

Culture, Tourism and Sport Board

Agenda

Monday, 3 March 2014
11.00 am

Lord Mayor's Banqueting Room
Portsmouth Guildhall, Guildhall Square,
Portsmouth, Hampshire, PO1 2AB

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

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Culture, Tourism & Sport Board
3 March 2014

There will be a meeting of the Culture, Tourism & Sport Board at **11.00 am on Monday, 3 March 2014** in the **Lord Mayor's Banqueting Room**, Portsmouth Guildhall, Guildhall Square, Portsmouth, Hampshire, PO1 2AB.

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.

Political Group meetings:

Please contact your political group as outlined below for further details.

Apologies:

Please notify your political group office (see contact telephone numbers below) if you are unable to attend this meeting.

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: Vanessa.Chagas@local.gov.uk

LGA Contact:

Donna Davidson (donna.davidson@local.gov.uk; 0207 664 3051)

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Culture, Tourism & Sport Board – Membership 2013/2014

Councillor	Authority
Conservative (7)	
Andrew Lewer MBE [Deputy-Chair]	Derbyshire County Council
Doreen Stephenson	East Lindsey District Council
Sir William Lawrence	Stratford-on-Avon District Council
Roger Begy OBE	Rutland County Council
Peter Golds	Tower Hamlets Council
Chris Knowles-Fitton	Craven District Council
Tom Fitzpatrick	North Norfolk District Council
Substitutes:	
Colin Organ	Gloucester City Council
Martin Veal	Bath & North East Somerset Council
Geoff Walsh	Wakefield Metropolitan District Council
Paul Yallop	Worthing Borough Council
Labour (7)	
Simon Henig [Vice Chair]	Durham County Council
Caitlin Bisknell	High Peak Borough Council
David Phillips	Swansea City and County Council
Simon Blackburn	Blackpool Council
Sonja Crisp	City of York Council
Terry O'Neill	Warrington Council
Isobel Bowler	Sheffield City Council
Substitutes:	
John Knight	Nottinghamshire County Council
Patrick Kadewere	Huntingdonshire District Council
Liberal Democrat (2)	
Flick Rea MBE [Chair]	Camden Council
Mike Bell	North Somerset Council
Substitute:	
Stewart Golton	Leeds City Council
Independent (2)	
Geoff Knight [Deputy Chair]	Lancaster City Council
Amanda Martin	Council of the Isles of Scilly

<i>Substitute:</i>	
Anne Hawkesworth	Bradford
Bob Dutton	Wrexham
Nick Morgan	West Devon Borough Council

Agenda

Culture, Tourism & Sport Board

Monday 3 March 2014

11.00 am

Portsmouth Guildhall, Guildhall Square, Portsmouth, Hampshire, PO1 2AB

Item	Page	Time
1. Note of Last Meeting and Matters Arising	1 - 6	11.00am
2. Portsmouth's Cultural Offer Claire Looney, Partnership & Commissioning Manager, City Development & Cultural Services, Portsmouth City Council		11.05am
3. Collaboration between museums Diane Lees, Chair of the National Museum Directors' Council and Director of the Imperial War Museum	7 - 16	11.35am
4. 2014 Culture, Tourism and Sport Conference Briefing	17 - 20	12.05pm
ITEMS FOR INFORMATION/NOTING		Page
5. Outside bodies feedback from Members	21 - 26	12.05pm onwards
6. Update on Current Issues	27 - 40	
7. AOB		

Date of Next Meeting: Thursday, 17 April 2014, 1.00 pm, Local Government House, Smith Square, London, SW1P 3HZ

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Note of decisions taken and actions required

Title: Culture, Tourism & Sport Board
Date: Thursday 6 February 2014
Venue: Local Government House, Smith Square, London, SW1P 3HZ

Attendance

Councillor		Council
Flick Rea MBE	Chair	Camden Council
Simon Henig	Vice Chair	Durham County Council
Andrew Lewer MBE	Deputy Chair	Derbyshire County Council
Geoff Knight	Deputy Chair	Lancaster City Council
Sir William Lawrence		Stratford-on-Avon District Council
Roger Begy OBE		Rutland County Council
Peter Golds		Tower Hamlets Council
Tom Fitzpatrick		North Norfolk District Council
Colin Organ		Gloucester City Council
Caitlin Bisknell		High Peak Borough Council
David Phillips		Swansea City and County Council
Simon Blackburn		Blackpool Council
Terry O'Neill		Warrington Council
Isobel Bowler		Sheffield City Council
Mike Bell		North Somerset Council
Amanda Martin		Council of the Isles of Scilly

Apologies:

Doreen Stephenson
Chris Knowles-Fitton
Sonja Crisp

East Lindsey District Council
Craven District Council
City of York Council

Observers:

Iain Varah

CLOA

Officers: Paul Raynes, Laura Caton, Siraz Natha, Tamsin Maddock & Donna Davidson

Item	Decisions and actions	Action by
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1 Note of Last Meeting and Matters Arising

The minutes of the previous meetings were agreed.

The Chair asked for a member champion to represent the LGA attend meetings of the Magna Carta Towns and Cities Group once Daniel Goodwin, Executive Director, leaves the LGA. Cllr Peter Golds offered to do this.

Members suggested encouraging BT to offer free broadband for libraries.

Actions

- Cllr Rea to write a letter of thanks to Jon Zeff.

Laura Caton

2 Boosting the Visitor Economy

The Chair welcomed Peter Hampson, Chief Executive of British Destinations, and invited him to address the Board.

Mr Hampson spoke about the work of his organisation in helping local authorities with destination management in order to boost their visitor economy. Topics he covered included:

- The visitor 'welcome'
- Tourism skills qualifications
- Engagement of the private sector in tourism
- Issues with Local Enterprise Partnerships
- Business rates and the high street
- The tourism workforce

In the discussion that followed, members raised:

- VAT and Air Passenger Duty
- British Destinations' relationship with VisitBritain and VisitEngland
- The multiplicity of tourism organisations

Actions

- Board members to be sent discussion points for Cllr Rea's meeting with Helen Grant MP.

Donna Davidson

3 The Value of Culture

The Chair reported to the Board about the Secretary of State for Culture, Media & Sport's recent keynote speech on the value of culture. Following the speech, Cllr Rea wrote to the Secretary of State about the effort and money local government puts into culture and her disappointment that this was not recognised in the speech. Cllr Rea also spoke with the Secretary of State at a heritage breakfast meeting and reiterated these points. The

Item	Decisions and actions	Action by
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Secretary of State wrote a warm reply in which she recognised the contribution of local government and said she was looking forward to speaking at the LGA's annual culture, tourism and sport conference on 3 March.

Actions

- Circulate the letters to Board members.
- Cllr Rea to reply to the Secretary of State's letter.

**Donna
Davidson
Laura Caton**

4 Libraries

The Chair updated members on the recently created independent libraries panel and noted that the LGA looks forward to helping William Sieghart with his review.

