

Driving growth through local government investment in the arts

Purpose of report

For information.

Summary

This paper provides members with a summary of the LGA's Culture, Tourism and Sport Board's progress to date on making the case for investment in the arts to generate local growth.

Through this Board's work the LGA have set the agenda to put the arts centre stage in the drive for economic recovery and helped achieve a more positive outcome for the arts in the Spending Review 2015-16 than otherwise expected.

Cllr Morris Bright, Leader of Hertsmere Borough Council, will attend the Board to discuss how the council's investment in Elstree Studios has significantly contributed towards local growth.

Recommendation

That members note the background paper.

Action

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

Contact officer:	Justine Wharton
Position	Adviser
Phone no:	0207 664 3198
E-mail:	justine.wharton@local.gov.uk

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1. Through the LGA's Culture, Tourism and Sport Board's work the LGA have set the agenda to put the arts centre stage in the drive for economic recovery. This helped achieve a more positive outcome for culture in the Spending Review 2015-16 than otherwise expected, as Ministers were convinced by the economic case of the arts that we set out. The reduction in funding to the arts was limited to five per cent.
2. Our pioneering of the arts and growth agenda was further reflected at the focus of this year's LGA Culture, Tourism and Sport Board Conference 2013 – 'Going for growth: boosting the economy through culture, tourism and sport'. Here we successfully launched our good practice publication on 'Driving Growth through local government investment in the arts' which made the case that the arts have a vital role to play in driving economic growth, and that local government is key to achieving this.
3. Our messages in the publication were supported by recent quantitative research by Arts Development UK which revealed that for every £1 spent by local authorities on the arts, leverage from grant aid and partnership working brings up to £4 of additional funding. The publication also included a range of case studies to demonstrate councils using their wider economic leadership to forge new partnerships, lever in funding and provide the support to drive local growth through investment in the arts.
4. The LGA Culture, Tourism and Sport Board's work has been influential with Ministers and Government departments, which can be seen not only through the recent Spending Review but with Ed Vaizey MP, Minister for Culture, Communications and Creative Industries showing his public endorsement of the publication during his keynote speech at our Culture, Tourism and Sport conference. The new Chair of Arts Council England, Sir Peter Bazalgette, addressed a local government audience for the first time at the conference, where he clearly communicated his support for our work. In addition we generated substantial national media interest, with both the BBC and Channel 4 reporting the findings of our publication.
5. The LGA have continued to showcase the role of the arts in local growth and we have signed a joint statement of purpose with Arts Council England setting out how we will work together to help ensure that national cultural policy and our joint support helps places to boost growth through culture and offer the best possible cultural opportunities in tough financial times for everyone. The CTS Board will also continue to champion the economic case of the arts with other Programme Boards, such as the recent roundtable with the Environment and Housing Board on the positive role that planning can play in maximising the contribution of cultural assets to growth.
6. Copies of the LGA's arts and growth publication will be available at the Board and it is also on the LGA's website
http://www.local.gov.uk/c/document_library/get_file?uuid=db320e62-a4f0-4ed3-8cd4-3945335e51cd&groupId=10171.