

Culture, Tourism and Sport Board

Agenda

Wednesday, 19 January 2022
1.00 pm

Online via Microsoft Teams

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

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Culture, Tourism & Sport Board
19 January 2022

There will be a meeting of the Culture, Tourism & Sport Board at **1.00 pm on Wednesday, 19 January 2022**, Online via Microsoft Teams.

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 3263	email: labgp@lga.gov.uk
Independent:	Group Office: 020 7664 3224	email: independent.group@lga.gov.uk
Liberal Democrat:	Group Office: 020 7664 3235	email: libdem@local.gov.uk

LGA Contact:

Emma West – emma.west@local.gov.uk

Carers' Allowance

As part of the LGA Members' Allowances Scheme a Carer's Allowance of £9.00 per hour or £10.55 if receiving London living wage 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.

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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 2021/2022

Councillor	Authority
Conservative (7)	
Cllr Peter Golds (Deputy Chair)	Tower Hamlets Council
Cllr Steve Hastings	Isle of Wight Council
Cllr Barry Lewis	Derbyshire County Council
Cllr Gary Ridley	Coventry City Council
Cllr Phil Seeva	Cornwall Council
Cllr Bradley Thomas	Wychavon District Council
Cllr Anne Welburn	West Lindsey District Council
Substitutes	
Cllr Mandy Chilcott	Somerset County Council
Cllr David Jeffels	North Yorkshire County Council
Cllr Neil Jory	West Devon Borough Council
Labour (7)	
Cllr Andrew Western (Deputy Chair)	Trafford Metropolitan Borough Council
Cllr Peter Kelly	Preston City Council
Cllr Brigid Jones	Birmingham City Council
Cllr Richard Henry	Stevenage Borough Council
Cllr Muhammed Butt	Brent Council
Cllr Dhanisha Patel	Bridgend County Borough Council
Cllr Amy Cross	Blackpool Council
Substitutes	
Cllr Guy Nicholson	Hackney London Borough Council
Cllr Chris Penberthy	Plymouth City Council
Cllr Jonathan Simpson, MBE	Camden London Borough Council
Liberal Democrat (2)	
Cllr Gerald Vernon-Jackson, CBE (Chair)	Portsmouth City Council
Cllr Chris White	Hertfordshire County Council
Substitutes	
Cllr Sean MacLeod	Lewes District Council
Independent (2)	
Cllr Julian German (Vice-Chair)	Cornwall Council
Cllr Tom Hollis	Ashfield District Council
Substitutes	
Cllr Natalie McVey	Malvern Hills District Council
Cllr Geoff Knight	Lancaster City Council
Cllr Mark Howell	Poole People Bournemouth, Christchurch and Poole Council

Agenda

Culture, Tourism & Sport Board
Wednesday 19 January 2022, 1.00pm
Online via Microsoft Teams

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6. Conference update	
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Date of Next Meeting: Wednesday, 16 March 2022, 1.00 pm, Hybrid meeting
(via Microsoft Teams & Council House, Coventry, CV1 5RR (Hosted by Cllr Gary Ridley)

Note of last Culture, Tourism & Sport Board meeting

Title:	Culture, Tourism & Sport Board
Date:	Wednesday 8 December 2021
Venue:	Hybrid meeting (via Microsoft Teams & Victoria Room, 18 Smith Square, London, SW1P 3HZ)

Attendance

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

Item	Decisions and actions
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1 Chair's Welcome, Apologies and Substitutes, Declarations of Interest

The Chair welcomed Members, officers, and guests to the meeting.

Apologies for absence had been received from Cllr Peter Golds.

Cllr David Jeffels attended the meeting as a substitute.

Cllrs Neil Jory, Guy Nicholson, Jonathan Simpson, MBE, and Natalie McVey attended the meeting as observers.

Cllr Barry Lewis declared an interest as he was a Board Member for the Midlands Regional Board Arts Council.

2 Minutes of the last meeting

The minutes of the meeting held on 22 September 2021 were agreed as an accurate record, subject to the following amendment:

- Cllr German requested that the Terms of Reference be amended to include more information related to Equalities and Climate Change.

3 Arts Council England's Delivery Plans

The Chair welcomed Paul Bristow, Director, Helen Parrott, Senior Manager, and Laura Dyer, MBE, Deputy Chief Executive, to the meeting and invited Laura to present a series of slides to Members of the Board. The slides set out the following:

- Background information related to the role of Arts Council England (ACE), current priorities and the effect that the unprecedented Covid-19 pandemic had had on ACE and the cultural sector.
- ACE's 'Let's Create' ten-year strategy which had been published in January 2020 and the strategy's vision: *"by 2030, we want England to be a country in which the creativity of each of us is valued and given the chance to flourish, and where every one of us has access to a remarkable range of high-quality cultural experiences"*.
- ACE's delivery plan for 2021-24 and its five themes:

- Building a 'fit for the future' cultural sector
- Strengthening place-based approaches and supporting levelling-up
- Increasing support for individuals
- Helping the cultural sector to work internationally
- How the Arts Council will change
- ACE's new strategy
- Strengthening partnership working arrangements between ACE and local government and the LGA
 - ACE's future plans

Board Members made the following comments:

- A question was asked which related to the availability of grants from the Arts Council to community libraries to broaden their appeal as community hubs and in turn, make them more viable financially.
- A question was asked which related to the support that councillors could offer to the Arts Council.
- Board Members commended the excellent joint-working relationship between the LGA and the Arts Council and the positive senior representation from the Arts Council at CTS Board meetings.
- A question was asked which related to ACE's 'Let's Create' strategy and Equality, Diversity, and Inclusion (EDI) measures.
- In light of the upcoming meeting between CTS Lead Members and Lord Parkinson, a Lead Member asked whether there were any reflections on the relationship between the Arts Council and DCMS and anything that could be fed back to Lord Parkinson.
- The enhanced relationship between the LGA, ACE, local government and DCMS was supported, as well as the review of the joint statement. A Board Member suggested strengthening the joint statement in relation to the approach to national policy.
- A Board Member referred to the ACE's delivery plan for 2021-24 and its five themes and suggested that the review around governance, the role of Boards and of trustees in mobilising and enabling the sector itself, be emphasised.
- A Board Member requested a conversation with ACE's officers offline in relation to targeting underfunded areas.
- Board Members requested that the presentation slides be circulated.