5 English Heritage Review

The Chair reported to members that a draft response had been approved by lead members for submission to the English Heritage consultation and welcomed comments from members.

Members made the following points:

- Their concern that archives continues to be given sufficient importance in Historic England's corporate priorities.
- The possibility of working with English Heritage on a new publication.
- The opportunity of testing how Historic England will work with a small number of councils.

Action

- Officers to amend the submission in line with Members' comments and submit it to the Department for Culture, Media and Sport

**Laura
Caton**

6 CTS Conference

Laura Caton updated members on Conference planning. The delegate number has now surpassed 100 and the dinner is full. Members are encouraged to sign-up as soon as possible. Members congratulated officers on the good agenda line-up.

7 Outside Bodies

Cllr Lewer reported back to the Board on the event hosted by the Legacy Trust and Kings Cultural Institute. He explained that the document presented there had only made one reference to local government and he had raised this as an issue during the question and answer session.

Item	Decisions and actions	Action by
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The Chair discussed her session giving evidence at the Warwick Commission and said that Warwick University are keen to host a joint event with the Board. A suggestion was made that this might be a good opportunity to explore establishing relationships with registrars and Vice-Chancellors of universities in order to work together.

The Chair explained that the In Battalions Delhi Study event was to launch a report into the difficulties faced by subsidised theatre.

The Chair reported that her meeting with Lord Coe had gone well and he was keen for the LGA to support his initiative to tackle physical inactivity.

Action

- Officers to pursue the suggestion of an event to explore collaboration between culture and Universities.

Laura Caton

8 Update on Current Issues

Members agreed that that the LGA should submit written evidence to the Culture, Media and Sport Committee inquiry into Arts Council England (ACE).

Members expressed enthusiasm for inviting the new Broadband Chief Executive to a Board as early as possible as he takes up the new role.

Actions

- Cllr Rea to contact ACE Regional local government representatives regarding the Culture, Media and Sport Committee inquiry into ACE.
- Fixed odds betting terminals to form an agenda item at the April Board meeting.

**Laura Caton
& Paul
Raynes**

9 CLOA Case Studies - Visitor Economy

Iain Varah updated the Board on CLOA activity. CLOA held an executive meeting last week which ACE attended. CLOA has been successful in getting a grant from Sport England for work on commissioning.

Action

- Iain Varah to pass notes from Executive meeting to Laura Caton.

10 LGA Governance Arrangements

Members noted the report.

Agenda Item 1

Item	Decisions and actions	Action by
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11 AOB

Actions

- Cllr Rea to thank Peter Hampson for attending the Board.
- LGA Members to encourage DCMS Ministers in upcoming meetings to visit parts of the country with a strong culture, sport, heritage and tourism offer that they might not be familiar with.

Laura Caton

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Collaboration between museums

Purpose of report

For decision / direction

Summary

Museums are rooted in places and contribute to local distinctiveness. They are incredibly diverse and vary hugely in size and ownership. But whatever the delivery model, councillors are uniquely placed to ensure that museums are central to a place's wider cultural offer, to corral other local partners behind a shared vision and to ensure that the contribution of museums to other local priorities is maximised.

The focus of this item is to discuss how to strengthen further collaboration between national museums, regional museums and the local museum network, in order to increase reach, share professional expertise and help to build sustainability in a very challenging fiscal climate.

The Board will be joined by Diane Lees, current chair of the National Museum Directors' Council, and Director General of the Imperial War Museum.

Recommendation

Members are invited to comment upon the actions set out in paragraph 25.

Actions

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

Contact officer: Laura Caton
Position: Senior Advisor
Phone no: 020 7664 3154
E-mail: laura.caton@local.gov.uk

Collaboration between museums

Background

1. For the last year the LGA's Culture, Tourism and Sport Board has focussed on the links between culture, economic growth and the visitor economy.
2. Museums are rooted in places and contribute to local distinctiveness. They are incredibly diverse and vary hugely in size and ownership. But whatever the delivery model, councillors are uniquely placed to ensure that museums are central to a place's wider cultural offer, to corral other local partners behind a shared vision and to ensure that the contribution of museums to other priorities is maximised. Against a very challenging fiscal backdrop, councils are supporting museums to innovate, become more efficient and forge new partnerships.
3. Public participation in museums has reached an all-time high since records began. The proportion of people who visited a museum or gallery reached 52% in 2012/13 - a significant increase from 42% in 2005/06. This means that some 4 million more people visited a museum in 2012/13 than in 2005/6.
4. The LGA's recent submission to the Culture, Media and Sport Committee's Inquiry into Arts Council England highlighted that outside London, councils spend as much as ACE on this country's cultural infrastructure, including £184 million annually on museums. The submission also said that whilst we recognise the importance of London as a global visitor destination that is hugely important for attracting overseas visitors and investment, there is significant potential to encourage visitors to London to extend their stay and visit cultural attractions in other parts of the country. We also want to maximise the potential for the rest of the country to benefit from London's cultural assets, for example through touring exhibitions and museum loans. This also works both ways, for example, with exhibitions in London often enriched by items from local museums and heritage collections.
5. Diane Lees, current Chair of The National Museum Directors' Council (NMDC), and Director-General of the Imperial War Museum, will join the Board for this item. The NMDC represents the leaders of the UK's national collections and major regional museums (including Brighton City Council and Bristol City Council). Their members are the national and major regional museums in England, Northern Ireland, Scotland and Wales, the British Library, the National Library of Scotland, and the National Archives. The NMDC is an independent, non-governmental organisation.

An overview of the museums sector

6. The Museums Association estimates that there are 2,500 museums in the UK. Just under 1,800 museums have been accredited by the Arts Council. Registration under the Accreditation Scheme indicates that a museum has achieved a nationally

approved standard in management, collections care and delivery of information and visitor services.

7. Over 140 collections are also part of the Arts Council's Designation Scheme, which identifies the pre-eminent collections of national and international importance held in England's non-national museums, libraries and archives, based on their quality and significance.
8. The museums sector is incredibly diverse and is made-up of:
 - 8.1. National museums established and funded by central government through the Department of Culture, Media and Sport (DCMS). They are generally larger institutions that hold collections considered to be of national or international importance. England's national museums include three of the world's top five most-visited museums.
 - 8.2. Local authority owned and run museums. They generally house collections that reflect local history and heritage, or a specialist collection, but they may also have items that are of national or international importance, especially in the larger regional museums.
 - 8.3. Independent museums are owned by registered charities and other independent bodies or trusts. Some councils have transferred their museums service to independent trusts in order to benefit from greater flexibility and a more entrepreneurial approach. For example, York Museums Trust and Coventry Transport Museum.
 - 8.4. University museums are owned and managed by universities and their collections often relate to specific areas of academic interest.
 - 8.5. English Heritage properties are buildings and monuments of historic interest, many of which also hold collections inside. They are managed by English Heritage, although this will transfer to a new charity subject to the outcome of the consultation on the future of English Heritage.
 - 8.6. National Trust properties are owned and run by the National Trust, an independent charity. The National Trust remit extends to historic houses and gardens, castles, industrial monuments and social history sites, as well as areas of natural beauty.
 - 8.7. Regimental museums and armouries collate and preserve Britain's military heritage and are often managed by the armed services.
 - 8.8. Britain's unoccupied royal palaces are run by Historic Royal Palaces, an independent charity.

