

Culture, Tourism and Sport Board

Agenda

Monday, 12 December 2016
1.00 pm

5th Floor Conference Suite, 5th Floor (South side), Layden House, 76-86 Turnmill Street,. London, EC1M 5LG

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

Guidance notes for members and visitors

Layden House, 76-86 Turnmill Street, London, EC1M 5LG

Please read these notes for your own safety and that of all visitors, staff and tenants.

Welcome!

Layden House is located directly opposite the Turnmill Street entrance to Farringdon station, which is served by the Circle, Hammersmith & City, and Metropolitan lines as well as the Thameslink national rail route.

Security

Layden House has a swipe card access system meaning that a swipe enabled security passes will be required to access the lifts and floors 1-5.

Most LGA governance structure meetings will take place on the **ground floor** of Layden House which is open access and therefore does not require a swipe enabled security pass. **Access** to the rest of the building (floors 1-5) is via swipe enabled security passes.

When you visit Layden House, **please show your Local Government House security pass to reception** and they will provide you with a temporary pass which will allow you access to floors 1-5 if required. **Please don't forget to sign out at reception and return your security pass when you depart.**

If you do not have a LGH Security Pass, please email [member services](#) with your name and a recent photo and a pass will be made for you. You can pick this up from the Layden House reception desk on your next visit.

Fire instructions

In the event of the fire alarm sounding, vacate the building immediately via the nearest fire exit onto Turnmill Street and take the next turning on your left – Benjamin Street to St John's Gardens.

DO NOT USE THE LIFTS.

DO NOT STOP TO COLLECT PERSONAL BELONGINGS.

DO NOT RE-ENTER BUILDING UNTIL AUTHORISED TO DO SO.

Soft Seating Area

There is a small soft seating area on Floor 2 which will also operate as an 'Open Council' area for visiting members and officers from member councils. Please note however that unlike Open Council, this area does not have tea and coffee facilities, nor access to computers.

Toilets

There are accessible toilets on the Ground Floor, 2nd and 4th floors.

Accessibility

If you have special access needs, please let the meeting contact know in advance and we will do our best to make suitable arrangements to meet your requirements.

Parking is available at the rear of the building for Blue Badge holders, accessed via the Turks Head Yard, North underpass. Disabled WCs are situated on the ground and 4th floors. An induction loop system is available in the 5th floor conference venue. For further information please contact the Facilities Management Helpdesk on 020 7664 3015.

Guest WiFi in Layden House

WiFi is available in Layden House for visitors. It can be accessed by enabling “Wireless Network Connection” on your computer and connecting to LGA-Free-WiFi. You will then need to register, either by completing a form or through your Facebook or Twitter account (if you have one). You only need to register the first time you log on.

Further help

Please speak either to staff at the main reception on the ground floor, if you require any further help or information. You can find the LGA website at www.local.gov.uk

Why have the LGA’s Headquarters moved?

The LGA has temporarily relocated from Local Government House (LGH) in Smith Square to Layden House in Farringdon, effective from Monday 31 October 2016. This is to allow extensive refurbishment work to be carried out to LGH.

The refurbishment works will see the ground floor conference centre and all meeting rooms fully refurbished. Floors 1, 2 and 3 will be upgraded and released for commercial letting to enable the LGA to maximise the income from this building as part of its drive for financial sustainability. A new and larger Open Council will be located on the seventh floor. The refurbishment is expected to last for nine months and we expect to be back in LGH by September 2017.

We appreciate your understanding and flexibility during this time.

Culture, Tourism & Sport Board
12 December 2016

There will be a meeting of the Culture, Tourism & Sport Board at **1.00 pm on Monday, 12 December 2016** 5th Floor Conference Suite, 5th Floor (South side), Layden House, 76-86 Turnmill Street, London, EC1M 5LG.

Tea, coffee and a sandwich lunch will be available at 12:45pm.

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:

The group meetings will take place in advance of the meeting. 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.

| | | |
|--------------------------|-----------------------------|---|
| Conservative: | Group Office: 020 7664 3223 | email: lgaconservatives@local.gov.uk |
| Labour: | Group Office: 020 7664 3334 | email: Labour.GroupLGA@local.gov.uk |
| Independent: | Group Office: 020 7664 3224 | email: independent.grouplga@local.gov.uk |
| Liberal Democrat: | Group Office: 020 7664 3235 | email: libdem@local.gov.uk |

Location:

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

LGA Contact:

Eleanor Reader-Moore
0207 664 3383/ eleanor.reader-moore@local.gov.uk

Carers' Allowance

As part of the LGA Members' Allowances Scheme a Carer's Allowance of up to £7.20 per hour is available to cover the cost of dependants (i.e. children, elderly people or people with disabilities) incurred as a result of attending this meeting.

Social Media

The LGA is committed to using social media in a co-ordinated and sensible way, as part of a strategic approach to communications, to help enhance the reputation of local government, improvement engagement with different elements of the community and drive efficiency. Please feel free to use social media during this meeting. **However, you are requested not to use social media during any confidential items.**

The twitter hashtag for this meeting is #lgacts

Culture, Tourism & Sport Board – Membership 2016/2017

| Councillor | Authority |
|---------------------------------|---|
| Conservative (7) | |
| Paul Bettison (Deputy Chairman) | Bracknell Forest Borough Council |
| Geraldine Carter | Calderdale Metropolitan Borough Council |
| Tom Fitzpatrick | North Norfolk District Council |
| Peter Golds | Tower Hamlets Council |
| Barry Lewis | Derbyshire County Council |
| Colin Organ | Gloucester City Council |
| Greg Smith | Hammersmith and Fulham London Borough Council |
| Substitutes | |
| Marius Gilmore | Windsor & Maidenhead Royal Borough |
| Tom Killen | Mendip District Council |
| Richard Morris | Wychavon District Council |
| Labour (7) | |
| Simon Henig (Vice-Chair) | Durham County Council |
| Terry O'Neill | Warrington Council |
| Sonja Crisp | City of York Council |
| Faye Abbott | Coventry City Council |
| Muhammed Butt | Brent Council |
| Alice Perry | Islington Council |
| Richard Henry | Stevenage Borough Council |
| Substitutes | |
| Peter Lamb | Crawley Borough Council |
| David Christie | Newham London Borough Council |
| Rosie Denham | Exeter City Council |
| Independent (2) | |
| Ian Stephens (Chair) | Isle of Wight Council |
| Geoff Knight | Lancaster City Council |
| Substitutes | |
| Robert Dutton | Wrexham County Borough Council |
| Robert Bucke | Tendring District Council |
| Liberal Democrat (2) | |
| Mike Bell (Deputy Chair) | North Somerset Council |
| Stewart Golton | Leeds City Council |
| Substitutes | |
| Flick Rea | Camden Council |

Culture, Tourism and Sport Board - Attendance 2016-2017

| Councillors | 7/9/16 | 27/10/16 | |
|-----------------------------|---------------|-----------------|--|
| Conservative Group | | | |
| Paul Bettison OBE | Yes | Yes | |
| Geraldine Carter | No | Yes | |
| Tom Fitzpatrick | Yes | Yes | |
| Peter Golds CBE | Yes | Yes | |
| Barry Lewis | Yes | Yes | |
| Colin Organ | Yes | Yes | |
| Greg Smith | Yes | Yes | |
| | | | |
| Labour Group | | | |
| Simon Henig CBE | Yes | Yes | |
| Terry O'Neill | Yes | Yes | |
| Sonja Crisp | Yes | Yes | |
| Faye Abbott | Yes | Yes | |
| Muhammed Butt | Yes | Yes | |
| Alice Perry | Yes | Yes | |
| Richard Henry | Yes | Yes | |
| | | | |
| Independent | | | |
| Ian Stephens | Yes | Yes | |
| Geoff Knight | Yes | Yes | |
| | | | |
| Lib Dem Group | | | |
| Mike Bell | No | Yes | |
| Stewart Golton | Yes | Yes | |
| | | | |
| | | | |
| Substitutes/Observer | | | |
| Maurice Gilmore | Yes | | |
| Flick Rea MBE | Yes | | |
| Richard Mons | Yes | | |
| Mark Allman | Yes | | |
| Polly Hamilton | | Yes | |
| Rosie Denham | | Yes | |