Laura and Paul responded to Board Members' comments:

- In relation to the availability of grants from the Arts Council to community libraries, Laura confirmed that grants could be offered at a lower level whereby individual services could think about how best to develop the programmes and deliver a wider cultural offer.
- With regards to the help and support that councillors could provide to the Arts Council, Laura said that early conversations were vital in ensuring that Arts and Culture sectors delivered to the broadest agenda for local government.
- In relation to inclusivity within the ACE's 'Let's Create' strategy, Laura confirmed that EDI and accessibility would be key. Whilst a

focus on formal protected characteristics would continue, there was a significant socioeconomic challenge in relation to broadening reach and engagement with communities and ensuring continued representation in ACE's Boards, staff and content.

- Laura said that ACE's relationship with DCMS was positive, specifically in relation to the Levelling-Up White Paper and the Spending Review and contributions to those agendas. Paul added that the perspective of local government was much valued and that conversations with DCMS from both the LGA and ACE should align. He said that the focus on place and the capacity of places should be emphasised going forward for levelling-up and making the most of opportunities.

Laura reassured Board Members that the Arts Council often liaised with government officials about co-dependence with local government, especially in relation to the Spending Review.

Decision:

- Members of the Board noted the report.

Action:

- Officers to share the presentation slides with Members of the Board.

4 Update on the LGA Culture and Tourism Conference 2022

The Chair invited Samantha Ramanah, Adviser, to introduce the report. Sam introduced the report which provided an update on planning of the Culture and Tourism conference 2022.

Board Members made the following comments:

- A number of Board Members raised concerns in relation to the high price of the webinars and said that they should be free if virtual.
- Concerns were raised in relation to the webinars not being hybrid and the subsequent lack of participation and engagement, and media interest.
- A Board Member expressed interest in receiving comparative pre-Covid-19 pandemic data (2019) in terms of conference delegate numbers, attendance figures and quality of engagement.
- A Board Member asked a question which related to the calculation of pricing for the webinars.

Ian Leete, Senior Adviser, and Sam responded to Board Members' comments:

- In relation to the conference's pricing structure, Sam said that whilst the event would be held virtually, an associated cost for the conference generally was not unusual. Ian confirmed that the pricing structure per webinar had been agreed as a corporate decision.

- Board Members' comments could be fed back through the corporate conference structures.
- Delegate numbers at in person conferences in 2019 and 2020 were significantly lower than the online 2021 conference.
- Sam would update the Board in the near future in relation to Lead Members agreeing to hold two walk-in tours in the summer of 2022 to enable Board Members to network and engage with one another and provide strategic oversight of the LGA's policy and improvement activity in relation to tourism.
- In relation to media opportunities, Sam confirmed that officers would continue to engage with media colleagues to highlight as much as possible during the conference period, including press releases and social media activity.
- Sam talked about the costs associated with a potential hybrid conference at 18 Smith Square, particularly in relation to ICT equipment.

Decision:

- Members of the Board noted the report.

Action:

- Officers to liaise with corporate colleagues in relation to hosting the conference in a hybrid way, and if this was not possible, to re-evaluate the pricing structure. Officers would then feedback to Board Members.

5 Levelling up through Culture, Tourism and Sport

The Chair invited Rebecca Cox, Principal Policy Adviser, to introduce the report. Rebecca introduced the report which updated the Board on the Government's Levelling Up agenda and suggested the way in which the CTS Board work programme would contribute to the LGA's work within the area.

Board Members made the following comments:

- The Chair suggested that an informal discussion take place in the New Year, once the Levelling-Up White Paper had been published.
- A Board Member referred to the Levelling-Up Fund's first round of bids and said that Civil Servants had assigned some of the bids to the incorrect categories.
- A Board Member emphasised the importance in seizing opportunities to shape the government's levelling-up agenda and county deals.

In response to Board Members' comments, Rebecca said that officers continued to work closely with combined authorities to look at the way in which they were taking forward culture and strategies related to culture and creative industries.

Decision:

- Members of the Board noted the report.

Action:

- Officers to liaise with Civil Servants in relation to the bidding process for the Levelling-Up Fund.

6 Combined Authorities and the Creative Industries

The Chair invited Lauren Lucas, Adviser, to introduce the report. Lauren introduced the report which outlined the details of a new report commissioned by the LGA with improvement funding to help combined authorities in their approach to the creative industries. Its purpose was to share best practice and build the LGA's understanding of the ways in which combined authorities could better support growth in the creative economy and contribute to Levelling Up.

Board Members made the following comments:

- The Chair raised a concern in relation to the lack of comparison between other local authority areas outside of combined authorities and the way in which they interacted with the creative industries. He said that the sole focus on combined authorities should be made explicitly clear within the paper.
- A Board Member expressed the need to focus on the way in which the ecosystem traded and how it could be more symbiotic within itself.

Lauren and Rebecca responded to Board Members' comments:

- Lauren recognised the extensive and varied agenda and said that the Creative Places guide had picked upon some of the comments and concerns raised by Board Members.
- Lauren emphasised the importance of the broader ecosystem and the exchange between areas and said that the pot of funding was limited because it had been received from the Department for Levelling Up, Housing and Communities (DHLUC). The funding allocated by DHLUC was specifically related to combined authorities and therefore had to be spent on improvement work associated with combined authorities.
- Rebecca referred to county deals and said that government had focused on a bottom-up framework in terms of the models of governance. She added that the LGA did not mandate such arrangements.
- Rebecca said that a key focus would be on ensuring that culture of the arts and creative industries were front and centre within the deals.

Decision:

- Members of the Board noted the report.

7 Spending Review 2021

The Chair invited Ian Leete, Senior Adviser, to introduce the report. Ian introduced the report which set out the key CTS-related announcements made in the Spending Review.

A Board Member emphasised the importance of funding the maintenance of current infrastructures as well as new infrastructure.

Decision:

- Members of the Board noted the report.

8 LGA Business Plan

The Chair invited Ian Leete, Senior Adviser, to introduce the report. Ian introduced the report which identified the main aims established by the Business Plan which had been signed off by the LGA Executive Advisory Board and the CTS elements identified within it. The Board's work programme had been developed with the business plan in mind and was aligned to deliver on its objectives, while responding to the specific needs of CTS services.

Decision:

- Members of the Board noted the report.

9 Outside Bodies

The Chair invited Board Members to update the Board on recent activity in relation to their outside body appointments.