9. Whatever the delivery model, councils have a vital leadership and support role to play, helping museums to be exciting, relevant, impactful, accessible, efficient and valued for their overall contribution to a place. Through planning and infrastructure, councils can help to create the conditions for museums to thrive.
10. This will most likely be within the context of a stronger commissioning role for councils, with more focus on the contribution of museums to economic growth, social care, wellbeing and children and young people, and a “whole place” approach to investing in culture.
11. The LGA has focussed on:
 - 11.1. **Supporting portfolio holders for museums to lead the transformational change** that is required to continue providing high quality museums; to meet budget challenges and people’s changing expectations about how they want to engage with museums.
 - 11.2. **Maximising the opportunities presented by a single cultural conversation.**
A key focus continues to be encouraging greater collaboration between cultural services and beyond. We need to support wider networks of portfolio holders, such as those leading economic growth, public health and children’s services to understand and value the contribution of museums to local political priorities. More joined-up conversations on issues like assets, commissioning, digitisation and reaching marginalised communities will result in better outcomes and a more efficient allocation of resources. This needs to be underpinned by strong partnerships between museums professionals and councillors founded on a shared vision about the wider contribution of museums.
 - 11.3. **Supporting museums to maximise and articulate their contribution to other political priorities, especially economic growth.** Telling a shared positive story about museums, as part of a wider cultural offer, and growth will help to raise the profile of culture going into the next Spending Review. For example, museums - including small niche collections - are key visitor attractions helping to bring people and spending into places. There are already many strong partnerships between schools and museums, helping to engage young people in innovative ways. Museums also offer volunteering opportunities which can help people get back into work and a growing body of evidence suggests that visiting museums can have a powerful positive effect on wellbeing and motivation.
 - 11.4. **Maximising the potential for the rest of the country to benefit from London’s cultural assets, for example through touring exhibitions and museum loans.** We made these points most recently in our submission to the Culture, Media and Sport Committee’s inquiry into ACE.
12. On 1 October 2011 ACE took on responsibility for supporting and developing museums as part of the functions they inherited from the Museums, Libraries and

Archives Council. ACE funds 16 Renaissance Major Partner Museums. Together they are receiving approximately £20 million a year in funding until 2014/15 as part of the Renaissance programme for regional museum. One of the criteria for Major Partner Museums is that they must include a designated collection.

13. In addition, nine further museums (targeted beyond the Major Partners) are receiving £3 million a year in funding until 2014/15 to build a network of support and transfer innovation across the wider sector. Please see **Annex A** for a list of ACE-supported Major Partner and Development museums.
14. Supporting collaboration between museums is a key focus for ACE programmes. Applications for funding in the 2015-18 Major Museums Programme are open until 17 March 2014.

Collaboration in the museums sector

15. There is a strong history of collaboration within the museums sector. National museums view collaboration as an essential way of ensuring people around the UK have access to their collections, exhibitions and expertise.
16. Partnerships between national, regional and local museums give people right across the UK the opportunity to access the national collections and benefit from excellent museum provision, including a wider range of exhibitions, learning initiatives and community engagement projects.
17. Working in partnership allows national, regional and local museum partners to increase their audiences, develop innovative programmes, share expertise and develop their staff, as well as being a valuable way of maximising impact and resources.
18. The National Museum Directors' Council identifies the following forms of collaboration and crucially this is very much a two-way process:
 - 18.1. **Public services** – exhibitions and loans, digital access, learning, audience development. For example, the loan of the Lindisfarne Gospels from the British Library to Durham Cathedral in 2012 generated £8.3 million in economic benefit and was visited by 100,000 people. Roman Empire: Power and People is a British Museum touring exhibition which started at Bristol Museum, continued to Norwich Castle, and will tour to four other venues. The Natural History Museum's Wildlife Photographer of the Year 2013 will open at ten UK venues including Bristol's MShed, Cumbria's Rheged Centre, and Guernsey Museum and Art Gallery.
 - 18.2. **Collections** – scholarship and knowledge sharing, distributed national collections, touring exhibitions.

- 18.3. **Professionalism** – building staff capacity, developing subject specialist networks, brand and profile-building.
19. According to an NMDC survey carried out in 2009, across 16 national institutions the total number of projects undertaken with partners across the UK in 2008-09 was well over 1,600. Although it is often difficult to quantify the direct costs of participating in partnerships, the total figure for 10 national museums which estimated how much they spent in 2008-09 was over £2.5 million, which in most cases excludes staff time and in-house resources (such as exhibition production costs). Loan activity was strong, with nearly 80% of survey respondents describing their loans services as good and sustainable. In 2012/13, DCMS-sponsored museums lent objects to 2,727 venues in the UK. However barriers remain, with the cost of loans, particularly transport, and expectations on both sides, especially around standards, being deterrents to action.
20. The NMDC is currently updating its information about partnerships and Diane Lees will share the headline findings at the CTS Board. This will include an update on how collaboration is changing in response to financial pressures. We know that in times of financial hardship there is greater demand on national museums to collaborate with other museums, and that the nature of collaboration can change. For example, sharing exhibitions between museums and helping to manage professional development and a loss of specialist expertise, especially around collections.
21. Models of partnership working also vary widely, from formal partnership agreements between individual museums and long-term strategic programmes to short-term project based partnerships.
22. There is also a huge amount of partnership activity undertaken with other types of bodies such as educational and research institutions, community groups, local, national and international cultural sector bodies, local authorities and private sector organisations.
23. In the current fiscal climate, it is arguably even more important that we do all we can to support collaboration in the museums sector.
24. **Members are invited to discuss the barriers that might prevent smaller museums from accessing our rich heritage and ways of overcoming them.** In doing so, Members might wish to identify other opportunities for joint working and partnerships.
25. **Members are also invited to comment upon the suggested actions:**
- 25.1. **Develop and share practical proposals with the NMDC, ACE and Museums Association on how we can overcome barriers that might prevent smaller museums from collaborating with the nationals.**
- 25.2. **Develop and share practical proposals with the NMDC, ACE and Museums Association about how we can maximise the potential for the rest of the**

country to benefit from London's national museums. Members may also wish to consider the role of national museums based outside London (such as National Museums Liverpool and the Royal Armouries in Leeds) and regional museums and how they also work with the wider local museum network.

