

Culture, Tourism and Sport Board

Agenda

Monday, 19 March 2018
1.00 pm

Smith Square 3&4, Ground Floor, 18 Smith Square, London, SW1P 3HZ

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

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Culture, Tourism & Sport Board
19 March 2018

There will be a meeting of the Culture, Tourism & Sport Board at **1.00 pm on Monday, 19 March 2018** Smith Square 3&4, Ground Floor, 18 Smith Square, London, SW1P 3HZ.

A sandwich lunch will be available from 12:30.

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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 18 Smith Square is printed on the back cover.

LGA Contact:

Jamie Cross
0207 072 7438 / jamie.cross@local.gov.uk

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Culture, Tourism & Sport Board – Membership 2017/2018

Councillor	Authority
Conservative (8)	
Peter Golds CBE (Deputy Chairman)	Tower Hamlets Council
John Beesley	Bournemouth Borough Council
Geraldine Carter	Calderdale Metropolitan Borough Council
David Jeffels	North Yorkshire County Council
Barry Lewis	Derbyshire County Council
Michelle Tanfield	Fenland District Council
Tom Killen	Mendip District Council
Geoffrey Theobald OBE	Brighton & Hove City Council
Substitutes	
Andrew Bowles	Swale Borough Council
Labour (7)	
Simon Henig CBE (Deputy Chair)	Durham County Council
Terry O'Neill	Warrington Council
Faye Abbott	Coventry City Council
Muhammed Butt	Brent Council
Alice Perry	Islington Council
Richard Henry	Stevenage Borough Council
Brigid Jones	Birmingham City Council
Substitutes	
Liberal Democrat (2)	
Gerald Vernon-Jackson CBE (Chair)	Portsmouth City Council
Mike Bell	North Somerset Council
Substitutes	
Niall Hodson	Sunderland City Council
Independent (1)	
Geoff Knight (Vice-Chair)	Lancaster City Council
Substitutes	
Tom Hollis	Nottinghamshire County Council

LGA Culture, Tourism and Sport Board Attendance 2017-2018

Councillors	8/9/17	9/11/17	18/1/18
Conservative Group			
Peter Golds CBE	No	Yes	Yes
John Beesley	Yes	Yes	Yes
Geraldine Carter	Yes	Yes	Yes
David Jeffels	Yes	Yes	Yes
Barry Lewis	Yes	No	Yes
Michelle Tanfield	Yes	No	Yes
Tom Killen	Yes	Yes	Yes
Geoffrey Theobald OBE	Yes	Yes	No
Labour Group			
Simon Henig CBE	Yes	Yes	Yes
Terry O'Neill	No	Yes	No
Sonja Crisp	Yes	No	N/a
Faye Abbott	Yes	Yes	Yes
Muhammed Butt	Yes	Yes	Yes
Alice Perry	Yes	No	No
Richard Henry	Yes	Yes	Yes
Lib Dem Group			
Gerald Vernon-Jackson CBE	Yes	Yes	Yes
Mike Bell	No	Yes	Yes
Independent			
Geoff Knight	Yes	Yes	Yes
Substitutes/Observer			
Ian Brooke	Yes	Yes	
Guy Nicholson		Yes	Yes
Chris Saint		Yes	Yes

Agenda

Culture, Tourism & Sport Board

Monday 19 March 2018

1.00 pm

Smith Square 3&4, Ground Floor, 18 Smith Square, London, SW1P 3HZ

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Date of Next Meeting: Monday, 4 June 2018, 1.00 pm, Smith Square 3&4, Ground Floor, 18 Smith Square, London, SW1P 3HZ.

Culture, Tourism and Sport Campaign Lines

Purpose of Report

For discussion and direction.

Summary

This paper aims to prompt discussion about some key asks and lobbying lines from the Board to central government, picking up on conversations at the last Board about the definition of 'culture' used by the Board.

Members are invited to provide a steer on whether there are consistent lobbying lines the LGA should be using on culture, tourism and sport.

Recommendation

That the CTS Board discuss the report and provide direction on future work.

Action

Officers to progress as directed.

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Culture, Tourism and Sport Campaign Lines

Background

1. While LGA CTS press releases and media cover have increased significantly over the past year, our coverage has tended to be reactive – responding to committee inquiries, national weeks of activity, or in support of campaigns like live music. Our releases have also typically followed corporate lines, focusing on the level of funding reduction experienced by councils.
2. These are all valuable activities and feedback from stakeholders and partners is that this is raising the profile of the board and the work of councils generally; as well as raising partner awareness of the challenges facing local government. For instance, the Chartered Institute for Library and Information Professionals (CILIP) has changed some of its campaigning away from criticising local cuts towards lobbying for further funding for local government. This has been very constructive, allowing others to help make the funding case for our services.
3. However, aside from the live music press release and a release relating to the ageing leisure infrastructure, the Board has made few calls on central government. In comparison, other boards are leading campaigns on a range of issues including broadband, bright futures for children, and a fundamental reform of the skills system through a Work Local approach.
4. CTS press releases and lobbying have supported several of these campaigns. In part, the absence of a single campaign or lobbying line has enabled the CTS Board to respond more flexibly to issues, and invest its limited resources in sector improvement work.
5. Board members are invited to consider the following questions:
 - 5.1. Whether the current approach is sufficient and appropriate given the Board's limited resources;
 - 5.2. Should the range of subjects that the CTS portfolio comments on – which has tended to be museums, archives, parks, libraries and leisure centres – be broadened in light of discussions at the last board about culture-led regeneration; and,
 - 5.3. Are there key lines that we should seek to proactively publicise to government in the form of a campaign through the media. Some possible campaign areas are set out in paragraph 7, but are not exhaustive.