Board Members made the following comments:

- Cllr Nicholson provided a verbal update in relation to the LGA's representation regarding the National Landscape Stakeholder Reference Group (NLSRG), a Defra run and managed advisory group on National Parks, Areas of Outstanding Natural Beauty (AONB) etc to advise on the review of legislation. He set out the following points in his update:
 - On 9 December 2020, the LGA's CTS Board met and appointed Cllr Nicholson as the representative to the NLSRG.
 - On 11 December 2020, Ian Leete, Senior Advisor, wrote to Alice Roberts at Defra to confirm the appointment and asked her to pick up directly and contact Cllr Nicholson about future meetings.
 - On 15 December 2020, Cllr Nicholson emailed Alice and offered to schedule an introductory meeting.
 - On 18 December 2020, Cllr Nicholson followed up on Ian's email, re-introduced himself to Alice, and asked if she could forward the current status of the Reference Group. Cllr Nicholson also requested a list of individuals who were also

appointed to the Reference Group.

- On 13 January 2021, Cllr Nicholson chased Defra contacts as no response had been received.
- On 15 February 2021, Cllr Nicholson chased Defra contacts as still no response had been received.
- On 25 May 2021, Cllr Nicholson wrote to Ian to confirm that despite trying to contact Defra, no response had been received in relation to joining instructions etc, suspecting that the group was no longer operational, but Cllr Nicholson confirmed that he remained happy to contribute if the group was still up and running.
- On 1 June 2021, Ian responded to confirm that he had also not been able to get hold of Defra. Therefore, assumptions were made that the work with Defra was complete, no further activity took place on the workstream and was subsequently closed down.
- Cllr Seeva provided a brief update in relation to his representation on the Creative Industries Council (CIC) and confirmed that he had recently attended a couple of CIC meetings and had met with the Chair of CIC. He would provide a further update to the Board in the New Year once work had picked up again.
- Ian Leete, Senior Adviser, said that he had been invited to represent the Board's Tourism Industry Council at an officer level.
- Ian said that officers had formed part of a coalition with a number of membership bodies representing grass roots sports and community activities and the leisure sector more generally through UK Active. The group would meet formally with Nigel Huddleston, MP, every other month to discuss the leisure sector and the challenges being faced.

Decision:

- Members of the Board noted the report and the updates provided.

10 Any other business

- Cllr Ridley provided a brief update in relation to the CTS Board scheduled to be held at the Council House, Coventry, on 16 March 2022. The meeting would be a hybrid meeting (dependent on Covid-19 restrictions), although Cllr Ridley encouraged as many Members of the Board and officers to attend in person. The draft agenda was as follows:
 - **9:30-10:30am:** Welcome & refreshments
 - **10:30am:** City Tour
 - **12:00-1:00pm:** Lunch (Cllr George Duggins, Leader of the Council, David Welsh, Cabinet Member, and Cllr John McNicolas, Lord Mayor, would be invited to join the group for lunch)
 - **1:00-3:00pm:** CTS Board meeting
- The Chair said that he and Ian had recently met with the British Legion and had mutually agreed to work together in relation to communication so that councils and British Legion branches understood their roles in relation to Remembrance week.
- Ian invited Members to provide feedback in relation to the recent informal stakeholder meetings with CIC and the Business & IP Centre (BIPC). Members of the Board said that the meetings were helpful and asked that they continue.

Appendix A -Attendance

Position/Role	Councillor	Authority
Chairman	Cllr Gerald Vernon-Jackson CBE	Portsmouth City Council
Vice-Chairman	Cllr Julian German	Cornwall Council
Deputy-chairman	Cllr Andrew Western	Trafford Metropolitan Borough Council
Members	Cllr Steve Hastings	Isle of Wight Council
	Cllr Barry Lewis	Derbyshire County Council
	Cllr Gary Ridley	Coventry City Council
	Cllr Phil Seeva	Cornwall Council
	Cllr Bradley Thomas	Wychavon District Council
	Cllr Anne Welburn	West Lindsey District Council
	Cllr Peter Kelly	Preston City Council
	Cllr Brigid Jones	Birmingham City Council
	Cllr Richard Henry	Stevenage Borough Council
	Cllr Muhammed Butt	Brent Council
	Cllr Dhanisha Patel	Bridgend County Borough Council
	Cllr Amy Cross	Blackpool Council
	Cllr Chris White	Hertfordshire County Council
	Cllr Tom Hollis	Ashfield District Council
Apologies	Cllr Peter Golds CBE	Tower Hamlets Council
In Attendance	Cllr David Jeffels	North Yorkshire County Council
	Cllr Neil Jory	West Devon Borough Council

Cllr Guy Nicholson	Hackney London Borough Council
Cllr Jonathan Simpson, MBE	Camden London Borough Council
Cllr Natalie McVey	Malvern Hills District Council

Sport England Implementation Plan (2022-25)

Purpose of report

For discussion.

Summary

This paper outlines key points of Sport England's implementation plan, 'Uniting the Movement'. Chris Perks, Executive Director for Local Delivery at Sport England, will present on the key implications for local government, including how Sport England intends to work with councils to deliver place-based investment in sport and physical activity.

Is this report confidential? Yes ☐ No ☒

Recommendation/s

That the Board welcomes the direction of the new strategy and implementation plan, and explores the changes that it will bring for Sport England's engagement with local government.

Action/s

Officers to hold a follow up meeting with Sport England to discuss our continuing collaboration to support communities to be active.

Contact officer:	Samantha Ramanah
Position:	Adviser
Phone no:	0207 664 3079
Email:	Samantha.ramanah@local.gov.uk

Sport England Implementation Plan (2022-25) (2022-25)

Background

1. [Uniting the Movement](#) is Sport England's 10-year vision to transform lives and communities through sport and physical activity. The LGA and member councils were involved in a number of formal and informal consultation exercises as part of its development, and the strategy includes a number of elements that reflect this input.
2. The vision identified five key issues and objectives for Sport England over the next ten years:
 - 2.1.1. Recover and reinvent - recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people.
 - 2.1.2. Connecting communities - Focusing on sport and physical activity's ability to make better places to live and bring people together.
 - 2.1.3. Positive experiences for children and young people – unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.
 - 2.1.4. Connecting with health and wellbeing - Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.
 - 2.1.5. Active environments – Creating and protecting the places and spaces that make it easier for people to be active.
3. The [LGA's response to the announcement of the strategy](#) welcomed its emphasis on partnership working and collaboration, and particularly highlighted the emphasis on BAME communities and those with disabilities who have been more severely impacted by the pandemic.
4. The strategy was accompanied by a [one year implementation plan](#), which included transitional elements of funding to help move from the previous strategy towards the new strategy's objectives.
5. The implementation plan included commitments to:
 - 5.1. Local leisure recovery – Build on the rollout of the £100 million National Leisure Recovery Fund, and ensure all the teams across our organisation that engage with the public sector work together to encourage local authorities and the local leisure sector to prioritise active wellbeing as part of local Covid-19 recovery efforts.
 - 5.2. Invest into football and multi-sport community facilities - aim to deliver a new multi-sport approach, acknowledging that football is the most popular team sport, but

facilities have more impact in a community where several sports and activities can be played.