Agenda

Culture, Tourism & Sport Board

Monday 12 December 2016

1.00 pm

5th Floor Conference Suite, 5th Floor (South side), Layden House, 76-86 Turnmill Street,.
London, EC1M 5LG

| Item | Page |
|--|-------------|
| 1. Welcome, Apologies and Declarations of Interest | N/A |
| 2. Visit Britain/ Visit England (Viscountess Cobham CBE and Patricia Yates) | 1 - 8 |
| 3. Tourism Alliance (Kurt Janson) | 9 - 12 |
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| 4. Brexit and the Implications for the Arts, Culture and Tourism | 13 - 18 |
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| 5. Outside Bodies and Recent Activity | 19 - 28 |
| 6. Notes of the Last Meeting | 29 - 34 |
| 7. Sport England Strategy Update | 35 - 46 |
| 8. CTS Conference Update | 47 - 51 |
| 9. AOB | N/A |

Date of Next Meeting: Thursday, 23 February 2017, 4.00 pm, The Bristol Hotel, Prince St, Bristol BS1 4QF



**Culture, Tourism and Sport
Board Meeting**

12 December 2016

VisitEngland and VisitBritain

Purpose

For discussion

Summary

Penelope, Viscountess Cobham CBE, Chairman of VisitEngland Advisory Board, and Patricia Yates, Strategy and Communications Director of VisitBritain, will be attending the board to discuss the relationship between their organisations and the LGA.

Recommendation:

To note and to inform questions to be raised during the meeting.

Action

Officers to progress as directed.

Contact officer: Rebecca Cox
Position: Principal Policy Adviser
Phone no: 020 7187 7384
Email: Rebecca.cox@local.gov.uk

VisitEngland and VisitBritain

Background

1. VisitEngland is the country's national tourist board and as part of VisitBritain, is a Department for Culture Media and Sport non departmental executive body. Their role is to maintain distinct activities to develop and market English tourism. The Spending Review 2015 announced that VisitEngland and VisitBritain will work more closely together. Technically, VisitEngland and VisitBritain have always been one organisation – the British Tourist Authority, but they have acted independently with separate governance and organisational structures. Until the Spending Review, Government policy was to formalise the separation.
2. The LGA has enjoyed a long standing positive partnership with VisitEngland in pursuit of our shared priority supporting places to grow the visitor economy. Lady Cobham, Chairman of VisitEngland Advisory Board, was also a Commissioner on the Independent Commission on Economic Growth and the Future of Public Services in Non-Metropolitan England, chaired by Sir John Peace. The Commission's final report, published in March 2015, recommended that responsibility for housing, transport, skills, broadband and public services should be devolved to a grass roots level in order to boost growth and tackle skills shortages in non-metropolitan areas. Lady Cobham is also a keynote speaker at the LGA's Annual Culture, Tourism and Sport Conference 22-23 February, in Bristol.
3. The visitor economy is one of this country's fastest growing economic sectors. It was worth £126.9 billion to the UK economy in 2015; is Britain's seventh largest export industry; and Britain's third largest employer. It supports almost one in ten jobs, many of them acting as first jobs for school leavers and graduates.
4. 36.1 million overseas visitors came to the UK in 2015, spending £22.1billion. Britain ranked 8th in the United Nations World Tourism Organisation's 2015 international tourists arrivals league table; and 6th in terms of tourist income. This is a slight decrease from 2014.
5. The UK's top 3 visitor markets were France, Germany and the USA, accounting for 30% of all international visits. London accounts for 54% of all inbound visitor spend, the rest of England 34%, Scotland 8% and Wales 2%.
6. Britain runs a large tourism deficit mainly because the domicile population is much more likely to holiday abroad than other countries. Currently, less than 40 per cent of our total holiday spend goes on domestic tourism, meaning this is an area for significant growth.
7. Brexit will open up new challenges and opportunities for the visitor economy. The role of councils, VisitEngland and VisitBritain will be key in helping local economies maximise the potential benefits and work to mitigate potential downsides.

Change in governance arrangements

8. At last December's Board, Members highlighted the importance of English destinations having a strong voice on the new governance arrangements. The Chair wrote to the

Secretary of State expressing concern that the governance changes might weaken the voice of English destinations in taking decisions on the direction and funding for English tourism, which could hold back growth.

9. The Tourism Minister's reply sought to reassure Members by highlighting that the VisitEngland Board will continue to meet, there will continue to be an England action plan signed-off by the Minister, the VisitEngland brand will continue and this will be funded by a ring-fenced England budget.
10. While this is helpful, members have been firm in their views that we must continue to seek further clarity on the detailed arrangements – for example, the relationship between the VisitEngland and VisitBritain Boards and reassurance that VisitEngland's decisions on English tourism are sovereign.
11. The aims of the organisation are:
 - 11.1. Market the nations and regions of Britain overseas to drive growth in international leisure and business tourism.
 - 11.2. Maintain distinct activities to develop and market English tourism.
12. The organisational priorities for VisitEngland and VisitBritain are as follows:
 - 12.1. Develop and implement a new organisation strategy.
 - 12.2. Develop and deliver the Discover England Fund.
 - 12.3. Deliver and amplify the Great OMGB marketing campaigns.
 - 12.4. Implement a coherent digital and content strategy for Britain and England.
 - 12.5. Build our commercial capacities across retail and product development.
 - 12.6. Deepen our partnership relationships.
 - 12.7. Establish a clear role and strategy in the Business Visits & Events sector.
13. VisitBritain has been re-structured to set up a new England Division to manage the Discover England Fund and lead the England Action Plan. This included the appointment of an interim England Director, Andrew Stokes, formerly Chief Executive of Marketing in Manchester.
14. In 2016/17 core Grant-in-Aid from [DCMS](#) is £19.6 million for VisitBritain and £6.9 million for VisitEngland.
15. VisitBritain / VisitEngland has been allocated £40 million for the Discover England over 3 years (2016/17-2018/19) and as a trusted partner in the GREAT campaign, £22.8 million GREAT funding for 2016/2017. VisitEngland is responsible for leading on the Discover England fund.

The Discover England Fund

16. The Spending Review announced a three year £40 million Discover England Fund to drive inbound visits and spend and support the domestic market through delivering world class, stand-out, bookable tourism products in response to market opportunities and consumer needs.
17. Members welcomed the additional funding and the Chair wrote to Sally Balcombe to highlight the importance of councils and partners having the flexibility to further local growth priorities through the Fund.
18. In February and March, VisitBritain held a series of briefings for councils, industry and others to share further information on the Discover England Fund and to seek views on the detail of its implementation. LGA officers attended the Manchester briefing. The purpose of the Fund is to create three to four world-class itineraries / groupings of product that:
 - 18.1 Are made up of a number of bookable / consumable products.
 - 18.2 Span regions / geographical areas to deliver a joined up approach and end to end experience for the customer.
 - 18.3 Are tailored and respond to consumer needs – so could be thematic / Business Visits and Events / pricing.
 - 18.4 Work for international consumers and benefit domestic consumers
19. Bids must meet the following criteria:
 - 19.1 Collaborative – demonstrate the support of public and private partners, including the Destination Management Organisation and Local Enterprise Partnership.
 - 19.2 Integrated transport solutions – for example, pricing and passes, and technology.
 - 19.3 Match-funded (NB We understand this can be in-kind. Clearly it is unrealistic to expect significant match funding from councils given other funding pressures.)
 - 19.4 Demonstrate how products meet customer need.
 - 19.5 Demonstrate international and domestic tourism benefits
20. The funding profile is:
 - 20.1 Year 1 £6m
 - 20.2 Year 2 £12m
 - 20.3 Year 3 £22m

21. [21 projects were funded as part of the Year 1 round](#). The projects cover different areas and communities of interest across England, both urban and rural. Projects of particular interest to local government include:
- 21.1 **Cultural England from Hull to Liverpool:** Taking advantage of its 2017 status as the UK City of Culture, Hull will lead on a project that highlights the cultural offer of northern England by developing an itinerary that can be accessed by German and Dutch visitors travelling with P&O Ferries. The itinerary will develop Hull as an international gateway, test the appeal of cultural experiences in Leeds, Manchester, Liverpool and scope the introduction of a Transpennine Cultural Rover rail ticket.
 - 21.2 **Delegate engagement:** The Core Cities group, led by Marketing Liverpool, will develop and test an online booking mechanism to encourage international conference delegates to stay in England for longer. The new functionality will provide and promote a range of ideas and products that can be booked in advance as either a pre or post-conference extended break.
22. The window for expressions of interest for years 2 and 3 has recently closed. These opportunities were advertised in the monthly CTS bulletin.

