, is the final piece of the jigsaw that will transform this area of the town centre, complementing the Piece Hall, the new library and the Orangebox Young People's Centre, making it the key destination for culture and tourism in the town.

York Museums Trust

York Museums Trust is an independent charity which manages York Castle Museum, Yorkshire Museum and Gardens, York Art Gallery and York St Mary's. The buildings and their contents are owned by the City of York Council, which has agreed to long-term funding of the Trust. In 2002 the Council entered into a partnership agreement with the newly constituted York Museums Trust (YMT) to turnaround the business performance of the museums which had been losing an average of 37,000 visits every year over the previous ten years and were costing around £120,000 more to run each year. The museums are now central to the City of York Council's ambition to be a world class city recognises as a great place to invest, visit and do business. They attract over 600,000 visits every year and make a significant contribution to growth:

***YMT brings £6.4 million annually into the regional economy.**

***This supports 100 full time equivalent jobs for York people.**

***The economic impact of visits to YMT venues is worth at least £15.5 million per year to the York economy.**

***This is the equivalent of 196 full time jobs supported in the York economy...**

***...and represents a 'return on investment' of around £10 of impact for every £1 invested by City of York Council.**

LGA location map

Local Government Association

Local Government House
Smith Square
London SW1P 3HZ

Tel: 020 7664 3131

Fax: 020 7664 3030

Email: info@local.gov.uk

Website: www.local.gov.uk

Bus routes – Millbank

87 Wandsworth - Aldwych

3 Crystal Palace - Brixton - Oxford Circus

For further information, visit the Transport for London website at www.tfl.gov.uk

Public transport

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

48 Victoria and Waterloo: the local underground stations are

St James's Park (Circle and District Lines), **Westminster** (Circle, District 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 stops in Horseferry Road close to Dean Bradley Street.

Bus routes – Horseferry Road

507 Waterloo - Victoria

C10 Canada Water - Pimlico - Victoria

88 Camden Town - Whitehall - Westminster - Pimlico - Clapham Common

Cycling facilities

The nearest Barclays cycle hire racks are in Smith Square. Cycle racks are also 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 (off Great College Street)

Horseferry Road Car Park
Horseferry Road/Arneway Street. Visit the website at www.westminster.gov.uk/parking