- 5.3. Health and wellbeing - lay the foundations to further strengthen the connections between sport, physical activity, health and wellbeing by continuing to develop important relationships with decision-makers, experts and influential parties, and will work with partners and colleagues to understand the challenges and opportunities in more detail.
6. The [LGA response to the implementation plan](#) agreed that it lays the foundations for the provision of sustainable, inclusive opportunities in sport and activity. It said the LGA looks forward to working collaboratively with Sport England and are pleased to see the first year of the plan emphasizes further investment and collaborative working across all sectors and partners.

Implementation Plan for years 2-4

7. On 2nd December 2021, the [longer term implementation plan](#) was published, setting out Sport England's spending plans for 2022-25.
8. The plan details:
 - 8.1. Their ambitions for 2025, showing the biggest opportunities for progress that they can collectively work on to increase activity and level the playing field.
 - 8.2. What they'll do as an organisation to help realise these opportunities, acknowledging they can only do this by working collaboratively.
 - 8.3. Their investment approach until April 2025
 - 8.4. How they'll know if they're successful in their ambitions.
9. The plan makes a significant commitment to tackle inequalities of experience and access, covering: Gender; young adults; older adults; socio-economic deprivation; ethnicity; disability and long-term health inequalities; prejudice and discrimination.
10. The plan also sets out that:
 - 10.1. The communities that need the most support to be active will be receiving significantly more investment and resource.
 - 10.2. Local networks of partners will be supported to develop skills and capacity in order to create high quality spaces and places for sport and physical activity, and activate them with great experiences that are designed with communities.
 - 10.3. This collective effort will see the public, private and third sectors and services working better together at a local level to help people be active through a wide range of lenses such as sport, leisure, health, social care, transport and education.
 - 10.4. Using health as an example, physical activity advice and support will be becoming a more routine part of the health and care system offer.
 - 10.5. We'll be better at demonstrating the return on investment for sport and physical activity and other sectors, resulting in further collaborations.

- 10.6. We'll all be acting on our contribution to net zero in our everyday operations, whether that's through the sustainable planning and design of the nation's sport and leisure facilities, or optimising environments for walking and cycling so they're convenient, safe and cost effective.

Implications for local government

11. The plan recognises the significant importance of public sector facilities to this vision, acknowledging that they accounted for [184 million visits during 2019-20 \(P28\)](#). It also identifies local authorities as critical partners in targeting the government's multi-million pound investment into community football, tennis, and multi-sport facilities.
12. There are continuing commitments to invest in leadership development for the workforce and councillors, and to invest in a strategic, place-based way, building on learning from the local delivery pilots.
13. Overall reaction from councils has been positive, with a particular welcome for the focus on tackling inequalities and meeting people where they are. It is understood that this will mean a change of relationship and ways of working/investing for some areas, but the benefits of the commitment to a place-based approach is felt to offset this challenge.
14. The [LGA's response](#) highlighted these points, and welcomed the commitment to work closely with the new Office for Health Improvement and Disparities and to work towards net zero objectives. Calls for work on both these areas were included in 'Securing the future of public sport and leisure'.

Implications for Wales

15. Sport and physical activity is a devolved matter. Sport England's remit is for England only. [Sport Wales has its own strategy](#), and engages with WLGA and Culture and Leisure Officers Wales (CLOW).

Implications for inclusion, diversity and equality

16. Improving equality of access and participation, alongside more inclusive opportunities, is a key goal of the strategy and a major driver of investment plans. We will work with Sport England to ensure councils can fully apply learning and insight gathered at the national level, as well as share their own expertise and insight into engaging with their communities.

Financial Implications

17. None.

Next steps

18. Members are invited to explore the future working relationship between Sport England and councils, including on:
 - 18.1. Place-based investment
 - 18.2. Collaboration on leadership development
 - 18.3. Tackling inequalities
 - 18.4. Strengthening connections with public health and integrated care systems
 - 18.5. Net zero and climate change objectives.
19. Members may also wish to explore the challenges to delivering on this agenda as a result Covid-19, including the reduction in footfall as a result of the latest measures.
20. Officers will continue discussions with Sport England, in line with the steer from members.

UNBOXED 2022 Festival

Purpose of report

For discussion.

Summary

This report sets out information about the UNBOXED 2022 Festival, which is taking place between March and September this year.

Is this report confidential? Yes ☐ No ☒

Recommendation/s

That the Board note the direction of travel for the festival and LGA officers' work with the DCMS team so far.

Action/s

Officers to develop a webinar event with the UNBOXED team to share information about the festival with a wider council audience.

Contact officer: Lauren Lucas
Position: Adviser – Culture, Tourism and Sport
Phone no: 07920 278485
Email: lauren.lucas@local.gov.uk

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Background

1. UNBOXED 2022 is a large-scale creativity and innovation festival scheduled to take place around the United Kingdom between March and October 2022. The programme was first proposed in 2018 by then prime minister Theresa May following the UK's exit from the European Union and was subsequently given the green light by Boris Johnson.
2. It is headed by Sir Martin Green CBE, who previously organised the opening and closing ceremonies of the London 2012 Olympics and Hull UK City of Culture 2017.
3. An open call for ideas was launched in 2020. Around 3,000 organisations, freelancers and other creatives applied to take part in the research and development programme, and the festival team eventually received and assessed 299 submissions.
4. In November 2020, 30 creative teams were shortlisted by representatives of the festival team and the delivery bodies for Northern Ireland, Scotland and Wales, with input from a group of creative advisors, to take part in a funded R&D project.
5. In March 2021, six UK-wide teams, plus one each for England, Northern Ireland, Scotland and Wales were commissioned to take forward their ideas for UNBOXED.