Tourism Action Plan

23. On 26 August 2016, the Government published the Tourism Action Plan. This is an update to the [five-point plan](#) launched in July 2015.
24. Key points within the action plan include:
- 24.1 Making travel easier with a new GREAT tourism rail offer.
 - 24.2 Addressing the industry's seasonal nature through a flexible apprenticeship scheme that allows training to be completed over 16-18 months rather than 12, with breaks included.
 - 24.3 Changing licensing to allow B&Bs to offer a welcome drink, and modifying vehicle licensing to allow B&B owners to pick up visitors from train stations. The LGA Safer and Stronger Communities Board has been leading on both items due to the implications for public safety.
25. [Responding to the action plan](#), the LGA drew on recent research on the value of tourism. We said that while focus on supporting tourism is welcome, more can still be done by devolving powers and funding to local government.
26. By focusing on improving transport, infrastructure, skills and business support - all central to devolution deals and key to boosting tourism - combined authorities and other similar arrangements can make better, more efficient decisions to maximise tourist revenue.
27. Crucially, councils and local partners can link these policy levers to enhance the distinctiveness of destinations, including high quality attractions and skilled labour to drive England's tourist economy and unlock further growth.

Brexit

28. In his [foreword to VisitBritain's 2015-16 annual review](#), Chairman Christopher Rodrigues CBE said:

29. "Two major themes emerging from our latest market research are the need to reinforce the value message on the back of more affordable sterling, and underline our welcome. Both are being highlighted in our marketing messages and will form a central plank in our future marketing activity.

[...]

30. Last year alone, the country welcomed more than 4 million French and 3 million German visitors. In these markets, we are reinforcing our welcome messages through specific PR and social media initiatives to accompany our main #OMGB marketing campaign. We are looking to extend this to other European markets including Spain, Italy and The Netherlands. We will also continue high-profile activity in other key markets including China and the USA, where we will air TV advertising in partnership with Expedia.

31. Longer term, the Government is keen to ensure that the industry's priorities in terms of Brexit negotiations are heard and understood."

32. A survey of 500 tourism businesses by the Tourism Alliance revealed that these businesses had seen a rise in forward bookings since the referendum result. Anecdotal reactions to the weaker pound also indicate that there are currently positive impacts on tourism, and possible opportunities to be exploited, although it is unclear whether this is a long-term effect.

33. However, in the same survey, almost 30% of businesses reported that they were putting investment plans on hold until they had clarity around the UK's future relationship with Europe.

34. The Tourism Alliance also found levels of public funding for national and sub-national tourism development and promotion have diminished significantly since 2008. In total, public funding for domestic tourism has decreased by around 58% from approx. £197m to approx. £84m over this period.

35. This is a worrying trend, given the UK's deficit in domestic tourism. The current weakness of the pound, and concerns over safety in some key international destinations, may go some way to offset this. However, it is unlikely that these points will completely, or even significantly, offset the deficit.

36. Tourism Alliance will be presenting to the board immediately after VisitEngland.

Key lines of enquiry:

37. The following key lines of enquiry could be explored during the board meeting:

- 37.1. The organisations' views on Brexit and its implications for the tourist industry, and ways they and the LGA can collaborate during the transition period.
- 37.2. Plans and opportunities to rebalance the domestic market and further promote 'staycations'.
- 37.3. The response to rounds 2 and 3 of the Discover England fund, particularly in terms of response/involvement from councils.
- 37.4. Opportunities for councils and VisitBritain/VisitEngland to work together to create and market great destinations

Implications for Wales

- 38. Wales has its own destination organisation and marketing budgets.

Financial implications

- 39. None



**Culture, Tourism and Sport
Board Meeting**

12 December 2016

Tourism Alliance

Purpose

For discussion

Summary

Kurt Janson, Director of Tourism Alliance (TA), will be presenting to the Board on TA's work, with a particular emphasis on their research into the possible impact of Brexit on the tourism sector.

Recommendation

To note and to inform questions to be raised during the meeting.

Action

Officers to progress as directed.

Contact officer: Ian Leete
Position: Senior Adviser
Phone no: 020 7664 3143
Email: ian.leete@local.gov.uk

Tourism Alliance

Background

1. The Tourism Alliance seeks to establish and maintain a favourable operating environment for all businesses involved in the delivery of tourism, particularly in England. Their main purpose is to lobby government, both in the UK and in Brussels, on the key strategic issues facing the industry.
2. Their Members comprise leading trade association and destination management organisations within the sector. Together, they represent over 200 000 businesses. The TA also sits on the government's Tourism Council, which advises on tourism issues and opportunities.
3. In 2015, the TA published a document that identified 6 areas where government, including councils, could work with the tourism industry to deliver growth and employment:
 - 3.1. Increasing government revenue.
 - 3.2. Enhancing business competitiveness.
 - 3.3. Boosting export earnings.
 - 3.4. Driving regional growth.
 - 3.5. Supporting the rural economy.
 - 3.6. Rebuilding seaside destinations.
4. The LGA has non-voting membership of the TA's Board. This role is currently filled by Councillor Colin Organ.

Brexit

5. The TA has been actively considering the possible impact of the EU referendum result on the UK tourism industry. They have published the results of a survey of 500 tourism business on 25 July 2016.
6. The survey revealed that these businesses had seen a rise in forward bookings since the referendum result. Anecdotal reactions to the weaker pound also indicate that there are currently positive impacts on tourism, and possible opportunities to be exploited, although it is unclear whether this is a long-term effect.
7. However, in the same survey, almost 30% of businesses reported that they were putting investment plans on hold until they had clarity around the UK's future relationship with Europe.
8. The Tourism Alliance also found levels of public funding for national and sub-national tourism development and promotion have diminished significantly since 2008. In total,

public funding for domestic tourism has decreased by around 58% from approx. £197m to approx. £84m over this period.

9. This is a worrying trend, given the UK's deficit in domestic tourism. The current weakness of the pound, and concerns over safety in some key international destinations, may go some way to offset this. However, it is unlikely that these points will completely, or even significantly, offset the deficit.

Key lines of enquiry:

10. The following key lines of enquiry could be explored during the board meeting:

- 10.1. Sustaining the immediate increase in demand for UK visits.
- 10.2. Any associated risks with the increased demand, particularly in terms of the existing recruitment shortage.
- 10.3. Any opportunities or challenges to creating an improved regulatory landscape for tourism related organisations.
- 10.4. The significance, if any, of losing access to European Funds.
- 10.5. Any areas of the tourism economy that may be at particular risk, or well-placed to benefit – such as rural tourism, or seaside destinations.

Implications for Wales

11. As for England.

Financial implications

12. None.

Document is Restricted



**Culture, Tourism and Sport Lead
Member Meeting**
12th December 2016

Outside Bodies and Recent Activity

Purpose of report

For information.

Summary

This report has four parts:

- A - CTS Outside Bodies 2016/17
- B - Report back on member meetings since 27th October 2016
- C - Forthcoming meetings
- D - Latest Chair's Report from Cllr Ian Stephens.

Recommendation

Members are invited to note the report.

Action

Subject to comments from members, officers to take forward any actions.