Possible Campaign Issues

6. When prioritising a campaign line, it will be important to consider the following points:
 - 6.1. The level of resources needed to run an effective campaign alongside policy and improvement work - it will not be possible to run more than one campaign with the resources available.
 - 6.2. The need for a clear ask – the campaign must be clear what it needs from government, why it is needed, and the impact it will have
 - 6.3. The likelihood of success – for instance, whether it is likely that the Government or its agencies will agree that there is sufficient demand and need to tackle the identified issue
 - 6.4. The priority for local government – for instance, not only the number of councils or other members (such as National Parks) that will benefit from the campaign, but also how the investment will compare to other local government funding issues such as social care
 - 6.5. The ease with which the case can be made, and the level of public interest – to enable the LGA media team to secure coverage of a succession of releases on the same topic, the issue needs to have resonance with the public and be easily communicated to them.
7. The options below each have the potential to be worked up to form part of a media campaign directed at Government:
 - 7.1. The importance of building in culture and sport and physical activity into new housing developments and estates – there are established cautionary examples of how poor design can lead to communities that are not cohesive, not physically active, and generally disengaged. Given the levels of demand for house-building, and the lack of supply, there is a risk that new housing developments do not effectively deliver the social and cultural infrastructure needed to create a thriving community for the future. This would need coordination with the LGA planning and housing team, and would need to avoid unnecessarily placing burdens on builders that could prevent housebuilding.
 - 7.2. The need to invest in ageing sporting infrastructure, particularly swimming pools – our previous press release highlighted the fact that many leisure facilities are coming to the end of their lifespan. This release prompted concerns from Sport England and UK Active, who feel they have developed a workable model for replacing leisure centres in a new Wellbeing Centre concept. However, this is only achievable for areas with significant levels of population, whereas many of the older facilities are in more rural areas, which have also been affected by reductions in rural transport. By raising concerns about the level of provision in rural areas, we could challenge partners and stakeholders to develop equivalent models that work for rural areas.

- 7.3. Skills challenges for the sector – this could build on and amplify the Work Local campaign, but with a particular focus on tourism and the creative industries. This would be compatible with campaigns by the Creative Industries Federation and the Tourism Sector; and could be supplemented by our planned research into how a Work Local approach would benefit areas where tourism is a dominant industry.
- 7.4. The role of arts and physical activity in promoting public health and wellbeing, relieving pressures on the NHS (social prescribing) – the NHS is under pressure, and councils are also facing significant social care pressures. The APPG for Arts, Health and Wellbeing has been championing a set of recommendations to promote the role of the arts in social prescribing, and the recently formed Alliance for Culture Health and Wellbeing intends to take this further. This would give us strong allies to amplify our voice and articulate the need for the Department of Health, CCGs, and medical professionals to recognise the value of, and commission, arts and physical activity.
- 7.5. Fiscal devolution – the LGA has been calling for increased fiscal devolution to match the devolution of policy and responsibilities to combined authorities. A tourism tax was cited in the LGA's latest campaign document as one example of fiscal devolution. A small number of tourist-focused councils have raised this as a possibility, most recently Bath and North East Somerset. However, other areas have stated that they would not wish to introduce such a tax. A tourism tax is strongly opposed by the tourism sector, due to their concerns around the overall tax environment for accommodation. However, these taxes are common in Europe, so administrative difficulties should be able to be overcome.

Implications for Wales

8. This is an English debate and the WLGA lead on lobbying in Cardiff.

Financial Implications

9. None. The Board may choose to allocate some of the CTS 18/19 budget to support the campaign.

Next Steps

10. If the Board decides to pursue the idea of a campaign (paragraph 5.3), officers will develop a draft narrative on the selected topic (paragraph 7).
11. This will be presented at the next Board for more in-depth discussion on that topic, to clarify the narrative and associated ask(s).

LGA response to the Heritage Lottery Fund 2018 Heritage Perceptions survey

Purpose of report

For discussion and direction.

Summary

The Heritage Lottery Fund is conducting a survey on its role and funding priorities for the next five years. This report updates CTS Board Members on the LGA response to the survey and seeks a steer on key points to raise.

Recommendation

Members are invited to provide feedback on issues raised in paragraphs 7-11 and the LGA's response in paragraph 12.

Action

Officers will take forward actions identified.

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LGA response to the Heritage Lottery Fund 2018 Heritage Perceptions survey

Background to the Heritage Lottery Fund 2018 survey

1. The Heritage Lottery Fund (HLF) is a major national lottery distributor (**Annex A**) and since 1994 has awarded over £7.7 billion to over 42,000 projects. Some of the HLF's achievements have included:
 - 1.1. More than 3,000 people undertaking work-based training in heritage skills, including 28 projects with a value of £13.9 million that have supported the development of museum skills
 - 1.2. Over 19,500 historic buildings and monuments restored
 - 1.3. Over 3,200 projects funded to help conserve threatened habitats and species and over 850 public parks revitalized
 - 1.4. All ten of the most popular major heritage attractions across the UK have been supported by HLF
 - 1.5. Visitor numbers across the first 100 major Grants to complete rose by 130 per cent. Local tourism businesses are receiving an extra £480 million in revenue as a result of these increased visits - creating an extra 9,600 new jobs.
2. Last year, through a series of workshops across the UK, the HLF looked at what the participants valued as heritage, how heritage projects might improve their communities, and what their priorities would be for how HLF funds projects. This year, the HLF have also had conversations and workshop sessions with a range of stakeholders - people from a range of sectors who work with heritage, including councils and the LGA. The HLF have been asking what people see as the main opportunities for heritage over the next few years and how HLF can best support them to achieve their ambitions. Workshops with these stakeholders also informed the HLF Tailored Review, along with other Government reviews announced in the 2016 Culture White Paper: the museums review.
3. With reducing income from the Lottery sales, the HLF Board has agreed that the next financial year 2018/19 – when HLF expect to distribute a substantial budget of c £190 million - should be a transitional year, with some changes to their grant making. This will help HLF rebase themselves to ensure that income, commitments and resources are aligned. HLF are also taking the opportunity to simplify the complexity of their grant programmes ahead of the new Strategic Funding Framework.