The Commissions

6. The final project features ten creative projects designed for the festival, which include hundreds of events, experiences and activities both live and online. All events in the programme will be free.
7. Each of the ten successful project teams are multi-disciplinary, bringing together collaborations between science, technology, engineering, the arts and mathematics. The ten commissioned teams include scientists, musicians, designers, technologists, engineers, writers and architects.
8. The titles of the ten projects are:
 - 8.1 **About Us:** open-air event that combines live shows and multimedia installations exploring our connections to our planet and everything around us. The show will be projected at night onto landmarks in Caernarfon, Derry-Londonderry, Hull, Luton and Paisley.
 - 8.2 **Dandelion:** a national gardening project based in Scotland and featuring special events, installations and activities during spring and summer building towards harvest.

8.3 **Dream Machine:** Presented in Belfast, Cardiff, Edinburgh and London, the 21st-century Dreamachine will lead audiences through an immersive environment of light and sound in 'the first artwork to be experienced with your eyes closed'.

8.4 **GALWAD: a story from our future:** A multiplatform, multilingual story set in a possible future world of 2052 – which will appear on TV, on digital screens and across Wales in September 2022. It takes place over seven days, building to live events in Blaenau Ffestiniog, Merthyr Tydfil and Swansea.

8.5 **Green Space Dark Skies:** a series of mass gatherings celebrating our countryside with special high-tech lights in 20 wild and beautiful places across England, Northern Ireland, Scotland and Wales.

8.6 **Our Place in Space:** Created by artist Oliver Jeffers with scientist Professor Stephen Smartt and creative partners, this sculpture trail will be installed for people to explore in Northern Ireland and Cambridge and will be supplemented with a programme of digital events and learning activities.

8.7 **PoliNations:** Starting with a single large tree structure in Edinburgh, PoliNations will grow into an immersive forest in the heart of Birmingham filled with real and architectural trees, creating an oasis of thousands of plants, grasses and flowers co-planted with the city's residents.

8.8 **See Monster:** A project working with North Somerset Council to regenerate a decommissioned offshore platform from the North Sea as a garden and showcase for renewable technology.

8.9 **Story Trails:** Each Story Trail project begins in the local library and takes viewers on an augmented and virtual reality experience that remixes the BFI and BBC archives. StoryTrails will take place in Blackpool, Bradford, Bristol, Dumfries, Dundee, Lincoln, London (Lambeth and Lewisham), Newport, Omagh, Sheffield, Slough, Swansea, Swindon and Wolverhampton. It will culminate with a brand new film for the BBC and the BFI by David Olusoga.

8.10 **Tour de Moon:** a two-month festival of performances, installations, interactive experiments and immersive experiences - created by nightlife artists, musicians, writers, scientists, technologists and creative pioneers aged 18-25.

LGA support

9. LGA officers have been engaging with the DCMS team leading on UNBOXED since March, when the ten projects had been selected, but were in an early stage of development. Following a meeting with DCMS officials, we produced a briefing on the role local government could play in facilitating and supporting the programme (Appendix A).

10. We have since met with the team delivering the programme to offer our help in engaging local government in the festival. We have agreed to deliver a shared webinar in the early part of 2022 to ensure council culture teams and portfolio holders are briefed on the contents of the festival.

Implications for inclusion, diversity and equality

11. The [Equal Opportunities, Diversity and Inclusion policy](#) for the festival is available on the UNBOXED 2022 website.

Implications for Wales

12. The festival is taking place across the UK. Six of the ten commissions cover the whole of the UK, while four are uniquely taking place in Northern Ireland, Scotland, Wales and England.

Financial Implications

13. None.

Next steps

14. Officers to develop a webinar event with the UNBOXED team to share information about the festival with a wider council audience.

Appendix A: LGA briefing

Briefing: Festival UK 2022 and Local Government

Why are local councils relevant to my project?

Festival UK 2022 represents a once in a generation opportunity to engage communities of all ages in a range of inspirational, collaborative projects, crossing the boundaries between the arts, science, technology, engineering and mathematics.

If successful, it will showcase the creative potential of the UK and demonstrate the central importance of creativity in the future of our nation and our recovery from COVID-19.

Councils are in a good position to support this work. They cover every area of the country, employ 1 million people and provide over 800 different services to local communities. Here are just a few of the ways they may be able to help.

Public engagement: In the past, large-scale cultural and sporting programmes have sometimes been critiqued for being ‘parachuted in’ to a local area, without engaging local people in their objectives. Festival UK 2022 has placed public engagement as a priority for the programme and there is significant potential for it to shape the lives of people across the country. Councils know their communities and have the networks to support Festival teams to find the best ways of reaching them.

Practical considerations: Councils are responsible for the public realm in a local area and issuing licenses for events. With enough notice, they can facilitate events through closing roads, supporting event management and communicating the messages of a project through their networks. Where the ten projects include physical events on the ground, they can help this to run smoothly.

Legacy: Councils and combined authorities are working hard on strategies to help their local businesses, organisations and communities to recover from the impact of COVID-19, including supporting the recovery of the high street, closing the educational attainment gap, addressing the mental health crisis and getting communities active. There is an opportunity for the ten teams to secure their legacy by working with councils to support these objectives and build longer-term ambitions into their projects.

Councils and culture: What do councils actually do?

English councils spend **£2.2 billion on culture and related activity annually**, making them the largest public investor in culture and the arts.

They are responsible for:

- 3,000 libraries
- 350 museums
- 116 theatres

- 27,000 parks and green spaces
- 2,727 leisure centres
- Numerous castles, amusement parks, monuments, historic buildings, heritage sites, open spaces and big screens in town centres.

These spaces host a wide range of creative activities on a day-to-day basis which relate well to the plans for Festival UK 2022, from coding clubs and digital garages in libraries to festivals and installations in parks and open spaces. Councils in Wales, Scotland and Northern Ireland play a similar role.

These facilities are embedded in local communities and provide a readymade network of potential community engagement opportunities at a local level.

How councils can help

Public engagement and support

Councils have a strong track record of engaging with communities through the work of elected councillors, partnerships with the voluntary sector, their delivery of a wide range of community-facing services and one-off events like local festivals. They are responsible for a significant network of local cultural organisations embedded in communities.

If you engage the relevant council culture teams early on, they may be able to provide wider support for your project.

The level of engagement will differ from one area to the next depending on capacity, but some of the ways a council may be able to amplify your work are as follows:

- Offering advice on how to maximise participation at a local level
- Facilitating contact with local voluntary sector
- Supporting engagement with local cultural services such as libraries, museums and art centres
- Providing links to complementary themed programmes of activity or hosting parallel or complementary events in public spaces or council cultural venues
- Promoting your activities via council communication channels
- Providing new ways of sharing your content, via libraries or big screens, for example
- Facilitating contacts with local suppliers
- Identifying complementary grant schemes where available
- Match funding activity where funding is available and the work aligns well with the council's community objectives.