- 25.3. **Identify and share case studies about the positive potential of collaboration between national and other museums. In particular, how collaboration can strengthen further the ability of museums to help councils achieve wider community helps such as growth, wellbeing and social inclusion.**
- 25.4. **Incorporate collaboration between museums and the wider cultural sector into our 2014/15 improvement programme for portfolio holders (joint with ACE).**

Annex A

ACE Major Museum Partners

Beamish and Bowes Museum

Birmingham Museums Trust (Birmingham City Council; Thinktank)

Bristol City Council

Cumbria Museums Consortium (Tullie House; Wordsworth Trust Lakeland Arts Trust)

Horniman Museum & Gardens

Ironbridge Gorge Museum Trust

Leeds Museums & Galleries

Manchester Partnership (Manchester City Galleries; Manchester Museum; Whitworth Art Gallery)

Museum of London

Norfolk Museums & Archaeology Service

Royal Albert Memorial Museum, Exeter and Plymouth City Museum & Art Gallery

Royal Pavilion & Museums, Brighton & Hove

Tyne & Wear Archives & Museums

University of Cambridge Museums

Oxford University Museums and Oxfordshire County Museums Service

York Museums Trust



Culture, Tourism and Sport
Board

3 March 2014

ACE Museum Development Providers

Bristol City Museum & Art Gallery & Archives; Plymouth City Museum & Art Gallery; Royal Albert Memorial Museum & Art Gallery; South West Federation of Museums & Galleries –

Herefordshire Heritage Services; The Marches Network

Leicestershire County Council

Manchester Partnership (with Cumbria Museums Consortium)

Museum of London

Norfolk Museum & Archaeology Service

Royal Pavilion & Museums, Brighton & Hove; HCC Arts & Museums; Chatham Historic Dockyard Trust; Oxfordshire County Museums Service

Tyne & Wear Archive & Museums

York Museums Trust

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2014 Culture, Tourism and Sport Conference Briefing

Purpose

For discussion.

Summary

We are looking forward to welcoming over 150 delegates at this year's Culture, Tourism and Sport Conference. Full conference delegate packs with details of room venues and supporting information will be available at the Board Meeting. The latest programme is attached at **Annex A**.

Recommendation

Members are asked to note the conference details.

Actions

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

Contact officer: Laura Caton
Position: Senior Advisor
Phone no: 020 7664 3154
E-mail: laura.caton@local.gov.uk

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Day 1: Leading places: making the most of your cultural, heritage and sport assets

11.45–1.00	Registration and lunch
1.00–1.05	Chair's welcome and introduction Cllr Flick Rea MBE , Chair, LGA Culture, Tourism and Sport Board
1.05–1.20	Welcome to Portsmouth and overview of study tours Cllr Gerald Vernon-Jackson , Leader, Portsmouth City Council
1.20–3.20	Study tours ST1: Working with Veterans and Intergenerational projects – D Day Museum ST2: New ways of working for cultural services – exploring partnerships – University of Portsmouth ST3: Culture and heritage led regeneration – behind the scenes at the Mary Rose Museum – Mary Rose Museum ST4: Sports and regeneration – Portsmouth Football Club
3.20–4.20	Innovation sessions round 1 IS 1: Re-wiring culture, tourism and sport services Cllr Andrew Lewer MBE , Deputy Chairman, LGA Culture, Tourism and Sport Board, Juliana Delaney , Chief Executive, Continuum Group and Iain Varah , Chair, Chief Cultural and Leisure Officers' Association IS 2: Improving the productivity of the visitor economy Cllr Sonja Crisp , Cabinet Member for Leisure, Culture and Tourism, City of York Council and Diana Shelton , Head of Leisure and Tourism, West Oxfordshire District Council IS 3: Engaging Local Enterprise Partnerships (LEPs) in culture and growth Simon Eden , Chief Executive, Winchester City Council
4.20–4.50	Ministerial address Rt Hon Maria Miller MP , Secretary of State for Culture, Media and Sport Questions and discussion
5.00–5.30	Political Group meetings
6.30	Evening reception at Mary Rose Museum
8.00	Optional dinner and networking at Spinnaker Tower

Day 2: Leading places: making the most of your cultural, heritage and sport assets

9.00–9.30	Registration (for new delegates) and refreshments
9.30–10.30	Innovation sessions round 2

Agenda Item 4

	IS 1: Re-wiring culture, tourism and sport services Juliana Delaney , Chief Executive, Continuum Group and Iain Varah , Chair Chief Cultural and Leisure Officers' Association
	IS 2: Improving the productivity of the visitor economy Cllr Sonja Crisp , Cabinet Member for Leisure, Culture and Tourism, City of York Council and Diana Shelton , Head of Leisure and Tourism, West Oxfordshire District Council
	IS 3: Engaging Local Enterprise Partnerships (LEPs) in culture and growth Simon Eden , Chief Executive, Winchester City Council
10.30–10.45	Refreshments
10.45–10.50	Chair's welcome Cllr Flick Rea MBE , Chair, LGA Culture, Tourism and Sport Board
10.50–11.15	Plenary 1 Penelope, Viscountess Cobham , Chairman, VisitEngland Questions and discussion
11.15–11.40	Plenary 2 Sir Peter Bazalgette , Chairman, Arts Council England Questions and discussion
11.40–12.40	Open sessions round 1 OS 1: Involving communities through commemorative events Cllr Gerald Vernon-Jackson , Leader, Portsmouth City Council OS 2: Libraries and welfare reform Janene Cox , President, Society of Chief Librarians Workshop sponsored by Carillion OS 3: Public health: a part to play Cllr Louise Goldsmith , Leader, West Sussex County Council and Mark Allman , Head of Sport and Active Lifestyles, Leeds City Council
12.40–1.40	Lunch and networking
1.40–2.05	Plenary 3 Nick Bitel , Chairman, Sport England Questions and discussion
2.05–2.30	Plenary 4 Sir Laurie Magnus , Chairman, English Heritage Questions and discussion
2.30–3.30	Open sessions round 2 OS 1: Involving communities through commemorative events Cllr Gerald Vernon-Jackson , Leader, Portsmouth City Council OS 2: Libraries and welfare reform Janene Cox , President, Society of Chief Librarians Workshop sponsored by Carillion OS 3: Public health: a part to play Cllr Louise Goldsmith , Leader, West Sussex County Council and Mark Allman , Head of Sport and Active Lifestyles, Leeds City Council
3.30	Conference close

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 last Chair's Report is attached at **Annex A**.

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: Laura Caton
Position: Senior Advisor
Phone no: 020 7664 3154
E-mail: laura.caton@local.gov.uk

Outside bodies feedback from Members

This report covers Member activity since the last Board on 6 February.