4. The following changes to the HLF grant-making will take immediate effect (and run until the HLF new funding framework opens in Jan 2019):
 - 4.1. There will be no new rounds of targeted programmes (i.e. Landscape Partnerships, Parks for People or Townscape Heritage) in 2018
 - 4.2. HLF will still be funding landscapes, parks and historic town centres in 2018, accepting grant applications via their open programmes, including 'Our Heritage' and 'Heritage Grants'
 - 4.3. HLF will fund Heritage Grants over £5 million (major grants) in 2018, with decisions planned in April 2018 as usual (based on applications already submitted)
 - 4.4. HLF will not fund new 'major grants' (Heritage Grants over £5 million) in 2019, so there will be no application deadline in 2018
 - 4.5. During the final quarter of the financial year - January to March 2019 - HLF will only be making Round Two awards; and Round One grants of up to £100,000. This will give time to prepare applications under the new Strategic Funding Framework arrangements
 - 4.6. HLF are also planning new strategic funding to support innovation and new ways of working. HLF expect these initiatives to include a strong focus on urban parks and landscapes, with further details to follow in the spring.
5. To inform their funding plans from 2019 to 2024, HLF are conducting a survey to explore what heritage means to people, its importance and value, the aspects of heritage which resonate most strongly and the impact it can have on people's lives. The online survey will **close on 22 March 2018**: <https://start.yougov.com/refer/vsWjLXqS6ldDWy>.
6. Some of the questions (**Annex B**) that the survey asks are:
 - 6.1. What people understand by the term 'heritage' and what it covers and whether it matters to them and why.
 - 6.2. How important people think the following are:
 - 6.2.1. **Historic buildings and monuments** - Including community buildings such as village halls, townscapes, historic houses, buried archaeology and places of worship. This area can include the repair and transforming of a historic building.
 - 6.2.2. **Community heritage** - Projects focusing on a range of heritage (drawn from at least two of the other five heritage sectors) in a geographic community, or a community with a shared cultural/social background, or a community of interest.

- 6.2.3. **Cultures and memories** - The heritage of performing arts, traditions, social practices, rituals and festive events; or oral traditions, including oral history; or knowledge and practices relating to nature; or knowledge and skills to produce traditional craft. In effect, the transmission of non-material culture from one generation to the next.
- 6.2.4. **Industrial, maritime and transport** - Aircraft, vehicles, locomotives, rolling stock, vessels, or buildings, special infrastructure/ fixed installations and machinery (e.g. mines) associated with industrial, maritime or transport history.
- 6.2.5. **Land and natural heritage** - Land, including designed landscapes such as public parks, gardens and cemeteries, and natural or semi-natural landscapes including countryside access, habitat and species conservation, the marine environment and land management skills.
- 6.2.6. **Museums, libraries and archives** - Any group of artefacts, including documents, to be seen, studied, or kept together, whether in museums, archives, galleries, libraries or collections in other buildings and locations, including the open air.
- 6.3. Which of the following do people believe are important issues which heritage should help address? Community Development, Economic Growth, Social Inclusion, Environmental Sustainability.
- 6.4. People to indicate their preference in terms of the funding provided by the Heritage Lottery Fund. Whether this should go to projects involving: natural landscape; culture and memories; buildings and artefacts: Local or national projects; Small or large grants of funding.
- 6.5. How beneficial or not do people think it would be if the Heritage Lottery Fund were to, for example... Spend time in their area to suggest a range of possible projects; Provide expertise and advice to help local group's projects going; Work with local authorities or other local organisations to help identify possible projects.

Issues for councils

7. Ros Kerslake (Chief Executive of HLF) spoke at the CTS Annual Conference on 8 March 2018, where she highlighted that approximately one third of all HLF funding goes to councils. Whilst the HLF sees councils as key partners in the years ahead, changes to funding criteria and priorities could result in councils receiving less grant from the HLF.

8. The HLF 'State of the UK Public Parks 2016' report stated that over £850 million has been invested by the HLF (and more recently the Big Lottery Fund) in regenerating the UK's public parks. The report highlighted that increasing financial challenges being faced by councils were affecting their ability to manage and keep parks maintained. This was of some concern to HLF in terms of ensuring their investment would not result only in short term improvements. The HLF, Government and LGA are involved in the Taskforce on parks, which has been established to tackle the sustainability of parks in the future.
9. Councils will have lost 75p in every £1 of core funding by 2020, leaving an overall funding gap of £5.8 billion, which are needed to provide adequate adult social care and children's services. The savings that will need to be made will inevitably affect not only those direct services that councils provide to support the cultural economy, including heritage, but also indirect services like planning, transport and even maintaining the historic sites and street furniture that make places attractive to visit.
10. Only with the right funding and powers can councils continue to make a difference to people's lives by creating jobs, maintaining parks and green spaces, running children's centres, museums and libraries, caring for older people, disabled people and improving the health and wellbeing of their local communities. Investing in local government will boost economic growth, reduce demand for services and save money for the taxpayer and others part of the public sector, such as the NHS. Heritage facilities and provision are a key part of the wider cultural offer of a place and continuing to invest in places through the Heritage Lottery Fund (HLF) will help reduce burdens on the adult social care and NHS budgets.
11. Funding decisions planned by the HLF may have an adverse impact on council's ability to attract larger funding grants. The HLF have indicated they will not be funding grants over £5 million in 2019. It is not clear at this stage whether this decision will continue beyond 2019.

Key lines of response

12. We propose that the following themes run throughout our response:
 - 12.1. Councils recognise the value of heritage and their role in placemaking means they will continue to be core partners for the HLF.
 - 12.2. Councils are having to make challenging decisions about funding services. The HLF has to date had a clear policy of not replacing council funding. While we understand this, we believe the current funding situation will require a more flexible approach and that the withdrawal of council funding does not indicate a lack of commitment from the local authority to supporting the heritage assets. Future grant-making will need to make more acknowledgement of in-kind contributions from councils.

- 12.3. Councils' experiences of placemaking, further evidenced by the Arts Council England's Creative People and Places projects, demonstrates that local understanding and definitions of heritage vary significantly across the country and can be very personal to that community. We believe the HLF's broad definition of heritage, allowing communities to define what it means for them, has been a particular strength of previous programmes and should be retained in future funding programmes.
- 12.4. There has been a decline in resources available to support applications, both within councils, and across the voluntary sector generally. The application process for funding will need to be kept as simple as possible, with clear criteria for application, so that potential applicants can make realistic assessments of their likelihood of success - allowing them to prioritise their very limited resources at the most appropriate funding streams.