Contact officer: Eleanor Reader-Moore
Position: Members Services Officer
Phone no: 020 7664 3383
E-mail: eleanor.reader-moore@local.gov.uk

Outside Bodies and Recent Activity

A - CTS Outside Bodies 2016/17

| Organisation | Background | Representative For 2016/2017 | Dates of Future Meetings |
|--|--|---------------------------------|--|
| British Board of Film Classification Consultative Council | The British Board of Film Classification classifies films on behalf of Local Authorities and videos / DVDs under the terms of the Video Recordings Act. Its "Consultative Council" is a requirement of the Board's designation under the Video Recordings Act. | Cllr Faye Abbott | Friday 10 th February, 2017 Wednesday 14 th June, 2017 Monday 9 th October, 2017 |
| Tourism Alliance | The TA seeks to establish and maintain a favourable operating environment for all businesses involved in the delivery of tourism, particularly in England. The LGA has a non-voting place on the Board. | Cllr Colin Organ | 11.30, Wednesday 7 th December, 2016 11:00-13:00, 30th January 2017 12:30-14:30, 27th March 2017 11:00-13:00, 3rd May 2017 14:00-16:00, 26th July 2017 11:00-13:00, 13th Sept 2017 11:00-13:00, 22nd Nov 2017 |

| | | | |
|-----------------------------|--|-------------------|-----|
| British Destinations | British Destinations operates as a trade association representing the wider interest of local authority sponsored tourism. Membership includes local government authorities of all types and sizes from across the UK, regional and local tourist boards and commercial organisations. | Cllr Geoff Knight | TBC |
|-----------------------------|--|-------------------|-----|

Proposed Outside Bodies:

| | | | |
|---------------------------------------|---|-----|-----|
| London Marathon Events Limited | London Marathon Events Limited organises a number of mass participation events including the world famous London Marathon. LMEL is a subsidiary of The London Marathon Charitable Trust Limited (LMCT) which funds recreational projects. This is a trustee role and, if accepted, would commit the LGA to certain legal responsibilities. The risks to the LGA of doing so will need to be | TBC | TBC |
|---------------------------------------|---|-----|-----|

| | | | |
|----------------------------|---|----------------|-----|
| | assessed by the LGA's legal and senior leadership team before this role can be accepted. | | |
| Libraries Taskforce | Leadership for Libraries Taskforce was set up by the Department for Culture, Media and Sport (DCMS) and the Local Government Association (LGA) in 2015. The Taskforce's role is to provide leadership and help to reinvigorate the public library network in England. | Cllr Mike Bell | TBC |

B – Report back on member meetings since 27th October 2016

| Purpose | Key Points Discussed | Outcome |
|---|---|--|
| Cllr Mike Bell attended the Historic England Angels Awards, 31st October | | |
| To represent the LGA. | The Angel Awards were founded by Andrew Lloyd Webber and celebrate the efforts of local people who have saved historic buildings and places. | The initiative was supported and the LGA's relationship with Historic England was reinforced. |
| Cllr Ian Stephens, Cllr Mike Bell, Cllr Faye Abbott and Cllr Paul Bettison attended Leadership Essentials on Culture, 8th-9th November | | |
| To develop and strengthen political leadership skills amongst councillors with a portfolio for cultural services. | Cllr Stephens, Cllr Bell and Cllr Abbott spoke about the positive relationship between the LGA and Arts Council England, and how this is helping councils meet the challenges facing cultural services. | Portfolio holders supported to lead transformational change of culture. |
| Cllr Ian Stephens met with Cllr Gary Porter, Chairman of the LGA, 15th November | | |
| Introductory meeting between the Chair and the LGA Chairman for the 2016/2017 board cycle. | The Chairman was updated on CTS board current activities and priorities for the year. | This was an opportunity to update the Chairman of the work priorities of the CTS board and to discuss these in the context of wider LGA corporate work priorities. |
| Cllr Ian Stephens met with Diane Lees, Director-General, Imperial War Museum and Chair National Museum Directors' Council (NMDC), 15th November | | |
| Catch-up meeting between the Chair and Diane Lees. | The current local government context and museums within that were discussed. | The LGA and NMDC will keep in touch on key issues such as council funding and supporting museums, and will continue to share good practice. |
| Cllr Greg Smith attended the Everyone Active talent development scheme launch – Everyone Active's Sporting Champions, 16th Nov | | |
| To represent the Culture, Tourism and Sport Board at the event. | Everyone Active's Sporting Champions is a talent development programme which aims to provide ongoing support for talented athletes across the UK. | The LGA was represented at the event. |

| Cllr Ian Stephens attended Leadership Essentials on Sport 17th-18th November | | |
|---|---|---|
| To develop and strengthen political leadership skills amongst councillors with a portfolio for sport. | Cllr Stephens set the event within the wider context of the challenges and opportunities facing local sport and leisure services. | Portfolio holders supported to lead transformational change of sport and leisure services. |
| Cllr Greg Smith attended the National Archives Expert Panel on Resilience, 29th November | | |
| To contribute to the National Archives' development of a strong strategic vision to support the case for archives as part of the nation's heritage. | The panel considered issues emerging as priorities from TNA's work to date, including funding models, collaboration to support development, and commercial opportunities. | The opportunity was taken to network with archive professionals, key stakeholders and strategic partners from the cultural sector and to reinforce the LGA's support for the work of the National Archives. |
| Cllr Faye Abbott attended the National Archives Expert Panel on Demonstrating Impact, 30th November | | |
| To contribute to the National Archives' development of a strong strategic vision to support the case for archives as part of the nation's heritage. | The panel considered issues including robust data-collation, exploiting data for evidence-based outcomes, priorities of funders and parent bodies, and advocacy tools. | The opportunity was taken to network with archive professionals, key stakeholders and strategic partners from the cultural sector and to reinforce the LGA's support for the work of the National Archives. |

C – Forthcoming meetings at the time of writing

| Title | Date | Attendees |
|--|--|-----------------------------------|
| Tourism Alliance Board Meeting | 7 th December | Cllr Colin Organ |
| Leadership Essentials: Culture | 7 th - 8 th December | Cllr Ian Stephens, Cllr Mike Bell |
| EFRA Select Committee on Rural Tourism | 11 th January | Cllr Ian Stephens |
| British Board of Film Classification Meeting | 10 th February | Cllr Faye Abbott |
| Culture, Tourism and Sport Annual Conference | 22 nd -23 rd February | All |
| Leadership Essentials: Sport | 1 st -2 nd March | TBC |

D - Culture, Tourism and Sport Board Chair's Report to Councillors' Forum October 2016

Libraries

1. I was delighted to meet the Rt Hon Rob Wilson MP, Minister for Civil Society (with responsibility for libraries) in September 2016. We discussed the work of the Libraries Taskforce, which has achieved a significant win for local government through the roll-out of funding for free Wi-Fi in libraries. I also emphasised to the Minister the local government views with regard the proposed Ambition for Libraries document and Action Plan and that this needs to reflect the priorities and budget position in local government.

Sport and Physical Activity

2. I was pleased that Mike Diaper, Executive Director Community Sport at Sport England spoke at the Councillors Forum in June 2016, where he outlined Sport England's new strategy and the key role that local authorities have in the successful implementation of the strategy. I plan to meet with Sport England in the coming months to highlight the specific local government offer in relation to the Sport England strategy.
3. Local government's close working relationship with Sport England has resulted in the signing of the first Memorandum of Understanding (MoU) with partners in Greater Manchester. The MoU sets out a framework of how Sport England and Greater Manchester partners, including councils will take forward a shared focus on tackling inactivity to improve health, social and economic outcomes.
4. Cllr Geraldine Carter gave the introductory presentation at the latest Sport England/LGA Leadership Essentials Sport Programme on 21-22 July 2016. The event supported seven portfolio holders to lead transformational change of sport services.

Culture

5. I am delighted that the LGA and Arts Council England have updated their shared statement of purpose agreement. The agreement outlines how each organisation will work with each other nationally to support a place based approach to local cultural offers. We continue to have an excellent working relationship with Arts Council England and this was reflected in the comments made by Paul Bristow, Director Strategic Partnerships at Arts Council England who at a recent CTS Board meeting stated the local government remains a key delivery partner for the Arts Council.
6. The LGA has submitted a response to the Arts Council Tailored Review. Given the strong track record of locally-led interventions, the LGA supported the Arts Councils intentions to re-balance funding to all parts of the country. The LGA emphasised that councils and their local partners are well placed to lead a step-change in cultural participation that will lead to more growth and improve the nation's wellbeing. We also mentioned that councils have an important leadership role to play, bringing schools, voluntary/ community arts sector organisations, National Portfolio Organisations (NPOs),

health, and the private sector together to forge partnerships, unblock barriers to cultural participation and growth.