Recent

Purpose	Key points discussed	Outcome
Cllr Flick Rea MBE spoke at the LGA/Arts Council England (ACE) Libraries Seminar for portfolio holders on 11 February 2014		
To support library Portfolio holders to understand the policy landscape for libraries, and share practical examples about how libraries are helping councils to achieve wider community outcomes.	Cllr Rea updated councillors on the LGA's advocacy and support priorities for libraries. Sue Charteris, (EqualValue) led a session on involving and consulting with communities on changes to library provision. Case study presentations covered how libraries can work with communities (Newcastle), how councils can share library services (Tri-borough) and the impact of libraries transformation in rural areas (Warwickshire). Members were also given a tour of the new Library of Birmingham.	20 portfolio holders for libraries attended and were supported to lead transformation of library services.
Cllr Flick Rea MBE and Sir Merrick Cockell attended the launch of the government's physical activity campaign on 13 February 2014 at Hackney.		
To represent the LGA at the launch event.	Sir Merrick Cockell pledged strong support from local government for this important campaign and the need to reform all of our systems, services and plans so that they actively promote health and support people to get more active.	Raised awareness about the leading role of local authorities in physical activity and councils' commitment to embedding public health into all of our work.
Sir William Lawrence attended a meeting of the BBFC Consultative Council on 14 February 2014		
To represent the LGA.	As usual, the Council watched a film and offered independent advice to the British Board of Film Classification.	Uniformity to the classification of film nationally, which remains a local government statutory power.

Cllr Flick Rea MBE spoke at the LGA/Sport England Leadership Academy on 18-19 February		
To support councillors to achieve fit-for-purpose sport and leisure provision for their communities within the context of unprecedented budget pressures.	Cllr Rea introduced the Academy by setting sport within the wider policy context for councils and Re-wiring Public Services. Sessions explored creative ways to keep sporting assets viable, the opportunities presented by public health reform, understanding the commissioning landscape, and leading transformational change in councils.	This was the eighth sport Academy and six councillors were supported to strengthen local political leadership and sport and leisure services.

Forthcoming at the time of writing

Title	Date	Attendees
Tourism for All	5 March	Sir William Lawrence
Meeting with Helen Grant MP	10 March	Cllr Flick Rea MBE
William Sieghart – Chair of the Independent Libraries Panel	8 April	Cllr Flick Rea MBE Cllr Simon Henig Cllr Andrew Lewer MBE Cllr Geoff Knight (invited)
LGA / English Heritage leadership seminar	12 June, Birmingham	All Board members are invited and an agenda will follow soon.

Annex A

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

This report covers Member activity since the last Councillors' Forum on 21 November.

The arts and culture

1. I was pleased to attend the Rt Hon Maria Miller MP's Value of Culture Speech at the British Library on 23 January. The Secretary of State spoke about the social, community and economic benefits that culture can help to deliver. She also highlighted the importance of Britain's cultural offer to attracting visitors and businesses. I was impressed by her passion and enthusiasm, but I felt the speech was a missed opportunity to highlight that outside London it is local councils who invest more in culture than government. I have exchanged positive letters with the Secretary of State, and I am looking forward to her speech at the LGA's annual Culture, Tourism and Sport Conference next month in Portsmouth, where we are welcoming over 110 councillors and senior officers.
2. My evidence to the Warwick Commission on 24 January was an opportunity to highlight the many different reasons why councils value culture and the innovative ways in which councils are supporting culture in the current fiscal climate. The Warwick Commission is led by the University of Warwick and is developing policy recommendations on the future of culture, steered by Commissioners including Sir Peter Bazalgette, Chair of Arts Council England.
3. The second LGA / Arts Council England Culture Leadership Academy was very successful on 4 / 5 December, with 90% of portfolio holders who attended feeling that it gave them a basis for improvement. As well as my introductory presentation, Cllr Lewer and Cllr Crisp co-facilitated the Academy, and Cllr Doreen Stephenson shared how East Lindsey District Council is driving growth through an innovate festivals and events programme.

Libraries

4. An independent report on the public library service in England has been commissioned from philanthropist, entrepreneur and publisher William Sieghart by Culture Minister, Ed Vaizey MP, and Local Government Minister, Brandon Lewis MP. Mr Sieghart will lead a panel to take evidence and report to ministers by the end of the year. The LGA has highlighted that public libraries are a service provided by democratically-elected local councils and we have offered to help William Sieghart's panel as it conducts its review.
5. I was delighted to speak at the LGA / Arts Council England leadership seminar for portfolio holders at the new Library of Birmingham on 11 February. 25 councillors attended and there were presentations on transforming library services from Birmingham City Council, Newcastle City Council, Warwickshire County Council and Tri-borough (Westminster City Council, London Borough of Kensington and Chelsea and London Borough of Hammersmith and Fulham). The event included a study tour of

the wonderful new Library of Birmingham, which has quickly become an iconic destination at the heart of the community.

Heritage

6. I met Sir Laurie Magnus, the new Chair of English Heritage, on 27 November. This was an opportunity to discuss the Department for Culture, Media and Sport's consultation on splitting English Heritage into a self-funding charity that cares for the 400 plus properties in the National Collection, and a separate regulatory and planning function (Historic England) that engages with councils and communities.
7. I emphasised that the best way to secure high-quality heritage outcomes in this challenging fiscal climate is to support strong local political leadership that is reinforced by professional conservation expertise, organised efficiently and with strategic influence. Historic England is an opportunity to embed this approach. I also highlighted the LGA's strong support for the properties in the National Collection remaining in public ownership.
8. I was delighted to discuss these points further at a breakfast discussion on English Heritage's proposed New Model, hosted by Sir Laurie Magnus, and attended by the Secretary of State for Culture, Media and Sport, and other heritage stakeholders.

Visitor economy

9. Sir Merrick Cockell and I met Viscountess Penelope Cobham and James Berresford, Chairman and Chief Executive of VisitEngland on 19 December. Sir Merrick and I updated VisitEngland on the LGA's Rewiring Public Services Campaign and especially how proposals for a localised and more proportionate approach to licensing will help the hospitality industry. We also discussed the implications of the changing economic landscape for the visitor economy and how to encourage visitors to spend more time in destinations around the country.
10. The visitor economy was the main agenda item at the Culture, Tourism and Sport Board on 6 February. Members agreed actions to support councils to boost growth by encouraging visitors to stay longer and spend more in destinations, including a programme of leadership seminars delivered jointly with VisitEngland.

Sport and physical activity

11. Cllr Steve Bedser (Community Wellbeing Board) and I gave evidence to the All Party Commission on Physical Activity on 15 January. We shared the wider context that councils are operating in and emphasised the opportunities presented by health reform for a proactive focus on promoting wellbeing.
12. Sir Merrick and I met Lord Coe, the Prime Minister's Legacy Ambassador, on 3 February. Lord Coe updated us on his campaign to get more people active. Sir Merrick and I said that we were very keen to work with him given the leading role of local authorities in physical activity and councils' commitment to embedding public health into all of our work.
13. We were also both delighted to attend the launch of Lord Coe's physical activity campaign on 13 February in Hackney. Sir Merrick pledged strong support from local

government for this important campaign and the need to reform all of our systems, services and plans so that they actively promote health and support people to get more active.

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:

- Libraries
- Culture and Arts
- The visitor economy and licensing
- Superfast Broadband
- Sport and Physical Activity
- Heritage

Recommendation

Members are asked to note the update.

Action

Officers to action as appropriate.