Implications for Wales

13. The HLF 2018 Heritage Perceptions survey covers the whole of the UK, so will have an impact on councils within Wales. The LGA is engaging with the WLGA to ensure that any issues affecting Welsh councils is reflected in this response and encouraging Welsh councils to respond to the survey.

Financial Implications

14. None.

Next steps

15. Following any feedback from CTS Board Members, CTS officers will finalise the LGA's response with Lead Members and the Political Groups and submit by 22 March 2018.
16. The LGA will continue liaising with the HLF and keep CTS Board Members updated with developments to the HLF's new funding arrangements.

Annex A: Background to Heritage Lottery Fund 2018 Heritage Perceptions survey

1. About the Heritage Lottery Fund (HLF)

1.1. Since its launch in 1994, the National Lottery has provided funds for good causes. The Heritage Lottery Fund's parent body, the National Heritage Memorial Fund (NHMF) allocates Lottery funds to heritage; HLF is the distributor.

1.2. HLF is a non-departmental public body accountable to Parliament via the Department for Digital, Culture, Media and Sport (DCMS). Although HLF are not a government department, the Secretary of State for Digital, Culture, Media and Sport issues financial and policy instructions to the HLF, and HLF report to Parliament through DCMS. HLF decisions about individual applications and policies are entirely independent of the Government.

2. HLF Tailored Review

2.1. Following the HLF Tailored Review, the Department for Digital, Culture, Media and Sport (DCMS) concluded that HLF performed well as an organisation, with 79 per cent of survey respondents seeing the HLF as a 'very' or 'extremely' effective funding body and the HLF role as a UK-wide funder with a sole focus on heritage was highly valued. The review also noted that HLF was operating within the context of reducing National Lottery receipts and local authority funding. As a result, it recommended that HLF should become more strategic, effective and efficient to ensure National Lottery funding continues to support the resilience of the heritage sector, benefits people and preserves heritage for future generations.

3. The review makes a series of recommendations for how the HLF can further strengthen their effectiveness and performance. These include clarifying HLF priorities in their upcoming Strategic Framework, which HLF is consulting on as part of this survey, and strengthening their strategic partnerships with other funders, experts and Governments across the UK.

4. Many of the recommendations are already being implemented, including strengthening communications, data management, research and evaluation. HLF have published an implementation plan to deliver the recommendations. HLF have indicated they will continue to work hard with DCMS and other partners, to ensure maximum value for National Lottery players and the best possible support for the heritage sector.

Annex B: HLF online survey questions

1. When you think of what 'heritage' is and what it means to you, what things come to mind?
2. When you think of the concept of 'heritage' in general, to what extent do you think of it in terms of...Local, national or personal/family heritage?
3. To what extent would you say 'heritage' matters to you personally?
4. Which, if any of the following, are reasons why heritage matters to you? Select all that apply, for example: improves local identity; maintains and conserves local heritage.
5. How important or not are each of these aspects of heritage to you? Please **click here** to see the full descriptions again in a new window. For example, museums/libraries and archives.
6. To what extent do you think heritage has an impact or not on the following, for example: Maintaining and conserving local heritage: This includes renovation, protection and improvement or improving the place: This includes bringing buildings into use as well improving local aesthetics, facilities and safety.
7. Heritage can be seen to have an impact on a range of social issues. Which of the following do you believe are important issues which heritage should help address? Community Development, Economic Growth, Social Inclusion, Environmental Sustainability.
8. Which, if any, of these groups in society should heritage funding look to support? Please select all that apply. For example: Older people, unemployed people or young people (11-25 yrs old).
9. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts - "It is important to me that heritage buildings, landscapes and places are well looked after"/ "I know who makes decisions about how local heritage is looked after"
10. HLF can fund many different types of heritage focused projects. Using the following scales, please indicate your preference in terms of the funding provided by the Heritage Lottery Fund. Again, please remember that heritage projects can include the natural landscape, culture and memories as well as buildings and artefacts: Local or national projects; Small or large grants of funding.
11. How beneficial or not do you think it would be if the Heritage Lottery Fund were to, for example... Spend time in your area to suggest a range of possible projects; Provide expertise and advice to help local group's projects going; Work with local authorities or other local organisations to help identify possible projects.



12. To what extent, if at all, would the HLF doing what is listed above encourage you or your family to become more involved with local heritage projects?
13. Which, if any, of the following might you interested in doing? Select all that apply. For example: Voting to choose which local projects are awarded funding; Voting for a project linked to TV or other media content.
14. In the past year, how often have you spent money on tickets for the National Lottery draws (Lotto, Euro Millions, Thunderball, Daily Play, Hotpicks) or National Lottery scratch cards?

Culture, Tourism and Sport Budget Proposals 2018/19

Purpose of report

For information.

Summary

The CTS Board will have £30 000 available to spend on commissioned projects from April 2018.

This paper sets out planned expenditure as directed by lead members. Members will wish to note that this funding is also required to cover part of the new Board cycle when this restarts in September 2018.

Recommendation

That the CTS Board note the report.

Action

Officers to progress as directed.

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Culture, Tourism and Sport Budget Proposals 2018/19

Background

1. The CTS Board will have £30 000 available to spend on commissioned projects from April 2018.
2. This paper sets out the programme of planned expenditure as agreed by lead members at their most recent meeting. Members will wish to note that this funding is also required to cover part of the new Board cycle when this restarts in September 2018.
3. The costs outlined below are the maximum amounts available to spend on each project. Each item will be competitively tendered, which may result in some savings. Sponsorship opportunities are also being sought and may allow some funding to be released for other projects or for more in-depth work to be undertaken. For instance, Arts Council England have agreed to co-fund the Museums Handbook with an investment of £5-10 000 – potentially enabling some promotional workshops.