CTS political leadership offer 2016-17

7. I am pleased to announce that both Arts Council England and Sport England have confirmed again financial support to jointly organise with the LGA the CTS political leadership offer.
8. The funding will enable five Leadership Essentials Sport and Culture events and four culture peer challenges to be organised as well as the development of an online cultural hub on the LGA's website. Since 2011, over 500 councillors have attended the various CTS political leadership events, which we have organised in partnership with Arts Council England and Sport England.
9. I will be speaking at the next Leadership Essentials Culture and Sport events in November and December 2016.
10. I am also delighted that the next CTS Annual Conference will take place on 22nd & 23rd February 2017 in Bristol. This follows on from this year's conference which was a great success with over 150 delegates attending and the feedback was very positive.

Note of last Culture, Tourism & Sport Board meeting

Title: Culture, Tourism & Sport Board

Date: Thursday 27 October 2016

Venue: Smith Square 1&2, Ground Floor, Local Government House, Smith Square, London, SW1P 3HZ

Attendance

An attendance list is attached as **Appendix A** to this note

| Item | Decisions and actions | Action |
|----------|---|--------|
| 1 | Welcome, Apologies and Declarations of Interest | |
| | The Chair welcomed members to the meeting and listed apologies. | |
| | There were no declarations of interest. | |
| 2 | Sport England Strategy Implementation | |
| | Siraz Natha, Adviser, introduced the item, updating members on the progress of Sport England Strategy. The LGA were working to ensure that councils would feature in the strategy, and to encourage a rebalance of funding from the central to the local level. Officers would look at where local government could play a part in investment priorities. | |
| | In tiers introduced from a new Sports Governance Code of Practice, local authorities would be placed in tier 1 (automatically deemed to have meet the criteria for funding). Local authorities would be in a position to receive Park Life football Programme funding, and although there were minimum population requirements for this, smaller councils could apply for funding if they grouped with other areas. | |
| | He asked members to raise any issues from a local government perspective for the 'asks/offer' list at Annex A. | |
| | The following points were made: | |
| | <ul style="list-style-type: none">• Health and Wellbeing Boards (especially those working on physical activity) were suggested as partners in this area. Concerns were raised about areas of responsibility which had not been identified in the strategy.• Members asked for clarification on whether grant money would be awarded to volunteers or councils. Officers advised that the strategy was unclear on this as yet.• There were concerns that plans to invest £72 million in football | |

focused on major cities (due to the population requirement), thereby leaving out smaller towns. Although the scheme allowed smaller councils to partner with other areas to apply for funding, members expressed concern that there were limited resources to set up partnerships.

- Members suggested that opportunities to make sports facilities in schools open to the public should be captured in the strategy.
- Members asked for more information on the funding tiers.
- Regarding point 13.4, members suggested that funding for sport needed to vary and focus on more than football.
- As the strategy did not provide for those under 5, members emphasised the need to provide for those under this age. It was suggested that Sport England should be made aware of the Early Years Programme.

Decision:

1. Officers to proceed with work as directed by members.

Action:

1. Officers to circulate details of Leadership Essential Programmes.

3 Culture, Tourism and Sport Conference 2017 Update

Ian Leete, Senior Adviser, introduced the item, advising members of progress with the arrangements for the CTS Conference 2017. The time of the board meeting was confirmed as from 16:00-18:00 on the final day of the conference (23rd Feb).

The Chair asked members to confirm whether they would attend, and for a volunteer to host the conference dinner.

Members raised the following points:

- There was concern that there were four walking tours and no provision for those with limited mobility.
- It was suggested that the SS Great Eastern should be considered as a tour venue.
- Members expressed concern about the timing of the conference, as this clashed with many council annual budget meetings. However, the difficulty of finding a time which did not clash with other events was acknowledged.
- Concern was also expressed over the time of the board meeting, as the finishing time would create difficulties for some members to return home by public transport.

Decision:

1. Members noted the report.

Actions:

1. Officers to look into the walking tours and ensure there is an option for those with mobility difficulties.
2. Officers to look at the possibility of attending Great Eastern in Bristol for tours/a meal.

4 Outside Bodies and Recent Activity

Members noted the report and made the following comments:

- There was an error noted in the British Destinations table, as Cllr Knight should be included as the representative. MSO to correct.
- Cllr Organ updated the board on the last meeting of the Tourism Alliance Board, advising members that the TA were considering their position in relation to the EU Exit.
- Cllr Knight updated members on the work of British Destinations.
- Cllr Abbott updated members on the work of the British Board of Film Classification, advising that the board were currently working on the regulation of offensive language and changing attitudes towards this.
- The Chair requested that representatives on outside bodies forward minutes of meetings to the MSO to be included in board paperwork.

Decision:

1. Members noted the report.

Actions:

1. MSO to correct error on the outside bodies paper (detailed above).
2. Minutes of outside body meetings to be forwarded to MSO to be included in board paperwork.

5 Minutes of the Last Meeting

The minutes of the last meeting were **agreed** as an accurate summary of the discussion.

6 Libraries Update

Ian Leete, Senior Adviser, introduced the item, advising members that the Minister had now approved the libraries ambition document and officers would circulate this to members for comment when it was published.

In the discussion which followed, members made the following points:

- Rather than focusing on statutory provision for libraries, it was suggested there would be benefit in looking at examples of best practice which had worked. Local authorities were addressing problems with a wide variety of models.
- There was a discussion on whether the taskforce had taken into account the problems libraries might face in ten to twenty years' time, as fewer young people were reading books. Strategies to encourage children to read more were discussed.
- Members highlighted the symbolic value of libraries for communities and that proposed closure had been met with sharp resistance.
- Rural areas and access to digital facilities were discussed. Mobile libraries were still needed.
- There was concern that the ambition document needed to be delivered practically and conclusions should become actions.
- Members discussed solutions for finding the capacity in communities to sustain libraries.
- Members raised concerns over the framework mentioned in paragraph 8. It was felt the document should support different mechanisms rather than offer a prescribed framework.

Decision:

1. Members noted the reports.

Action:

1. Officers to take forward work as directed by members.
 - a) Annex A

7 LGA Brexit Update and CTS Priorities

Eamon Lally, Principal Policy Adviser, introduced the item. The report set out the priorities the LGA Leadership Board would consider on the impact of Brexit for local government. A task and finish group had been set up to consider these issues. Paragraph 39 listed the areas for focus and members were asked to comment on these.

In the discussion which followed, members made the following points:

- The concerns of cultural groups on freedom of movement and difficulties with engaging European artists if laws were changed were discussed. It was suggested that members feedback any discussion from outside body meetings on this point.
- Members suggested holding a round table session with partner organisations on Brexit, and making the collective case for devolved powers as they returned from the EU.
- The collective sale of TV and media rights and the opportunity to have a discussion with government on agreeing a different settlement was discussed.
- Tourism in the UK had increased due to the decreased value of sterling. Members highlighted the need to talk to Visit England and the Tourism Board about this opportunity. Tourists should not have difficulty obtaining visas, since this would reduce numbers.
- Members asked the time scale for raising issues on Brexit. Officer advised that they would be building up an evidence base between now and March.

Decision

1. Members noted the report.

Action

1. A lead member roundtable session with partner organisations to be set up to make the collective case for devolved powers returning from the EU.

8 Any Other Business

It was agreed that Cllr Colin Organ would send information from the Church Review Panel meeting to the MSO. The Chair asked Cllr Organ to attend any future meetings on this.

Members were advised that the joint publication with CLOA was in development and would be published in the New Year. It would be circulated then.