Contact officer:

Siraz Natha

Position:

Adviser

Phone no:

078999 74298

E-mail:

siraz.natha@local.gov.uk

Update on current issues

Libraries

Independent report on England's public library service

1. An independent report on the public library service in England has been commissioned from philanthropist, entrepreneur and publisher William Sieghart by Culture Minister, Ed Vaizey MP, and Local Government Minister, Brandon Lewis MP. Mr Sieghart will lead a panel to take evidence and report to Ministers by the end of the year.
2. The LGA has highlighted that public libraries are a service provided by democratically-elected local councils and we have offered to help William Sieghart's panel as it conducts its review. CTS Board Members are meeting Mr Sieghart on 8 April.

Annual state of the libraries report

3. The Department for Culture, Media and Sport (DCMS) has published its first ever Government report to Parliament on libraries. The report says that local authorities remain best placed to assess the needs of their local communities and design services accordingly, within the requirements of their statutory duty to deliver a service which is comprehensive and efficient. The report further states that local authorities invested over £780 million in the library service in 2012/13.
4. The LGA and Arts Council England are jointly supporting council library services through leadership academies and peer support. Most recently 20 portfolio holders attended the latest seminar at the new Library of Birmingham.
5. The full report is available on the DCMS website at:
<https://www.gov.uk/government/publications/report-under-the-public-libraries-and-museums-act-1964-for-201213>

Culture and Arts

Arts Council England

6. The Culture, Media and Sport Committee have launched a short inquiry into the work of Arts Council England (ACE). The LGA's response is attached at **Annex A**.

Warwick Commission

7. The University of Warwick has launched a two-year Commission, chaired by Vikki Heywood CBE, to undertake a comprehensive and holistic investigation into the future of cultural value. With a particular focus on the state of culture in England, the ambition is that the Commission will gather together the evidence and arguments to energise the debates about the future of investment and engagement in our cultural lives.
8. Councillor Flick Rea MBE gave evidence to the Commission and spoke about the investment that councils make to develop a rich cultural offer in their localities and how

the LGA was supporting councils to be more creative in linking cultural activities to other council priorities such as health improvement.

Creative industries boost UK economy

9. Official statistics have revealed that the UK's creative industries are now worth £71.4 billion per year to the UK economy. This grouping includes museums, galleries and libraries, performing and visual arts alongside film, television and music industries. This represents growth of almost 10 per cent in 2012, outperforming all other sectors of UK industry and accounting for 1.68 million jobs in 2012 (5.6 per cent of UK jobs).
10. The LGA is working with Arts Council England to enhance the contribution to growth that council cultural services makes and produced a joint publication.

Visitor Economy and licensing

Rewiring licensing

11. At the LGA annual licensing conference on 4 February, the 'Open for Business: Rewiring Licensing' report was launched. The report outlines the LGA's call for full reform of the licensing framework. This would deliver a deregulatory approach that frees up business and council time while maintaining important safeguards for local communities and businesses.
12. Licensing is an integral part of councils' broader regulatory services and are increasingly recognised as being at the heart of councils' approaches to economic growth; it is believed that over fifty per cent of a business's contact with a council takes place through regulatory services.
13. The impact of licensing is significant in the hospitality sector, particularly pubs and restaurants, which hold the greatest number of licences, permits or registrations. It is estimated that if the cost of fragmented licensing controls, unnecessary bureaucracy and related regulation were equal to just 0.1 per cent of annual turnover in the hospitality sector, this would equate to £90 million, offering scope for potential savings if these issues could be addressed through licensing reform.

Gambling

14. The support of two major players from the gambling sector has greatly strengthened the LGA's position in pushing for controls to restrict the numbers of betting shops and gaming machines, in line with our Rewiring Licensing proposals. Paddy Power has also contacted the LGA to seek a meeting on this issue, albeit noting that their perspective differs from the perspective offered from others in the industry.
15. The LGA proposal, subject to member agreement, is the establishment of a member led joint LGA-betting industry task and finish group, as suggested by BetFred. The objective of the group would be to explore the options for regulating the number and activity of betting shops, with a view to agreeing an industry / sector led response and making jointly agreed recommendations to government as required.

16. Lead members of the Safer and Stronger Communities Board are due to meet with officials from BetFred, Paddy Power and from William Hill in early March, with the intention that a workshop on this issue should be held at the annual conference in July.
17. The LGA's future activity on licensing reform will be two-pronged, focusing both on working with councils to explore what they can do independently of legislative reform and on lobbying government to implement reform.
18. The LGA's proposals are intended to benefit the hospitality and tourism sectors, particularly through the single application form and licence for life.

Superfast Broadband

£10m 'pot' to pilot alternative broadband technologies

19. A £10 million fund will be available to alternative technology providers who come forward with innovative ideas to help superfast broadband reach Britain's most remote communities. The announcement coincides with the appointment of a new Broadband Chief Executive, Chris Townsend, who helped to deliver the hugely successful London 2012 Games.
20. He will take on delivery of the whole Broadband Delivery programme including the fund announced today. The additional funding is focusing to enable broadband provision in the hardest and most remote five per cent of premises in Britain.
21. The LGA is pressing BDUK to address the concerns of councils relating to data sharing and delays in provision of information, which has the potential to delay the achievement of implementation timescales and achieving value for money on government investment.

Sport and Physical Activity

Physical activity legacy

22. The Chairman of the LGA, Sir Merrick Cockell and Councillor Flick Rea met Lord Coe, the Government's legacy ambassador, to discuss ways to tackle the increasing levels of physical inactivity within England. Following a very positive meeting, it was agreed that the LGA would work closely with the Cabinet Office Legacy Unit to identify ways in which the two organisations could support councils to further increase physical activity levels.

Community Sport

23. Nick Bitel, Chair of Sport England, writing in the LGA's First Magazine stated that community sport can help councils save money and get more residents active. Mr Bitel also mentions that with councils facing budget cuts, it is vital to work more in partnership and Sport England has developed toolkits on procurement and affordable facilities to help councils plan for the future. The article is attached at **Annex B**.

24. The LGA continues to work closely with Sport England in delivering the political leadership programme, which includes leadership academies, peer reviews and alumni events.

Inspired by 2012 brand

25. Councils which have projects or initiatives inspired by or linked to the 2012 Olympic and Paralympic Games or their legacy can apply for the 'inspired by 2012' brand. Below is a link to the guidelines which show the brand and provide information on how to use it.
26. Getting the brand is straightforward – email Olympiclegacy@cabinet-office.gsi.gov.uk with a short description of your project, how it is linked to the 2012 Games or its inspiration and how you would like to use the brand. There is no charge but use of the brand is governed by a simple licence agreement.
27. Further information at <https://www.gov.uk/government/publications/inspired-by-2012-brand>

Local authority obesity data released

28. New local authority excess weight data published by Public Health England (PHE) confirms that 64 per cent of adults are overweight or obese. For the first time local data is available on the Public Health Outcomes Framework [data tool](#) for each local authority and includes data on physical activity and inactivity rates.