Planned expenditure

4. These are the planned activities. Public statements have been made about the museums, theatres and sports groups' handbooks, but there is the flexibility to reprioritise funding on all the other projects up until the point that they are commissioned.
5. Museums Handbook – this handbook is designed to respond to a recommendation in the recent Mendoza review that the LGA and Arts Council England should provide advice on alternative delivery models for services; and found that local government-owned museums were encountering the most difficulty in operating. **£4 000.**
6. Theatres Handbook – this handbook would build on our increased collaboration with Theatres UK and the Theatres Trust. It would address some of the issues highlighted by the recently published Theatres At Risk Register, and highlight the way in which some councils like Cheshire West & Chester, Waltham Forest and Stevenage are using theatres as anchor points for regeneration. **£4 000.**
7. Guide for sports groups – this guide is being developed following an approach from Lord Addington and the Rugby Football Union (RFU). We are expecting this to be a partnership document, with investment from the involved sporting bodies. However, we suggest allocating a small budget in case it is required – this can be reallocated later in the year if it is not required. **£2 000.**
8. Tourism skills research – this will explore the Board's concern about the impact of Brexit on recruitment in the tourism and hospitality sectors. It would look at four areas – potentially Brighton, Derbyshire, South Lakeland, and Blackpool – exploring the impact

that a loss of European workers would have, and examine ways of delivering skills training to ensure a pipeline of talent and skills for the hospitality and tourism sectors. This would be informed by the LGA's Work Local campaign, led jointly by the People and Places Board and City Regions Boards. **£8 000.**

9. Libraries open data work – this builds on discussions underway to publish library data in a way that is meaningful and accessible to decision makers. It is critical that it is not burdensome on library services. Although the board has decided not to prioritise library work this year, there is a real risk that a more burdensome, regressive approach to data collection and publication will be developed if the LGA does not demonstrate leadership on this particular aspect. The LGA has in-house expertise which can be deployed on this, and we will explore the options for using Libraries Taskforce funding to support this work, meaning the full allocated amount may not be needed. **£4 000.**
10. Targeted improvement work at councils not engaging with CTS support – our improvement offer is well established and most councils have engaged with either a peer challenge, leadership essentials course, or attended a conference. However, there are a small number of councils that have not engaged, with some concern that these may be some of the least resourced and well-equipped councils. This project would commission member peers to engage with these councils and offer a small amount of bespoke support, where this was identified as a need. **£4 000.**
11. Regional regeneration events – these are intended to communicate findings of the culture-led regeneration work underway. While the costs for four of these events have been built into the contract, funded from the 2017/18 budget, we recommend allocating some additional resource to cover unexpected demand. **£2 500.**
12. Total planned expenditure would be **£28 500.** If funding allocated for the sports guide, regional events, and library data was ultimately not required, planned spend would be **£20 000.** This would leave up to **£10, 000** for the start of the next Board cycle (Sept 2018-March 2019).

Unfunded projects

13. The following projects have also been suggested for investment, but are not planned for commissioning during this board cycle, unless additional funding becomes available:
 - 13.1. The Last Mile – this project would explore the challenges with moving tourists from the nearest public transport to the tourist attraction. This issue has been raised with us as an issue by our National Parks members, some member councils, and the Tourism Alliance. The project would explore practical solutions to this problem, including looking at any ticketing opportunities that might arise from the Buses Act or Package Travel

Regulations. A conference on this subject is being separately planned, and is not reliant on this funding. **£8 000.**

13.2. Council/school partnerships sport guide – in rural areas, there is limited investment available for sporting facilities. In these areas, as well as dense urban areas with limited free land, it can be more effective to work in partnership with other landowners such as schools to open up their facilities for public use. This guide would showcase 10-12 case studies of best practice and advise on how to establish these partnerships. **£4 000.**

13.3. Swimming guide – this would build on the work done by LGA consultant Neil Anderson to identify barriers to swimming provision, and support councils to find cost-effective ways to provide facilities. **£4 000.**

14. Members may also wish to make provision for the need for further commissioned work arising from existing projects, such as the culture-led regeneration research or, less directly, the Christmas markets report.

Partnership projects

15. Members will wish to note that we also expect to support the following publications through a partnership approach, and without direct investment:

15.1. Making the most of heritage assets – a refresh of an existing publication to help councils effectively maintain and market their heritage assets. This work will be led by Historic England, with input from LGA officers.

15.2. Engaging with councils: A guide for canal and river trusts – this will be comparable to the guide for sports clubs that we are developing with Lord Addington and the RFU. The Canal and River Trust have agreed to lead on the project, with input from LGA officers as needed.

Implications for Wales

16. The WLGA does not commission us to work on wider improvement issues. This service is provided directly by WLGA.

Financial Implications

17. The proposed outline reflects the £30 000 available through the policy team budgets.

18. Allocation of these funds are at the discretion of the CTS Board, so there will be significant flexibility around use of these funds up until individual projects are commissioned.



19. Commissioned work will be offered through competitive tender, meaning that there may be some savings realised on the proposed budgets.

Next steps

20. Officers to progress as directed.

Outside Bodies

Purpose of report

For information.

Summary

This report has four parts:

- A – CTS Outside Bodies 2017/18;
- B – Report back on member meetings since 18 January 2018;
- C – Forthcoming meetings;
- D – Latest Chair’s Report from Cllr Gerald Vernon-Jackson CBE.

Recommendation

That the Culture, Tourism and Sport Board note the report.

Action

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

Contact officer: Jamie Cross
Position: Member Services Officer
Phone no: 0207 072 7438
Email: Jamie.Cross@local.gov.uk

Outside Bodies

A - CTS Outside Bodies 2017/18

Organisation	Background	Representative For 2017/2018	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	TBC
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 Geraldine Carter	9 May 2018 26 September 2018 21 November 2018 All starting at 13:00.