Appendix A -Attendance

| Position/Role | Councillor | Authority |
|-----------------|------------------------|---|
| Chairman | Cllr Ian Stephens | Isle of Wight Council |
| Vice-Chairman | Cllr Simon Henig CBE | Durham County Council |
| Deputy-chairman | Cllr Mike Bell | North Somerset Council |
| Members | Cllr Paul Bettison OBE | Bracknell Forest Borough Council |
| | Cllr Geraldine Carter | Calderdale Metropolitan Borough Council |
| | Cllr Tom Fitzpatrick | North Norfolk District Council |
| | Cllr Peter Golds CBE | Tower Hamlets Council |
| | Cllr Barry Lewis | Derbyshire County Council |
| | Cllr Colin Organ | Gloucester City Council |
| | Cllr Greg Smith | Hammersmith and Fulham London Borough Council |
| | Cllr Terry O'Neill | Warrington Council |
| | Cllr Sonja Crisp | City of York Council |
| | Cllr Faye Abbott | Coventry City Council |
| | Cllr Muhammed Butt | Brent Council |
| | Cllr Alice Perry | Islington Council |
| | Cllr Richard Henry | Stevenage Borough Council |
| | Cllr Geoff Knight | Lancaster City Council |
| | Cllr Stewart Golton | Leeds City Council |
| Apologies | Mark Allman | |

Update on Sport England Investment Programme Actions

Purpose

For information.

Summary

Sport England's new strategy 'Towards An Active Nation' 2016-2021 was published earlier this year and had actions to review the current code for sports governance, developing a football facility investment strategy and volunteer strategy.

At the CTS Board meeting on 27th October 2016, Members were presented with a report which outlined proposals for the development of a local government 'asks/offer' in relation to the Sport England strategy actions **(Annex A)**.

This report updates Lead Members on the recent announcements by Sport England of the review of the Code for Sports Governance, Parklife football hubs programme, volunteer strategy and timescales for investment guides and funding opportunities.

Recommendation

Members are asked to note the report.

Action

Officers will take forward actions identified.

Contact officer: Siraz Natha
Position: Adviser
Phone no: 078999 74298
Email: siraz.natha@local.gov.uk

Update on Sport England Investment Programme Actions

Background

Sport England strategy

1. The Sport England strategy [Towards an Active Nation](#) was published in May 2016 and highlighted:
 - 1.1 A much stronger focus on tackling inactivity so that everyone feels able to engage in sport or physical activity, whatever their ability.
 - 1.2 A focus on customer engagement and a customer-focused approach that draws on principles of behaviour change.
 - 1.3 Seven investment programmes: **Tackling inactivity, Children and young people, volunteering, Sport into mass market, Sports core market, Local delivery and facilities** (replacing the 30 plus current ones) amounting to some £1 billion of investment between 2017- 2021 with a much more outcomes-focused approach and with councils and local partners potentially able to access more funding.
2. Sport England will issue a series of investment guides for the different investment programmes and partners, beginning with an investment guide for NGBs published in June 2016.

Code for Sports Governance

3. The Government announced that a new governance code would be developed in its Sporting Future strategy, published in December 2015, set the requirement for Sport England and UK sport to agree a new Code for Sports Governance, in order to protect the value of for money the public receives from investment into sport and maximise the effectiveness of those investments. The Government called for a 'Gold standard' in domestic governance standards, and tasked Sport England and UK Sport with agreeing a new code.
4. During the Sport England strategy consultation, respondents were asked their views on the development of a code of governance and in the LGA's response, we included the following:

"Councils operate to their own governance standards which are often far higher than most sports organisations. The LGA would welcome further discussion on what Sport England would expect from councils, as the LGA feels that the governance arrangements in place for councils would meet the requirements that Sport England may want..."
5. The new Code for Sports Governance (download [here](#)) was published at the end of October 2016 and included a mandatory set of requirements for those organisations seeking public funding. Separate guidance will be provided in respect of how Sport England and UK Sport intend to apply, monitor and assess compliance with the Code.

6. The Code has five Principles of good governance:
7. **Structure** – Organisations shall have a clear and appropriate governance structure, led by a Board which is collectively responsible for the long-term success of the organisation and exclusively vested with the power to lead it. The Board shall be properly constituted, and shall operate effectively.
8. **People** – Organisations shall recruit and engage people with appropriate diversity, independence, skills, experience and knowledge to take effective decisions that further the organisation's goals.
9. **Communication** – Organisations shall be transparent and accountable, engaging effectively with stakeholders and nurturing internal democracy.
10. **Standards and Conduct** – Organisations shall uphold high standards of integrity, and engage in regular and effective evaluation to drive continuous improvement.
11. **Policies and Processes** – Organisations shall comply with all applicable laws and regulations, undertake responsible financial strategic planning, and have appropriate controls and risk management procedures.
12. Sport England and UK Sport will adopt a proportionate approach to the application of the Code by creating **three Tiers of investment**. Each Tier has a different level of mandatory governance requirements.
13. Sport England and UK Sport will, at their sole discretion, place each of their investments into the Tier they consider most appropriate, taking account of the circumstances of the investment and the organisation.
14. During the consultation on the new Code for Sports Governance, the LGA emphasised the need for the Code to take account of the governance frameworks that councils abide by and that extra demands should not be made of councils to meet the requirements of the Code.
15. Subsequently, Sport England has indicated that councils will be deemed to have automatically met Tier one of the Code and will not be required to produce any evidence to verify compliance (See Annex B for list of Tier one and three requirements).
16. Investments will be placed into Tier two where Sport England/UK Sport require organisations to go further than the requirements of Tier one, but not as far as full compliance with Tier three. This might be because of their resources, or because the investment is significant but made on a one-off (rather than longer-term) basis.
17. Organisations receiving an investment categorised as Tier two will be expected to meet all of the mandatory requirements in Tier one and some additional mandatory requirements from Tier three. Investments falling into Tier two are likely to be in the region of £250,000 - £1 million.

18. Tier three mandatory requirements list requirements which would not be appropriate for councils. For example, there is a limit of the number of years a person can serve on a Board (maximum 9-12 years) or a requirement to set targets for the diversity of Board members.
19. CTS officers are seeking clarification from Sport England as to what would happen if councils were offered funding greater than £250,000 and which Tier three mandatory requirements would have to be met or if receiving funding greater than £1 million, in which would all Tier three mandatory requirements apply to councils.
20. The outcome that the LGA would seek is that councils are deemed to have met the mandatory requirements of Tier three (where applicable).

Parklife football hubs programme

21. The Sport England strategy included an action on the development of a football facility investment strategy in conjunction with DCMS, the Football Association, Premier League and Football Foundation and local authorities.
22. In November 2016, the new £200m Parklife programme was launched to improve grassroots facilities across the country, which will over the next five years build up to 120 hub sites throughout England's towns and cities – providing changing facilities, clubhouses and artificial pitches.
23. Sheffield is the first city to benefit from the new investment, with two hubs already built – and there is a three-month bidding process for local authorities across the country to submit expressions of interest for Parklife investment.
24. Expressions of interest are sought up to the end of January 2017 from English towns and cities with a population of 200,000 or more Information on [how to submit](#) an expression of interest.
25. Sport England has indicated that local authorities with fewer than 200,000 population are still able to apply provided they combine with another local authority to have a combined population above 200,000.
26. The LGA will be liaising with Sport England and the FA to ensure that investment is made across the whole of England and not just localities where there is already significant football infrastructure and investment.

Sport England strategy for volunteering

27. On 2nd December 2016, Sport England published their strategy for volunteering 2017-21. <https://www.sportengland.org/news-and-features/news/2016/december/1/new-volunteering-strategy-published/>

28. Sport England will work with community organisations, sports clubs, **local authorities** and voluntary groups plus others to implement the strategy.

29. The strategy for volunteering has a commitment to invest:

29.1 £26 million into volunteering between 2016-21.

29.2 £3 million into the Opportunity Fund – targeting people from disadvantaged areas.

29.3 Up to £3 million into the Potential Fund.

29.4 £3 million set aside for club support in 2016/17.

30. The mention within the strategy that Sport England will work with local authorities is welcomed and is one of the 'asks/offer' that the LGA has made to Sport England.