Practicalities

At a very basic level, councils will have an important role to play in supporting any public events to run smoothly, whether that is through licensing, road closures, health and safety support or the public realm infrastructure that sits around your event.

Councils are very stretched at present as a result of COVID-19 and have to be particularly careful about managing the public health risks of large events. It is always best to engage as early as possible with the relevant council to make sure there is time to iron out any potential barriers ahead of the event.

Some considerations you may want to consider when running any local events include the following:

- **Licensing:** You will need a license from the relevant local council if any of your events include the sale of alcohol, the sale of food after 11pm, or the playing of amplified music
- **Road closures:** if you need to close a road as part of your project you will need to seek permission from the Highways department of your local council. Gov.uk has a [helpful tool for street parties](#) which directs you to your relevant council department via a postcode search
- **Other requirements:** councils may need evidence of public liability insurance and a risk assessment (including COVID-19 mitigation measures) before allowing larger events to go ahead

Legacy

Working with councils to embed your project in a local area could help to secure a longer-term legacy. As we move into recovery from COVID-19, councils are increasingly thinking about the bigger challenges for their community:

- Bringing life back to the high street and managing the issue of empty shops
- Bridging the attainment gap for children who have missed out on formal schooling during the pandemic
- Addressing rising levels of mental ill health and loneliness
- Ensuring local people have the skills they need to find high quality, sustainable work

Culture, creativity and innovation have an important role to play in addressing all these issues. By understanding the particular local concerns of the area in which you are working you may find synergies that allow your project to take on a life beyond 2022.

Questions to consider:

- What will happen to any assets produced by your project after its completion?
- Where will you base your team? Could your location help to support an area that might not typically have access to this sort of work?
- Could your project support regional or local suppliers who might ordinarily struggle to access similar contracts?
- Who will participate in your work and what will happen to them afterwards? Are there routes for those who engage to further creative or learning opportunities in their local area?

If you are planning activity within a combined authority (legal bodies comprising two or more local authorities, often led by a directly elected mayor) area, it will also be worth engaging with them at an early stage. [Combined authorities](#) will not be involved in the practicalities of

event delivery described above, but have strategic influence and will play an important role in establishing long-term recovery plans for the wider region.

Top tips for engaging with a local authority

- **Know your council.** If you have activities taking place in physical locations you can find out which council is responsible for the area by using the [Government's postcode checker](#). In areas with a county and a district council, the district is usually responsible for licensing, while the county may be responsible for most road closures. Counties are responsible for [library services](#) and districts for leisure centres. Combined authorities will have their own websites containing information about their approach to culture.
- **Choose who to contact.** Councils are large organisations and you may need to contact different parts of the council for different requests. If you want to hold a public event as part of your project it will be best to contact the events, parks or communities team in the first instance. If you want to have a broader conversation about how your work connects with the local area you may find it is best to contact the Cabinet Member with responsibility for culture or the Head of Service for culture. Their details will be available on the council website. The LGA is also happy to support conversations and provide introductions.
- **Engage early.** Councils are still extremely busy as a result of their pandemic response, reopening and plans for recovery. The sooner you can get in touch to discuss your project, the more likely it is that you will be able to have a productive conversation.

Other national schemes delivered locally

It may be helpful for some teams to consider existing national schemes which councils support, and which have a significant reach into communities. For example:

- [The Summer Reading Challenge](#) is delivered annually by the Reading Agency in partnership with public libraries. It is the UK's biggest summer reading initiative reaching over 700,000 children with fun reading activities. Open to primary age children, it offers incentives to keep children reading over the long summer break, helping to tackle the holiday reading dip and to embed reading for pleasure as a life skill in formative years. Feedback from parents and carers show that 82 percent believe it has increased their child's reading over the summer.
- [Get Creative](#) is an annual campaign and festival, [supported by the BBC](#) and a group of cultural and environmental organisations from across the UK. It runs over the summer months and shines a light on all the great cultural activity that takes place on a regular basis in local communities. It encourages people to try their hand at something new and creative and aims to give everyone the chance to get actively involved in a creative event in their local area.

About the LGA

The LGA is the national membership body for local authorities and we work on behalf of our member councils to support, promote and improve local government. Our core membership

comprises 328 of the 333 councils in England and includes district, county, metropolitan and unitary authorities along with London boroughs and the City of London Corporation. The 22 Welsh unitary councils are in membership via the Welsh Local Government Association.

If you are interested in knowing more about councils' work on culture, please get in touch. We are happy to share examples of best practice and to broker conversations with specific local authorities where appropriate. We also have [case studies and publications on our website](#) illustrating the ways in which councils support creativity, culture and STEAM projects.

Update on work to support Sport, Leisure and Physical Activity Services

Purpose of report

For information.

Summary

This paper outlines:

1. LGA/Sport England Leadership Essentials Programme
2. Tennis Court funding
3. engagement with the Local Government Physical Activity Partnership (LGPAP)

Is this report confidential? Yes ☐ No ☒

Recommendation/s

That the Board note the report and responds to the question posed in para 12

Action/s

Officers to respond accordingly

Contact officer:	Samantha Ramanah
Position:	Adviser
Phone no:	07887 503 136
Email:	Samantha.Ramanah@local.gov.uk

Update on work to support Sport, Leisure and Physical Activity Services

Background

1. This paper updates members on three areas of activity concerning sport, leisure and physical activity.

LGA/Sport England Leadership Essentials Programme

2. Since 2017 the LGA and Sport England have been working together to design and deliver a leadership programme for councillors and senior strategic officers with a remit for sport and physical activity within their council/organisation. The programmes are now delivered by the LGA's improvement team.
3. The programme equips participants with the essential knowledge and skills to champion sport and physical activity in their local areas and to respond to the changes in national and local policy objectives and strategies and to the needs of local communities.
4. The current programme embeds Sport England's new ten-year strategy "[Uniting the Movement](#)" and supports participants to respond to both historical challenges within the sector and to the changes to delivery models and funding pressures escalated by the COVID-19 pandemic. In response to the pandemic, the programme was delivered online, which enabled Sport England and the LGA to continue to provide improvement support and involved redesigning content to be appropriate for online delivery and reflect issues arising from the pandemic. The officer and councillor programmes both focus on systemic leadership in complex contexts. This includes joined-up thinking to form approaches to help tackle health inequalities and reframing existing thinking in terms of community need and behaviour. To support this, the programme puts a strong emphasis on networking and sharing good practice.
5. To date, 247 officers who are leaders and aspiring leaders from local authorities, leisure trusts and Active Partnerships have taken part in the officer programme. Since moving to the online format, two councillor programmes have been delivered, attended by 20 councillors. The online format supported officers and councillors with busy schedules to be able to attend the sessions, including individuals with childcare and other personal responsibilities. The LGA and Sport England are committed to continual improvement regarding equality, diversity and inclusion and at each

planning stage and will continue to seek views and identify ways in which EDI can be further improved.