<p>British Destinations</p>	<p>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.</p>	<p>Cllr Geoff Knight</p>	<p>19 March 2018</p>
<p>London Marathon Events Limited</p>	<p>The London Marathon Charitable Trust primarily provides capital funding for building or facilities projects that inspire increased participation in physical activity, sport and play. It prioritises projects that target individuals or groups that currently have low levels of activity and children and young people outside of school hours.</p>	<p>Cllr Terry O'Neill</p>	<p>TBC</p>

<p>Libraries Taskforce</p>	<p>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.</p>	<p>Cllr Mike Bell</p>	<p>TBC</p>
<p>Theatre Champion role</p>	<p>This opportunity for a CTS Board member is to act as a Theatre Champion. The representative will attend regular meetings and act as a link back to the CTS Board, and generally act as a consultant on local government issues. In addition, the representative will take part in stakeholder groups that advise the organisation.</p>	<p>Cllr Michelle Tanfield</p>	<p>TBC</p>

B – Report back on member meetings since 18 January 2018

Purpose	Key Points Discussed	Outcome
Cllr Gerald Vernon-Jackson met with Julian Wadsworth, Gary Stannett and Kevin McPherson, Active Communities Network (ACN), 23 January		
Introductory meeting between the Chair and the Sports England Chairman.	The discussion covered the role that sport could play in providing meaningful activities and direction for young people, and how the effective work of ACN could be shared with councils.	The LGA and CAN will keep in touch on key issues and will share good practice.
Cllr Gerald Vernon-Jackson spoke at Leadership Essentials Sport event, Coventry, 1 February		
To speak for the Culture, Tourism and Sport Board at the event.	The address outlined the landscape facing councils and the work that the LGA is undertaking to support councils.	The LGA will host a briefing meeting for all councils in Tranche 1 (1 of 4) so that portfolio holders and council officers know what money is available and how to access this.
Cllr Gerald Vernon-Jackson met with John Eady, Knight, Kavanagh & Page Ltd, 15 February		
Meeting between the Chair and the Chief Executive.	The discussion covered how the LGA can work with the FA and the Premier League to ensure every council benefits to the fullest extent from this investment offer.	The LGA and the FA will keep in touch on key issues and will share good practice.
Cllr Gerald Vernon-Jackson met with Iain Watson, National Museum Directors' Council (NMDC), 23 February		
Introductory meeting between the Chair and National Museum Directors' Council's Vice-Chair.	The discussion covered the role that museums can play in creating a sense of place, connecting people with their heritage, and supporting people with dementia and Alzheimer's. We also discussed the publication of the Mendoza Review , and its recommendations relating to local authority run or supported museums.	The LGA and NMDC will keep in touch on key issues and will share good practice.

Purpose	Key Points Discussed	Outcome
Cllr Gerald Vernon-Jackson met with Sir Laurie Magnus and Victoria Thompson, Historic England, 12 February		
Introductory meeting between the Chair and the Chair and Head of Planning Advice and Reform.	The discussion covered the importance of heritage to local areas, including those that were engaged in active regeneration of the assets and reputation of their area, and identified ways in which our organisations could collaborate to support council's services, councillors, and officers.	The LGA and Historic England will keep in touch on key issues and will share good practice.
Cllr Peter Golds spoke at a Westminster Briefing event, Westminster		
To speak for the Culture, Tourism and Sport Board at the event.	The address outlined the LGA's response to the Mendoza Museums Review, and the support available for local authority-run or –supported museums, including our forthcoming Councillor Handbook in partnership with Arts Council England.	The LGA continues to respond to reviews and represent the sector.
Cllr Geraldine Carter attended the Tourism Alliance's January Board		
To represent the Culture, Tourism and Sport Board at the Board.	Cllr Carter followed up discussions from the December CTS Board's meeting on the Tourism Sector's bid for a sector deal under the Industrial Strategy. She stressed the importance of involving councils in an early stage in the development of the concept of Tourism Zones.	Representing the LGA.
Cllr Peter Golds met with the Mayor of Ouistreham, Romain Bail		
To represent the Culture, Tourism and Sport Board at the event.	The discussion covered our support for a shared Franco-Anglo centre to be built on Sword Beach, celebrating the Normandy landings, and also exploring what our relationship might look like in the future.	The LGA and the Mayor will keep in touch on key issues and will share good practice, and the Mayor also agreed to participate in our session at LGA Conference on Tourism and Brexit.

Purpose	Key Points Discussed	Outcome
Cllr Gerald Vernon-Jackson met with John Packman (Broads National Park) and Sarah Fowler (Peaks National Park), 25 January		
Introductory meeting between the Chief Executive of Broads National Park and the Chief Executive of Peaks National Park.	The discussion covered the LGA membership offer to National Parks members, and shared objectives around promoting and growing the visitor economy in a sustainable way.	The LGA will keep in touch with both organisations on key issues and will share good practice.

C - Forthcoming meetings at the time of writing

Event/Meeting	Date/s and venue	CTS Board Member involvement
Speaking at Tourism Alliance conference	Monday 19 March 11:00 – 12:00 at RAF Club	Cllr Vernon-Jackson is speaking at the conference.
British Destinations Board	Monday 19 March	Cllr Knight is attending the Board.
Parks Action Group	Wednesday 21 March 13:00 – 16:00 at 2 Marsham Street	Cllr Vernon-Jackson meeting attending Group with Parks Minister in attendance.
Leadership Essentials Sport Event	Thursday 22 March 9:30 – 10:30 in Coventry	Cllr Vernon-Jackson is attending the group
Meeting with Victoria Wallace (CWGC)	Tuesday 27 March 10:30 - 11:30 at 18 Smith Square	Cllr Vernon-Jackson meeting with Victoria Wallace, Director General of the Commonwealth War Graves Commission.
Meeting with Kate Nicholls (ALMR)	Tuesday 27 March 12:00 - 13:00 at 18 Smith Square	Cllr Vernon-Jackson meeting with new chief executive of Association of Licensed Multiple Retailers.
Meeting with Martin Glenn (FA)	Tuesday 27 March 13:30 - 14:30 at 18 Smith Square	Cllr Vernon-Jackson meeting with chair of the Football Association.
Meeting with Michael Ellis MP	Tuesday 17 April 11:00 – 11:30 at Parliament	Cllr Vernon-Jackson to meet with Michael Ellis MP.
Tourism Alliance Board meeting	Wednesday 9 May 13:00 – 15:00	Cllr Geraldine Carter representing the Culture, Tourism and Sport Board as the board's appointment to the body.

Meeting with Emma Chaplin (AIM)	Monday 21 May 15:00 – 16:00 at 18 Smith Square	Cllr Vernon-Jackson meeting with Emma Chaplin from the Association of Independent Museums.
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D - Culture, Tourism and Sport Board – report from Cllr Gerald Vernon-Jackson CBE (Chair)

1. My apologies I am not at Councillors Forum today as I have to Chair the LGA Culture, Tourism and Sport Conference in Hull (UK City of Culture). The date of this conference was booked before the LGA confirmed its meeting dates. It would be helpful in future years if clashes like this do not occur. I know several members of the LGA Executive cannot be here today because of this clash within the LGA calendar.