Timescales for investment guides and future funding opportunities

31. In November 2016, Sport England announced timescales and further details for some of the investment programmes within their strategy
<https://www.sportengland.org/newfunding/>

32. The update outlines initial funding opportunities for two of the investment programmes:

32.1 **Tackling inactivity fund** - £10m will be made available during phase one which will target projects helping older people (55 and over) to get active. The fund will be launched in December 2016, supported by an investment guide, which will outline details of the types of projects that will be funded. Bids between £250,000 - £500,000 will be funded, although smaller bids will be considered, based on merit. Expressions of interest will be sought by 13 Feb 2017 and first awards will be made in June 2017.

32.2 **Facilities fund** - £7.5m will be made available during phase one of the Community Asset Fund, which will support organisations looking to take over sports facilities or expanding their offer. The fund will be launched in December 2016, with funding of £5,000 - £150,000 available for bids after January 2017. The first awards will be made in April 2017.

32.3 **Investment Guides** – The timescales for publication of investments guides accompanying the various investment programmes are:

32.3.1 Core market (December 2016)

32.3.2 Volunteering (January 2017)

32.3.3 Children and young people (February 2017)

32.3.4 Mass markets (March 2017)

32.3.5 Local delivery

(March 2017)

33. CTS Board members have agreed a set of local government 'asks' in relation to the Sport England strategy and CTS officers are working up more specific detail for each of these asks and will liaise with Sport England to ensure that these 'asks' are considered when the investment guides are published.

Annex A: Development of local government ‘asks’ to Sport England strategy

1. The proposals below outline the areas of the Sport England strategy where the LGA and councils can contribute to the successful implementation of the strategy.
2. Despite hosting a very successful 2012 Olympic and Paralympic Games, the current sport and physical activity landscape is mixed. Inactivity remains a big challenge for all in the sport and physical activity sector and only by developing a more collaborative and better connected approach will real inroads be made. Whilst still being the biggest public investor in sport and physical activity, councils continue to face challenges of providing services with reduced budgets.
3. However, the new Sport England strategy offers an opportunity to tackle these challenges in a positive way and councils need to play a key role in all the strategy’s programmes and this will enable a successful outcome for both Sport England and local government.

4. OVERARCHING PRINCIPLES

- 4.1 That local government remains a key investor in sport and physical activity and needs to be seen a central to any successful implementation of a national sport and physical activity strategy.
- 4.2 That there needs to be a re-balancing of funding away from national interventions to more locally led approaches, with councils being at the heart of any local partnership.

5. TACKLING INACTIVITY

- 5.1 Councils able to apply to the £120 million fund to tackle inactivity.
- 5.2 The LGA and councils to work with PHE and Sport England to develop clear messages on the CMO guidelines on physical activity.

6. CHILDREN AND YOUNG PEOPLE

- 6.1 Councils able to apply to the £40 million fund which develop new opportunities for families and children.
- 6.2 The LGA to liaise with DfE/DCMS/Sport England to develop improved ‘connectivity’ between the curricular/extra-curricular sports/physical activity offer.
- 6.3 Councils (where they choose) to manage and oversee funding for satellite clubs in primary schools.

7. VOLUNTEERING

- 7.1 The new strategy for volunteering in sport and physical activity to recognise the role councils play in the capacity building of volunteers in order to help make the sport and physical activity landscape more sustainable. The LGA/councils to share good practice with Sport England.
- 7.2 Councils able to apply to the £30 million fund to support the implementation of the strategy.

8. TAKING SPORT INTO THE MASS MARKET

- 8.1 The LGA to work with Sport England to further develop digital booking solutions for council owned facilities (whether in-house or run by Trusts).
- 8.2 Sport England to financially support councils to increase and replicate the offer of mass participation events, such as 'parkrun', go ride' within its facilities.

9. SUPPORTING SPORT'S CORE MARKET

- 9.1 The LGA (via LG inform) and Sport England to provide insight, advice and funding to councils to further develop regular players via revenue funding for promoting participation in council owned facilities (whether in-house or run by Trusts).
- 9.2 The LGA and Sport England to share information on improving the joint working between Sport England funded NGBs and councils.

10. LOCAL DELIVERY

- 10.1 Councils to lead and/or be involved in all ten sport and physical activity pilots and the subsequent roll out of good practice, with the LGA acting as an advisor/consultative partner during the identification of the ten pilots and subsequently assisting with the sharing of good practice.
- 10.2 Ensuring that there is a good geographical spread amongst the pilots.
- 10.3 Drawing upon our wider experience to suggest principles that underpin good partnership working.

11. FACILITIES

- 11.1 The LGA/councils to provide advice on the development of a quality standard for all sports facilities.

11.2 Councils able to apply to the 'Community Asset Fund'.

11.3 Councils able to apply to the 'Strategic Facilities Fund'.

11.4 Councils consulted on the '£72 million football facility investment strategy' being developed by Sport England and others.

12. TRANSFORMING DELIVERY

12.1 Councils/cCLOA to contribute to the development of a workforce strategy and subsequently work with CIMSPA to implement the strategy.

12.2 The LGA and Sport England continue developing the leadership offer for Portfolio Holders responsible for sport and physical activity.

12.3 The LGA and Sport England to explore how they can support councils to engage with the strategy.

Annex B: Code of Sports Governance Tier Requirements

Tier one

1. Tier one represents the minimum level of mandatory governance requirement in the Code.
2. Sport England/UK Sport will generally categorise an investment as Tier one if:
 - 2.1 It is granted on a one-off basis (for example, for a specific project which has a finite life); and
 - 2.2 The total amount of funding is less than or equal to £250,000.

Tier 1 Mandatory Requirements:

3. The organisation is properly constituted, has a clear purpose and, if membership based, is inclusive and accessible.
4. The governing committee meets regularly and decision making is recorded.
5. Conflicts of interest are recognised, managed by the chair and recorded. At least three of the people on the committee are unrelated or non-cohabiting.
6. In deciding who sits on its governing committee the organisation considers the skills and diversity required of its committee members.
7. Committee members are subject to regular election and ideally should serve no more than nine years.
8. The organisation has a bank account and two independent signatories are required for payments.
9. Annual accounts are prepared, scrutinised independently of the person responsible for finance (e.g. treasurer) and are made available to members to describe how money has been spent.

Tier three

Some of the Tier three mandatory requirements

Structure

Boards

10. The Board of the organisation shall:

- 10.1 Be the ultimate decision-making body and accordingly exercise all of the powers of the organisation.
- 10.2 Be responsible for setting the strategy of the organisation; and
- 10.3 Maintain and demonstrate a clear division between the Board's management and oversight role and the executive's operational role.
- 10.4 All directors must act in the best interests of the organisation, and in a manner consistent with their legal duties.

Councils

- 11. A Council shall not be able to override the Board, but may have reasonable rights to consultation and constructive challenge.
- 12. Where Councils are permitted to appoint directors, such appointments shall reflect not more than one third of the directors.
- 13. A Nominated director shall not be considered an independent director and must be non-executive.
- 14. Council members may hold office for a maximum of either two, four-year terms or three, three-year terms.
- 15. In accordance with Principles 3 and 4, Councils must act with integrity and be transparent in their workings.

Board size and composition

- 16. The Board shall be of an appropriate size to:
 - 16.1 Meet the Requirements of the organisation;
 - 16.2 Have the appropriate balance of skills, experience, independence and knowledge.

2017 Culture, Tourism and Sport Conference

Purpose of report

For information.

Summary

The LGA's annual Culture, Tourism and Sport Conference will be Wednesday 22 February – Thursday 23 February at The Bristol Hotel, Bristol.

This report updates members on developments to the programme since the last board meeting.

Recommendation

Members are invited to note the updated programme.

Actions

Officers will take forward actions in line with Members' steer.