6. The officer programme has recently been evaluated and the report is due to be published early this year. The report has been designed to support Sport England and the LGA to identify market need and future funding offers and will be made available as an interactive pdf and web version. A joint comms plan is also being developed. This version should be available in the coming weeks. The evaluation found:

“The Sport England/LGA officer Leadership programme has been highly valued by the participants enabling them to be more confident in their leadership approach in what they do and importantly ‘how’ they do it. They suggested that to continue to encourage this leadership approach that the programme and any future leadership activities could be taken forward in a wider and deeper way. More widely through increasing the numbers of people who have access and linking to more sectors, such as health, the environment, and deeper through more localised activity in places.”

7. An award extension has been agreed in principle with Sport England and we are awaiting a formal offer letter. The extension covers the period up to May 2022. The proposal is for the delivery of 4 x Alumni Events, 2 x Action Learning Sets, 2 x virtual alumni networking events, 3 x Leadership Essential Programmes for Officers and 1 x Leadership Essentials Programme for Councillors. This will involve online and face-to-face delivery.

Tennis Court Funding

8. The Autumn Budget and Spending Review 2021 announced £21.9 million over the SR21 period to refurbish more than 4,500 public tennis courts in the most deprived parts of the UK including those in a poor or unplayable condition at more than 1,500 venues. It will help support a new generation of players to get into the sport.
9. The Lawn Tennis Association (LTA) has provided an additional £8.4 million bringing the total package up to £30 million.
10. The funding is designed to open up tennis to people of all backgrounds, support the Government’s commitment to levelling up sports provision across the nation, and provide greater opportunities for everyone to follow the Chief Medical Officer’s guidance on physical activity, which says children should aim to carry out 60 minutes of physical activity a day, and adults 2.5 hours a week.
11. We have been in consultation with the Department for Digital, Culture, Media & Sport (DCMS) and the LTA about the scope of the renovations, funding available and the process for applying. We attended and supported the LTA with a roundtable event for

local government representatives on the 15 December 2021 to seek their views on the proposals. The main discussion points from the roundtable and further discussions with DCMS and the LTA were:

- 11.1 It is expected that there will be some flexibility for councils to enhance the LTA's offer through other sources of funding.
- 11.2 We have raised with DCMS and the LTA that councils will need sufficient time to explore and secure additional funding and to go through their internal governance processes in order to make the most of this opportunity and by the end of the SR21 period.
- 11.3 At our request, the LTA will work with us on an FAQ document to help councils understand and navigate the process, especially for those councils who have less developed relationships with the LTA/improvement implementation plans in place to start the process. We will work to ensure this is circulated as soon as possible.
- 11.4 We fed back concerns about the absence in the programme to deliver on wider Government and council objectives for levelling up, tackling inequalities and improving health and wellbeing. Particularly we have argued for:
 - 11.4.1 The funding criteria to be widened to include wider infrastructure works, which could open up barriers to participation and improve accessibility for disabled participants.
 - 11.4.2 Following our request, the LTA has confirmed that it is possible for their digital booking platform to be amended to capture data on underrepresented groups. This would enable DCMS, LTA and councils to better understand if they are successfully targeting underrepresented groups and improving participation rates from these groups. The LTA is now considering implanting this, it will likely include a question on age range; ethnicity; gender; disability status but will be non-mandatory and data would be handled in line with privacy requirements.
- 11.5 We encouraged the LTA to work with other national governing bodies to deliver multi use courts which would help to make the courts more sustainable in the long term, reflect local need and appeal to a wider range of people.
- 12. We would welcome comments on members on any further or different data sets that would be helpful for the LTA to gather on participation rates in tennis to support councils' work to improve participation from underrepresented groups.

13. We are working with the LTA to hold another ‘ [Park tennis court consultation’ webinar for councils on Friday 28 January 2022, 10.30am - 12.00pm.](#) We will also continue to work with the LTA and DCMS on their plans and delivery.

Local Government Physical Activity Partnership (LGAP)

14. The LGA is a longstanding member of the Local Government Physical Activity Partnership (LGPAP). The officer group, which is convened and chaired by the Chief Cultural and Leisure Officers Association, has recently refreshed its purpose to reflect the post COVID-19 landscape. In addition to the LGA, membership includes: Active Partnerships; Ukactive; Sport England; Community Leisure UK, District Councils Network, Association for Public Service Excellence and an open invitation to the Office for Health Improvement and Disparities
15. The aim of LGPAP continues to be to support and improve local government physical activity provision. It recognises physical activity has a broad remit and LGPAP focus needs to reflect this, thinking further and wider than leisure facilities and physical infrastructure. It now has a sharper focus on being a collective forum that Government recognises and engages with. This reflects the recommendation in our report “[Securing the Future of Public Sport and Leisure Services](#)” which highlighted that the sector was fragmented and needed a strong, unified voice to advocate on its behalf.
16. LGPAP’s priorities for 2021/22 strongly align with the CTS Board’s work programme and priorities for sport, leisure and physical activity. Over the next year, LGPAP will focus on the following 5 areas::
- 16.1 Securing the future of public sport and leisure service, focusing on key recommendations, raising awareness in councils and with partners.
 - 16.2 Climate Change – leisure estate, continue and grow the good work that has been done already.
 - 16.3 Leadership development and upskilling the sector, including addressing the recruitment crisis.
 - 16.4 Addressing the wider role of physical activity, including understanding the new Integrated Care System, health prevention, health economics and social prescribing.
 - 16.5 Exploring Sport England’s Uniting the Movement – Implementation Plan
17. The group meets on a five weekly cycle and will next meet on 24 February 2022.