Sport

2. I met with Julian Wadsworth, Gary Stannett and Kevin McPherson of the Active Communities Network (ACN). We discussed the role that sport could play in providing meaningful activities and direction for young people, and how the effective work of ACN could be shared with councils.
3. Cllr Terry O'Neill was appointed as the LGA's representative on the London Marathon Charitable Trust and confirmed as a trustee at their AGM on 24 January. Cllr O'Neill will be supporting the Trust to extend their grant-making outside of London.
4. I spoke at the Leadership Essential Sport event in February 2018, where I outlined the landscape facing councils and the work that the LGA is undertaking to support councils. Ten portfolio holders attended this event and feedback from delegates was again very positive. We are aiming to do a briefing meeting for all councils in Tranche 1 (1 of 4) so that portfolio holders and council officers know what money is available and how to access this. If this works well we will then do the same for the other tranches of councils.
5. The Football Association in partnership with the Premier League and DCMS have committed to making a major investment in local football over the next 10 years. To inform and direct this investment, they will work with every council in England to develop a local football facility plan (LFFP). I met with the Chief Executive of Knight, Kavanagh & Page Ltd, John Eady to discuss how the LGA can work with the FA and the Premier League to ensure every council benefits to the fullest extent from this investment offer.

Arts, Culture and Heritage

6. I met with Iain Watson of the National Museum Directors' Council. We covered a broad number of topics including the role that museums can play in creating a sense of place, connecting people with their heritage, and supporting people with dementia and Alzheimer's. We also discussed the publication of the [Mendoza Review](#), and its recommendations relating to local authority run or supported museums.
7. I met with Sir Laurie Magnus, Chair and Victoria Thompson Head of Planning Advice and Reform at Historic England. We discussed the importance of heritage to local areas, including those that were engaged in active regeneration of the assets and reputation of their area, and identified ways in which our organisations could collaborate to support council's services, councillors, and officers.
8. Cllr Geraldine Carter assessed, as part of a panel, the nominations for the Hearts for the Arts awards, celebrating local authorities who continue to champion investment in the arts and culture. Winners will be presented with their prizes at our annual culture, tourism and sport conference in Hull on 8 March.
9. Cllr Peter Golds spoke at a Westminster Briefing event about the LGA's response to the Mendoza Museums Review, and the support available for local authority-run or – supported museums, including our forthcoming Councillor Handbook in partnership with Arts Council England.

Tourism

10. Cllr Geraldine Carter attended the Tourism Alliance's January Board meeting on behalf of the CTS Board. Cllr Carter followed up discussions from the December CTS Board meeting on the Tourism Sector's bid for a sector deal under the Industrial Strategy. She stressed the importance of involving councils in an early stage in the development of the concept of Tourism Zones.
11. Cllr Peter Golds Cllr Golds met with the Mayor of Ouistreham, Romain Bail, to discuss our support for a shared Franco-Anglo centre to be built on Sword Beach, celebrating the Normandy landings, and also exploring what our relationship might look like in the future. The Mayor also agreed to participate in our session at LGA Conference on Tourism and Brexit.

Parks

12. I met with John Packman, Chief Executive of Broads National Park and Sarah Fowler, Chief Executive of the Peaks National Park. We discussed the LGA's membership offer to National Parks members, and shared objectives around promoting and growing the visitor economy in a sustainable way.

Media

13. I had [an article published](#) in First Magazine explaining the role that Local Government plays in leisure, sports, heritage and culture.

The Board has issued the following media releases since my last report:

14. [Councils herald 100 years since certain women first won the right to vote](#). Here we highlighted the women who successfully campaigned for the right to vote who have been commemorated in a new list of more than 100 pioneers. We worked alongside The Women's Local Government Society (WLGS) to gather nominations and draw up the list, to celebrate the lives of the many suffragists and other campaigners who were active in the extension of the franchise.
15. [Councils win backing to help protect live music venues](#). I commended the Government's announcement that it will look to strengthen planning rules to help protect live music venues. This is an issue the LGA has campaigned on, and I am pleased that Government has listened to our call and that of our partners.

Note of last Culture, Tourism & Sport Board meeting

Title: Culture, Tourism & Sport Board
Date: Thursday 18 January 2018
Venue: Library of Birmingham - Library of Birmingham

Attendance

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

Item Decisions and actions

1 Welcome, Apologies and Declarations of Interest

The Chair welcomed members and officers to the meeting.

Apologies were received from Cllr Geoffrey Theobald OBE, Cllr Alice Perry, Cllr Terry O'Neill and Cllr Mike Bell.

Cllr Chris Saint and Cllr Guy Nicholson attended as substitutes.

No declarations of interest were made.

2 Culture-led regeneration

LGA Senior Adviser, Ian Leete, introduced the report which updated the Board on the progress of the culture-led regeneration work and invited further steer.

Ian informed the Board that a total of £20,000 has been made available for this work. £13,000 of this is from the LGA improvement budget, and the remaining £7,000 being provided by a grant from the Calouste Gulbenkian Foundation.

The winning bidder for the culture-led regeneration research was Regeneris who have led appraisals of a number of City of Culture programmes.

Regeneris' findings will be communicated through a publication launched in May/June 2018, which will include advice and guidance for councils wishing to use culture as a way to promote regeneration.

Discussion

In the discussion which followed, these points were made:

- Members recommended a wider brief when defining culture to include – performance arts, the creative industries, music, festivals in all guises i.e. music/food/art. It must also consider the scale and

frequency of events (e.g. Glastonbury now has a year off)

- Members also highlighted the lack of reference to diversity in the community and how culture varies for different people in the community. Carnival culture was given as an example.
- Members agreed that the basis of this research should be on sharing good practice in establishing culture-led regeneration and providing a loose framework for councils who may be interested in undertaking culture-led regeneration.
- Members noted that any potential guide must remain conscious that councils are on very limited budgets.
- Members requested that the list of potential case studies is reviewed. Comments included that the current list is too urban specific. The Chair stressed that the current proposed list was not an exhaustive list and other potential case studies can and will be added.
- Members recommended including case studies of projects which did not work and the lessons that can be taken from this.
- Members also noted the size of the budget, and that the desired breadth and depth may not be possible – it is important to have realistic expectations.
- Members suggested a case study that was successful in being able to secure funding across a wider area, such as through the regional arts council, or partnerships with universities.