Contact officer: Ian Leete
Position: Senior Adviser
Phone no: 020 7664 3143
E-mail: ian.leete@local.gov.uk

2017 Culture, Tourism and Sport Conference

Introduction and Background

1. Officers have continued to develop the programme in line with members' recommendations. There has been a particularly high number of offers to speak at this conference, which is confirmation that it is held in high regard.
 2. There are now 44 delegates booked on to the full conference, including the dinner.
 3. Unfortunately, Karen Bradley MP, Secretary of State for Culture, is unable to attend but has confirmed that she will ask one of her ministerial team to represent her.
 4. In response to board members' feedback, an additional static presentation has been added to the morning programme as an alternative to the walking tours. We have also requested the walking distance associated with each tour from Bristol Council, as soon as we have this information we will be updating the conference website for delegates, to help inform their choice.
 5. The current programme is below:
-

Agenda Item 8

Leading Innovation: The Future of Culture, Tourism and Sport, 22 – 23 February 2017 The Bristol Hotel, Bristol

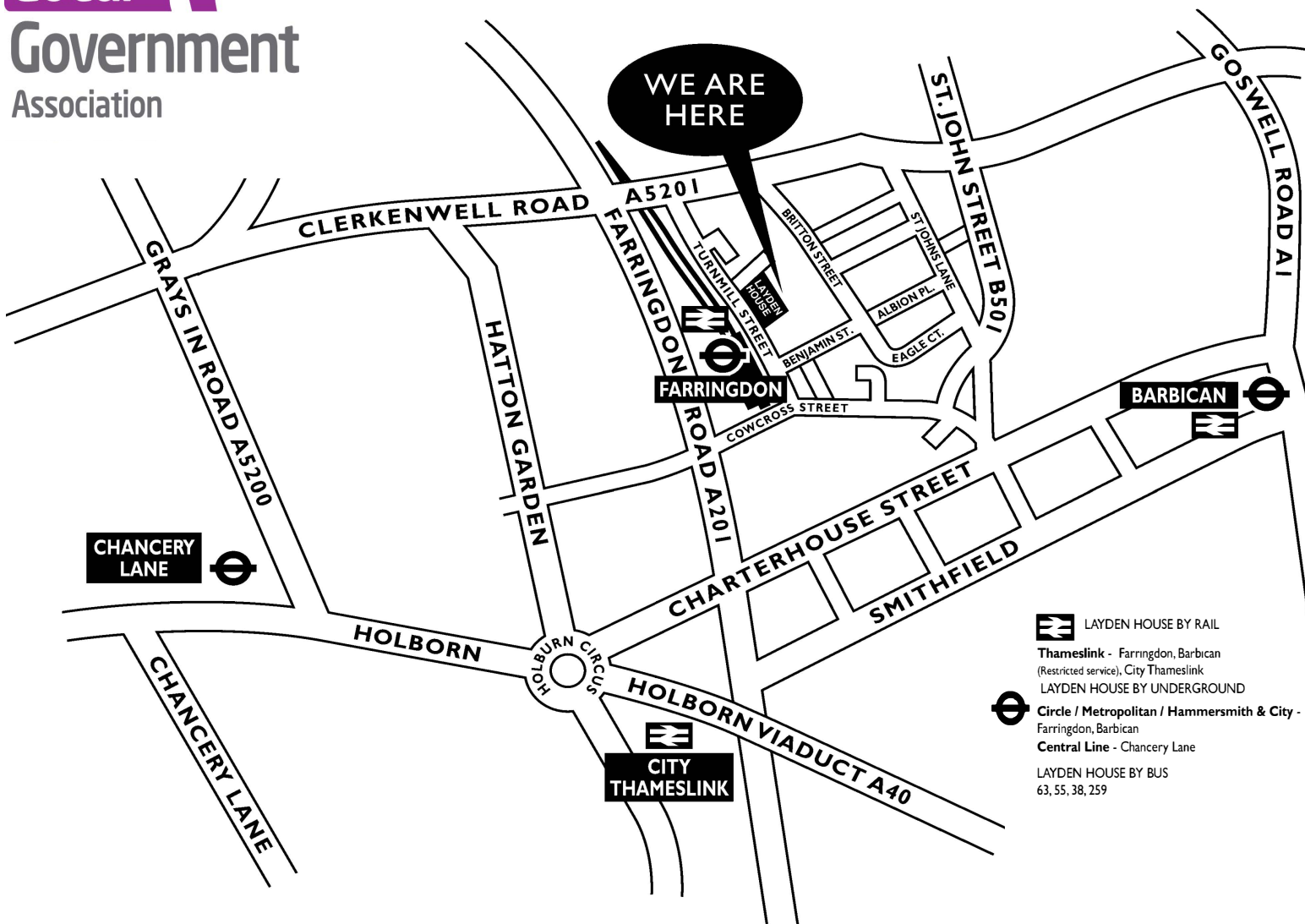
Day 1

| | |
|-----------|---|
| 5.00–6.00 | Registration, refreshments and networking |
| 7.00 | M Shed private viewing of Bristol Places |
| 8.00 | Conference Dinner at M Shed |

Day 2

| | |
|-------|---|
| 8.00 | Registration (for new delegates), refreshments and networking |
| 9.00 | <p>Walking study tours that showcase the host city's culture, tourism and sport offer with a focus on new ways of working.</p> <p>ST1: Bristol's creative sector Bristol's dynamic creative industries are a vital part of the city's economy and nationally important. This tour looks at how innovation in the creative sector adds to Bristol's culture and attracts tourism.</p> <p>ST2: Sporting events in the city Bristol City Centre has hosted several major sporting events, including a double stage of the Tour of Britain 2016. This tour will discuss the challenges and benefits of using a major city centre for sporting events.</p> <p>ST3: Sugar and slavery This tour will examine 'what makes Bristol'; its history, people and cultures, the legacy of the slave trade, and how these have shaped today's Bristol.</p> <p>ST4: The Old City and street art This tour brings together two important parts of Bristol's cultural and tourism offer, from the Old City's historic buildings through to Bristol's world leading street art scene.</p> <p>ST5: Alliance Leisure – static 30-min presentation (Description tbc). Additional relevant videos will be available beforehand, showcasing council work.</p> |
| 10.30 | Refreshments and networking |
| 10.45 | <p>Chair's welcome</p> <p>Cllr Ian Stephens, Chair, LGA Culture, Tourism and Sport Board</p> |
| 10.55 | <p>Host council welcome</p> <p>Marvin Rees, City Mayor, Bristol Council</p> |
| 11.05 | Plenary 1 Ministerial speech |
| 11.30 | <p>Workshop sessions round 1</p> <ol style="list-style-type: none"> 1. Community engagement and commissioning - Tamsin Curor, Creative People and Places, and St Helens Heart of Glass project 2. Place-making and cultural services – Polly Hamilton, CCLOA 3. Effective commissioning of sport and cultural services – TBC, Sport England pilot areas |
| 12.30 | Lunch and networking |
| 1.30 | <p>Plenary Debate</p> <p>Sheila Healey, National Council, Arts Council England Duncan Wilson, CEX, Historic England Lady Penelope Cobham, VisitEngland TBC, Sports England</p> |

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|------|---|
| 2.15 | Workshop sessions round 2 <ol style="list-style-type: none">1.Community engagement and commissioning - Tamsin Curor, Creative People and Places, and St Helens Heart of Glass project2.Place-making and cultural services – Polly Hamilton, CCLOA3.Effective commissioning of sport and cultural services – TBC, Sport England pilot areas |
| 3.15 | Plenary 2 Post-Banksy: using culture to drive the regeneration of Weston Cllr Mike Jackson, Leader, North Somerset Council |
| 3.35 | Plenary 3 TBC |
| 4.00 | Conference close CTS Board Meeting |



Layden House

76-86 Turnmill Street,
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EC1M 5LG

Tel: 020 7664 3000 Fax: 020 7664 3030

**The Local Government Association will be based at Layden House whilst refurbishment takes place at their offices in Smith Square.*

Public Transport

Layden House is served well by public transport. The nearest mainline station is **Farringdon** (Circle, Hammersmith & City and Metropolitan Lines. It also has Overground lines)

Bus routes - Farringdon Station

63 - Kings Cross - Crystal Palace Parade (**Stop A/B**)
55 - Oxford Circus - High Road Leyton (**Stop E/K**)
243 - Redvers Road - Waterloo Bridge (**Stop E/K**)

Cycling Facilities

The nearest Santander Cycle Hire racks are on Theobold's Road.
For more information please go to www.tfl.gov.uk

Car Parks

Smithfield Car Park - EC1A 9DY
NCP Car Park London Saffron Hill - EC1N 8XA