

Culture, Tourism & Sport Board: Annual Review of the Year

1. The CTS Board has made an important contribution to delivering the LGA's priorities as set out in the Business Plan, particularly in relation to economic growth. Supporting and promoting the links between investment in the arts, the visitor economy and growth was the Board's main focus in 2012/13.

Headline Achievements

2. Helped to set the national political agenda on the link between the arts, the visitor economy and growth, which resulted in the Spending Review limiting the reduction in arts funding to five per cent (compared to a eight per cent average for DCMS).
3. Involved councils across the country in a new analysis of the visitor economy which shared good practice and promoted councils' leadership role.
4. Supported over 100 councillors to lead transformational change through leadership academies, seminars, peer support and action learning sets on the biggest issues for culture, tourism and sport.
5. Hosted a successful Culture, Tourism and Sport Conference at Chester, which achieved higher delegate satisfaction ratings than previous years, and gave Sir Peter Bazalgette, new Chair of Arts Council England, a platform for his first speech to a national local government audience in which he endorsed the LGA's work on the arts and growth.

The Arts

6. Through the Culture, Tourism and Sport Board's year-long focus on the link between investment in the arts, attracting visitors and economic growth, the LGA has helped to set the national political agenda in relation to the arts, and helped to secure the Treasury's support which resulted in the Spending Review limiting the reduction in arts funding to five per cent. This is a good result for councils as so many organisations are co-funded and less pressure from the ACE side means less knock-on pressure on councils.
7. Thanks to the plethora of case studies that councils shared with us, the LGA developed a compelling narrative that showed how councils up and down the country are investing in the arts to increase visitor numbers, attract businesses, create jobs, revitalise places and develop the artistic talent of the future.
8. Ed Vaizey, Arts Minister, and Sir Peter Bazalgette, Chair of ACE, publicly endorsed our campaign at the LGA's Culture Conference in Chester in March, and Maria Miller's recent keynote speech on the arts reinforced further the arguments we first made a year ago.
9. We have continued to showcase the role of the arts in local growth and have signed a joint practical statement of purpose with ACE setting out how we will work together to help places to boost growth through culture and offer the best possible cultural opportunities in tough financial times for everyone. The CTS Board has also

championed the economic case for investment in 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.

The Visitor Economy

10. As well as highlighting how the arts can boost visitor numbers, the Board involved councils across the country in the development of a new analysis of the visitor economy that set out concrete proposals for maximising its growth potential and shared 20 new case studies in a publication and on-line. A well-attended leadership seminar and session with the Rural Commission fed into the analysis, which highlighted how councils can help to improve the productivity of the local visitor economy, and was launched at a workshop at LGA Annual Conference.
11. This focus has enabled the Board to continue to encourage VisitEngland's close working with councils and to provide practical support to councils on one of the few economic sectors actually experiencing growth.

Improvement

12. Through our extensive culture and sport improvement offer, over the last two years we have reached 30 per cent of sport portfolio holders, and over 90 per cent of library portfolio holders, supporting them to lead transformational change of services through leadership academies, seminars, action learning sets and peer support. Much of this activity was delivered in partnership with ACE, Sport England, English Heritage and VisitEngland.
13. 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, and nearly all of our events have reached full capacity.
14. Alongside the leadership events we have refreshed our case studies so that councils can access the latest innovative practice on the visitor economy, the arts and growth, libraries and heritage.

Culture, Tourism and Sport Conference

15. 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 used the conference as a platform to showcase their work and Chester.
16. In particular, we were delighted that Sir Peter Bazalgette, the new Chair of ACE, 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.

17. Press releases on the arts and growth and an LGA survey which showed that participation in sport is enjoying a post-Games boost achieved widespread national media coverage in print, radio and television.

Next Year

18. The revised LGA Funding Outlook clearly shows that the biggest challenge facing CTS continues to be funding pressures. In response, the Board's focus next year will be on supporting councils to maximise the contribution of culture, heritage and sport assets to economic growth by creating places that people want to live, work and visit.

Contact officer: Paul Raynes
Position: Head of Programmes
Phone no: 020 7664 3172
E-mail: paul.raynes@local.gov.uk