Decision

The Culture, Tourism and Sport Board members discussed and provided direction. They provided steer on the need to take a broader interpretation of culture, to emphasise replicability, and capture some examples of what did not work as well.

3 Christmas markets

The Chair welcomed Nick Rhodes, Chief Executive of National Association of British Market Authorities (NABMA) Marketplace, who presented the key findings of the research into Christmas markets.

Nick explained that it is estimated that Christmas Markets generated more than £500 million in visitor spend in the host towns. The research revealed that many markets do not routinely capture key information, so this is expected to be an underestimate.

British Christmas Markets are increasingly able to compete effectively against international competitors with Manchester market voted the most popular UK market and placed higher than Christmas destinations such as Dresden, Leipzig and Cologne.

The research indicated that towns often look to host Christmas markets to increase footfall and boost the local economy, and strengthen town centres.

Discussion

In the discussion which followed, these points were made:

- Members noted that in Germany Christmas markets are worth annually €6 billion. They stressed the scale of German advertising in comparison to British Christmas markets, suggesting the British marketplace is not properly realising its full worth.
- Members noted the research found a positive impact from Christmas markets on surrounding businesses, but highlighted the lack of information on the impact on local market traders.

Decision

The Culture, Tourism and Sport Board members discussed the report and provided direction on the final publication.

4 2018 Culture, Tourism and Sport Conference

Ian Leete, Senior Adviser, updated the Board on the Culture, Tourism and Sport Conference which is being held on Wednesday 7 March – Thursday 8 March at The Hilton, Hull.

Ian informed the Board that 41 delegates have signed up to attend the conference. The LGA will continue to market the conference through bulletins, tweets and advertisements in First magazine.

Decision

Members of the Culture, Tourism and Sport Board noted the report.

5 Outside Bodies

Members fed back on meetings they had attended.

Thanks was given to Cllr Terry O'Neill for agreeing to be the LGA's trustee on the London Marathon Charitable Trust Board.

Decision

Members of the Culture, Tourism and Sport Board noted the report.

6 LGA Sport & Physical & Activity Conference

Siraz Natha, Adviser, informed the Board of the outcomes of the first LGA Sport & Physical Activity Conference held on 5 December 2017.

The conference was successful with 76 delegates attending and an estimated net income of between £9,000 - £10,000 generated for the LGA.

Feedback from the conference was positive with 95 per cent of delegates replying that they were either very or fairly satisfied with the event.

Decision

Members of the Culture, Tourism and Sport Board noted the report.

7 Officer update

Ian Leete, Senior Adviser, introduced this report which summarised for the Board LGA officers' activity since the last board meeting in November 2017.

Decision

Members of the Culture, Tourism and Sport Board noted the report.

8 Minutes of the last meeting

The minutes of the previous meeting were approved.

9 Any other business

No further items of business were raised.

Appendix A -Attendance

Position/Role	Councillor	Authority
Chairman	Cllr Gerald Vernon-Jackson CBE	Portsmouth City Council
Vice-Chairman	Cllr Geoff Knight	Lancaster City Council
Deputy-chairman	Cllr Simon Henig CBE	Durham County Council
	Cllr Peter Golds	Tower Hamlets Council
Members	Cllr John Beesley	Bournemouth Borough Council
	Cllr Geraldine Carter	Calderdale Metropolitan Borough Council
	Cllr David Jeffels	North Yorkshire County Council
	Cllr Barry Lewis	Derbyshire County Council
	Cllr Chris Saint	Stratford-upon-Avon District Council
	Cllr Michelle Tanfield	Fenland District Council
	Cllr Tom Killen	Mendip District Council
	Cllr Faye Abbott	Coventry City Council
	Cllr Muhammed Butt	Brent Council
	Cllr Richard Henry	Stevenage Borough Council
	Cllr Guy Nicholson	London Borough of Hackney
	Ian Brooke	cCloa
Apologies	Cllr Geoffrey Theobald OBE	Brighton & Hove City Council
	Cllr Terry O'Neill	Warrington Council
	Cllr Alice Perry	Islington Council
	Cllr Mike Bell	North Somerset Council
In Attendance		
LGA Officers	Alex Thomson	Principal Policy Adviser
	Ian Leete	Senior Adviser
	Siraz Natha	Adviser
	Harry Parker	Member Services Officer

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LGA location map

Local Government Association
 18 Smith Square
 London SW1P 3HZ

Tel: 020 7664 3131
 Fax: 020 7664 3030
 Email: info@local.gov.uk
 Website: www.local.gov.uk

Public transport

18 Smith Square is well served by public transport. The nearest mainline stations are: Victoria and Waterloo: the local underground stations are **St James's Park** (Circle and District Lines), **Westminster** (Circle, District and Jubilee Lines), and **Pimlico** (Victoria Line) - all about 10 minutes walk away.

Buses 3 and 87 travel along Millbank, and the 507 between Victoria and Waterloo stops in Horseferry Road close to Dean Bradley Street.

Bus routes – Horseferry Road

- 507** Waterloo - Victoria
- C10** Canada Water - Pimlico - Victoria
- 88** Camden Town - Whitehall - Westminster - Pimlico - Clapham Common

Bus routes – Millbank

- 87** Wandsworth - Aldwych
- 3** Crystal Palace - Brixton - Oxford Circus

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

Cycling facilities

The nearest Barclays cycle hire racks are in Smith Square. Cycle racks are also available at 18 Smith Square. Please telephone the LGA on 020 7664 3131.

Central London Congestion Charging Zone

18 Smith Square is located within the congestion charging zone.

For further details, please call 0845 900 1234 or visit the website at www.cclondon.com

Car parks

Abingdon Street Car Park (off Great College Street)

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