Heritage

LGA response English Heritage New Model consultation

29. The LGA has responded to a Department for Culture, Media and Sport consultation on the future of English Heritage and, in particular, a New Model for the management for the National Heritage Collection. In January, the Government announced the creation of a new charity arm of English Heritage, 'Historic England', to manage the National Heritage Collection, which includes Stonehenge, parts of Hadrian's Wall and Dover Castle, supported by an investment of £80 million. The public were consulted on the New Model and the management of the National Heritage Collection.
30. The LGA welcomed the New Model, emphasising the importance of English Heritage as a key strategic partner for local government and local councils in the management, conservation and promotion of local heritage. The LGA's response encouraged the continuation of close working with councils, particularly on planning, which play a vital role in supporting heritage through neighbourhood planning, wider civic engagement and linking heritage to local growth.
31. The LGA's response is attached at **Annex C**.

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LGA response to the Culture, Media and Sport Committee's Inquiry on the Work of the Arts Council (England)

February 2014

About the Local Government Association

The Local Government Association (LGA) is the national voice of local government. We work with councils to support, promote and improve local government.

We are a politically-led, cross party organisation which works on behalf of councils to ensure local government has a strong, credible voice with national government. We aim to influence and set the political agenda on the issues that matter to councils so they are able to deliver local solutions to national problems.

The LGA covers every part of England and Wales, supporting local government as the most efficient and accountable part of the public sector.

Summary

- From East Lindsey District Council's SO Festival to Portsmouth City Council's support for the new Mary Rose Museum and Birmingham City Council's new flagship central library, councils understand the importance to people of a culturally-rich life. Ultimately, councils are about people and places and culture – in all its ever-changing forms – is absolutely central to how people live their lives.
- It follows that the relationship between councils and Arts Council (England) (ACE) is absolutely critical. Outside London, councils spend as much as ACE on cultural infrastructure and co-fund around 60 per cent of ACE's 695 National Portfolio Organisations (NPOs).
- We are very encouraged by our strategic relationship with ACE. We have a shared focus on supporting council-led improvement, innovation and strong political and professional leadership. We were also pleased that ACE agreed with us on the importance of the new Area Councils retaining strong membership from local government. In particular, over the last two years our very successful joint improvement programme has supported over 100 portfolio holders to lead transformational change of culture, libraries and museums through leadership academies, seminars and peer challenge.
- The fiscal climate for cultural services is, of course, extremely challenging. Between 2011/12 and 2014/15 local government's core funding will fall by 40 per cent. Although the comparatively positive 2013 Spending Review settlement for the arts helped to reduce a little of the pressure on councils' cultural budgets, the scale of the savings that councils are required to make means that, in the absence of radical public sector reform, more very difficult decisions will have to be taken about frontline cultural provision.
- We want to continue to work with ACE to support councils to drive excellence and participation in culture through imaginative sector-led solutions, creative partnerships within and beyond the culture world and to take advantage of opportunities from

Submission

Local Government House, Smith Square, London SW1P 3HZ
Email info@local.gov.uk
Tel 020 7664 3000 Fax 020 7664 3030
Information centre 020 7664 3131 www.local.gov.uk

wider public sector reform, such as being commissioned to achieve health or social care outcomes.

Further Information

ACE brings an expert national overview and local reach; local government has the democratic legitimacy and depth of understanding of the communities that they serve. Together, we are the biggest public investors in culture.

ACE's additional responsibilities for museums and libraries took their partnership with the LGA and local government into new territory, building on many years of joint working nationally and locally to develop this country's exciting and rich cultural offer.

In 2012, the LGA and ACE agreed a Joint Practical Statement of Purpose which sets out how, in the current fiscal climate, we are working together to help councils and local cultural partners to offer an excellent cultural offer that is sustainable and accessible. We do this by setting out how national collaboration will support the local collaboration that already exists to unlock fully the benefits of closer working between libraries, museums, culture and the arts.

Outside London, councils spend as much as ACE on this country's cultural infrastructure. Councils spend more than £539 million every year on the arts, museums, galleries, theatres and heritage. They also co-fund around 60 per cent of the 695 organisations in ACE's National Portfolio. Councils spend over £800 million annually on libraries and take the decisions on how to meet the statutory duty set out in the Public Libraries and Museums Act 1964.

The LGA's year-long focus on the link between investment in the arts and economic growth paved the way for ACE and the Department for Culture, Media and Sport (DCMS) to secure the Treasury's support and limit the reduction in arts funding to five per cent in the 2013 Spending Review, compared to an average seven per cent cut across DCMS. This was a good result for councils because, as so many organisations are co-funded with ACE, less pressure from the ACE side meant less knock-on pressure on councils.

The overall financial context for cultural services remains extremely challenging for local government and ACE. Between 2011/12 and 2014/15 local government's core funding will fall by 40 per cent and, in the absence of radical public sector reform, more very difficult decisions will have to be taken about frontline cultural provision.

We welcome the more flexible approach to lottery funding that ACE announced as part of its application process for National portfolio and Major Partner Museum 2015-18 programmes. It is vital that ACE continues to work very closely with councils where there are changes to ACE's investment in co-funded organisations. Four-year funding agreements are very welcome. The government's announcement in the 2013 Autumn Statement that local government will have longer-term financial settlements is also helpful because councils will potentially be in a better position to offer more stability to co-funded and other cultural organisations.

Against this backdrop, the LGA and ACE agreed a shared approach about how we can help councils and local cultural partners to offer excellent, sustainable and accessible cultural opportunities. We set out how national collaboration through a "single cultural conversation" will support the local collaboration that already exists to unlock fully the benefits of closer working between libraries, museums, culture and the arts. We agreed the following principles which continue to underpin everything that we do:

- A recognition of the wider political and financial context within which local government and ACE operate and the need for culture to position itself as central to local commissioning conversations on issues ranging from the economy to health and young people.
- A place-based approach to investing in and supporting culture which aligns publicly funded cultural provision with the needs of that place.
- The role of strong local political leadership in driving partnerships, understanding local need and aspiration and articulating the value of culture to local communities.
- Driving excellence and participation in culture through imaginative solutions that are locally appropriate and owned and driven by councils themselves.

We are looking forward to continuing to developing our relationship with ACE by focussing on:

- **Partnerships** – continuing to embed the “single conversation” between ACE and local councils, spanning libraries, museums and the arts. More joined-up conversations about key issues including commissioning, assets, reaching marginalised communities and the contribution of culture to the overall priorities of a place will lead to a more efficient use of resources and better outcomes. This partnership approach also extends to the local cultural organisations in the voluntary and private sectors who play such a vital role in sustaining vibrant cultural offers. In particular, as local government adopts a stronger commissioning role, ACE can help to support and build the capacity of local cultural organisations, and encourage the joint commissioning of cultural activity – with ACE where appropriate.
- **Self-improvement, innovation and modernisation** – the cultural sector has a strong track record of grasping new delivery models. For example, the joint Colchester and Ipswich Museum Service, the Tri-borough shared library service and Luton Culture. ACE is playing a vital role by working with LGA to actively support councils to develop imaginative solutions that are locally appropriate and owned and driven by councils themselves.
- **Leadership** – we need to continue to harness political and professional leadership to ensure that culture has a strong voice at the top table. ACE can help to build leadership capacity and visibility by supporting councils to break down silos and encourage the development of a ‘whole culture’ approach to strategic planning and investment in culture.
- **Taking the single cultural conversation beyond culture** – we need to keep reinforcing the value of culture across other sectors; emphasising the contribution our sector makes to growth, community cohesion, engaging young people and health and well-being.

Submission

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Annex B

Community Sport – Nick Bitel’s article in First Magazine

23 January 2014

I’m passionate about sport and the benefits it brings to individuals and communities – the fun, excitement, sense of pride, belonging, and the 'feel good factor' as well as the wider benefits to improving health, bringing communities together and contributing to economic growth.

At Sport England, we are focused on getting more people taking part in sport – it's our core business. But achieving this is only possible through a strong collaborative approach across all sectors – public, private and voluntary.

As local councils, you are key partners in delivering community sport. Spending £1 billion a year, you are its single biggest investor and this shows you recognise the part sport plays in contributing to local priorities. Birmingham's 'Be Active' programme is a good example of this, with each £1 invested generating £21 in benefits.

Tough choices

But these are unprecedented times. We know that you continue to face tough choices about the future of services, moving to a commissioning and enabling role while continuing to meet the needs of your local communities in a changing and complex market place. Having a strong local strategic plan for sport that identifies agreed priorities has never been more important.

Key to developing strategic plans is understanding what drives participation, and we have built up a bank of insights in this area. We're currently working with Bury Council to apply this learning through a pioneering campaign to get more women active, built around insights into barriers and motivations for local women.

We have other tools, expertise and investment to help you get more people active, demonstrate the value of sport, plan for community needs and future demands and make

services more efficient and effective. Our Affordable Facilities guidance helps to deliver cost-effective design and construction ensuring efficiently operated facilities which will meet the needs of local communities. There are a number of examples where councils are replacing old facilities with new, achieving revenue savings and seeing dramatic increases in attendances.

For example, the new £11.8 million Xcel leisure complex in Elmbridge has increased attendance from 275,000 in the old facility to more than one million a year, and is generating annual revenue savings to the council of over £460,000.

Working together with Oldham Council, using our new procurement guidance, we have helped it secure £13 million of savings over 15 years on its leisure contract, which will be re-invested into leisure facilities.

Partnership

In partnership with the LGA, we are also investing in councils' leadership by running leadership academies. These help cabinet members and portfolio holders with responsibility for sport explore the challenges and opportunities they face learning how to take forward transformational change in community sport, as well as understanding the support that Sport England can provide.

We know that if we are to get the nation active – and reap the financial, health and social rewards that this brings – councils are in a pivotal position to help make this happen. I encourage councils across England to take advantage of the advice and funding we can offer to help transform local services while delivering significant efficiencies.

By working together, I believe that – even in challenging circumstances – we can find innovative ways to build a sporting habit for life in communities across the country.

Affordable facilities - Sport England website.

Procurement toolkit - Sport England website.

Nick Bitel is Chair of Sport England and will be addressing the LGA's annual culture, tourism and sport conference on 3-4 March 2014.

English Heritage New Model – Local Government Association Response January 2014

Introduction

The LGA welcomes the opportunity to respond to the consultation on the future of English Heritage. English Heritage is a key strategic partner for local government nationally and locally in our shared endeavour to protect, enhance and manage the historic environment. We have worked with English Heritage to collect many examples of councils responding to the challenging fiscal climate by introducing new ways of working.

Heritage matters to councils for a variety of reasons. Local heritage is at the heart of the identity of places and local councils are at the forefront of supporting its management, conservation and promotion for residents and visitors to enjoy and learn from. Be it through the planning system, or through supporting community involvement in heritage assets, councils care for and enhance local areas, stimulating interest and encouraging awareness of local heritage.

The historic environment also makes a significant contribution to the economy, helping to attract visitors and businesses to places. It also provides jobs and opportunities to acquire skills, and can be a driver for inner city renewal and rural development by helping to improve the value of places.

The consultation on English Heritage's proposed new model is an opportunity to look at how we can further strengthen the relationship between councils and English Heritage.

Proposal 1: Establishing a Charity to run the National Heritage Collection

In the current fiscal climate the proposal to set up a charity to run and care for the 400 plus properties in the National Heritage Collection is a sensible way forward. The new charity's greater freedom to generate commercial and philanthropic income, and the intention that it eventually becomes self-financing, should put the National Heritage Collection on a more sustainable footing.

The consultation document highlights the scale of the maintenance backlog and it will be a significant task to generate the income that is needed to address this. We strongly support the fact that the Collection will remain in public ownership. This must be the ultimate safeguard if the charity runs into difficulties or fails to generate the necessary income.

Proposal 2: Historic England

Although there is no change to the regulatory, protection and planning functions that will be split off from the charity and delivered by Historic England, we agree that the consultation offers an opportunity to reassess priorities and to look at ways of improving how these vital heritage services are managed and delivered. The

functions of what will become Historic England have always been the part of English Heritage that works most closely with councils.

After a major simplification of the planning system, which councils strongly supported, we have an opportunity to build upon existing partnerships and embed the positive use of planning to boost growth through heritage assets. This also builds upon our joint work to encourage councillors to move the conservation resource in councils upstream and into strategic discussions.

We encourage Historic England to exercise its regulatory and planning functions as part of a whole-place approach to heritage. This means Historic England staff in localities working with councils in a shared way based around the needs of place.

The consultation document proposes that Historic England becomes more public-facing, suggesting a desire for greater alignment to local priorities for conserving and opening up heritage at risk. Councils can play a vital role in supporting this through neighbourhood planning, wider civic engagement and making the links to the role of heritage in achieving local growth priorities.

Such a way of working might have the following characteristics:

Strong political leadership of local historic environment services, which is embedded as part of a place's strategic approach to growth and planning.

Professional conservation leadership and knowledge configured in an efficient way that means expertise is properly utilised. This might be in-house or shared with another council and would deliver:

- **Excellence in knowledge** of individual buildings and places; styles, techniques and materials that are characteristic of a place.
- **Strategic influence** with heritage informing the Local Plan.

National advice and protection exercised in close collaboration with councils so that it reinforces joined-up working and supports local growth priorities. As part of the LGA's work to promote locally-led planning, we are working with statutory consultees in the planning process (including English Heritage) to ensure that it works quickly and effectively to support local priorities.

We encourage Historic England to continue to give sufficient priority to archives within its corporate priorities. Access to English Heritage archives and publications will continue to be valuable for councils as information resources and supporting community engagement with local heritage.