Implications for Wales

18. Sport and physical activity is a devolved matter.

Implications for inclusion, diversity and equality

19. We will continue to highlight to DCMS and LTA the need for the funding to deliver on its objective to open up tennis to people of all backgrounds. Particularly the opportunities the funding could provide to improve equality of access for disabled participants and increasing participation rates in underrepresented groups. We will also continue to work with Sport England to co-design more inclusive opportunities for officers and councillors to participate in the Leadership Essentials Programme both online and in person, as well as working to secure a more diverse representation of speakers, facilitators and delegates on the programme.

Financial Implications

20. None.

Next steps

21. Officers to respond accordingly as directed by the Board.

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Outside Bodies

Purpose of report

For discussion.

Summary

This report has two parts:

- A - CTS outside bodies background and appointments process 2021/22
- B - Report back on member meetings since 1 September 2021 and appointments to outside bodies.

Recommendation/s

That the Board Members:

1. note part A - CTS Outside Bodies Background and Appointments Process for 2021/22; and
2. note part B – Report back on member meetings since 1 September 2021 and appointments to outside bodies.

Action/s

Officers to take forward actions.

Contact officer: Emma West
Position: Member Services Officer
Tel: 07956 859543
E-mail: Emma.west@local.gov.uk

Outside Bodies

A - CTS Outside Bodies Background and Appointments Process 2021/22

Background

- 1 The Board terms of references says the Culture, Tourism and Sport Board may:
 - 1.1 Appoint members to relevant outside bodies in accordance with the Political Conventions.
 - 1.2 Appoint member champions and spokespersons from the Board to lead on key issues.

Appointments process

- 2 Members may put themselves forward to represent the LGA on specific subjects or on outside bodies. Members wishing to do this should approach their lead member, who will be responsible for putting their name forward to the Board.
- 3 Lead members will discuss nominations at their first meeting. If there is more than one nomination for the role, a vote of the Lead members will be held, with a casting vote by the Board Chair if necessary.
- 4 Outside bodies and champion roles must, as far as possible, be split equally between parties, in accordance with the political conventions of the LGA. Where there are odd numbers of roles, or a new role is added during the Board year, first chance to fill the role will be offered to those parties that hold the fewest roles – although they may choose not to nominate to that role.
- 5 The Board may also choose to appoint someone to a role due to their particular expertise, irrespective of party; appointments made for this reason should be agreed by all lead members.
- 6 The LGA does not provide expenses for costs associated with Champion or outside body roles. Some outside bodies may cover these costs directly and members may recover their costs from these.

B – Report back on member meetings since 1 September 2021 and appointments to outside bodies

CTS Board Outside Body representation:

- Tourism Alliance – currently Cllr Gerald Vernon-Jackson (LIB DEM)
- London Marathon Charitable Trust – currently Cllr Richard Henry (LAB)
- Coastal SIG – currently Cllr David Jeffels (CON)
- Library champion – currently Cllr Tom Hollis (IND)
- Creative Industries Council – currently Phil Seeva (CON)

Updates from Outside Body appointees:

1. **The Tourism Alliance (Cllr Vernon-Jackson)** – Cllr Vernon-Jackson had met with the Board of the Tourism Alliance on several occasions recently in relation to countrywide advice to tourism businesses on how to operate with local councils during the lockdown. Cllr Vernon-Jackson had also met with the APPG on Campsites and Campervans on the same issues. *(This update was provided on 28 Nov 2021)*
2. **London Marathon Charitable Trust (LMCT) (Cllr Henry)** – The LMCT had now finalised the governance restructuring of both the Charity (LMCT) and the events organisation - London Marathon Events (LME). The LMCT met regularly as a Board of trustees, mainly virtually, and also held a joint, in-person – LMCT Board, LME Board Away Day – with key officers of both organisations. This was to discuss and agree new ways of working together to best meet the aims of the trust and the requirements of the Charities Commission. The London Marathon went ahead in October and was one of the largest mass participation events in the UK since Covid 19 restrictions in 2020. It was extremely successful with huge amounts being raised for charities around the country and a large surplus that will be paid to the trust to meet our own charitable objectives. *(This update was provided on 24 Nov 2021)*
3. **Libraries (Cllr Hollis)** – A pilot version of the accreditation scheme took place over the summer, working with three local authorities (Suffolk, Reading and Northamptonshire). This included a self-assessment undertaken by the council, which was tested through a mini ‘peer challenge’ process – two experienced LGA peer councillors were involved in this ‘check and challenge’ process. The process worked well, although officers felt that the scheme itself needed to be clearer and more robust and the final report needed to demonstrate its use of evidence more clearly, this had been fed back and the draft scheme had been amended with this in mind. The scheme had been signed off and Ian Leete, Principal Policy Adviser, had attended a recent meeting to ensure that a number of amendments be made, including points related to fine-tuning the scheme and ensuring that it related to DCMS’s libraries work on statutory requirements. It was likely that there would be some kind of soft launch or ‘pathfinder’ approach to continue fine-tuning the scheme, but it would be substantively the same as the draft scheme. The ultimate responsibility for the scheme would sit with the Arts Council, as per museum accreditation. There would be a need for councillors to be involved in the ‘check and challenge’ elements of the programme, so there would be opportunities to be more actively involved once the scheme had been launched. Separately, the Arts Council had asked the LGA to look into setting up a councillor sounding board for libraries. This would be a group of councillors with lead responsibility for libraries who would meet with ACE on a cyclical basis to discuss national library initiatives and the view from the ground – ACE are keen to be able to test their thinking with elected representatives and better understand the work that was being undertaken within the sector so that they could ensure that they were offering appropriate support. *(This update was provided on 09 Nov 2021)*
4. **British Destinations Conference Update (Cllr Jeffels)** – The Annual Conference of British Destinations and Tourism Alliance was held at the Royal Overseas League in London on 15 November 2021 and there had been several key speakers at the conference. Each speaker focused on the tourist industry post-Covid and the effect that the Covid-19 pandemic had had since the first lockdown in March 2020. The following points had been raised by each of the speakers:

- 4.1** Nick de Bois, Chairman of Visit Britain, concentrated on a review which was being planned on Destination Management Organisations (DMOs), urging that they had a major role to play in the recovery of the tourist industry. Mr de Bois said commercial income was essential for the DMOs, and advocated them being focused on County Council areas and cities, although they needed to change and to have 15% to 20% of their core funding provided by local authorities or similar organisations, he added that local authorities and Local Enterprise Partnerships (LEPs) needed do more to recognise the value of the potential of the tourist economy. Currently, it was being “outdone” by France in the success of its tourist industry. Mr de Bois said tourism was now recognised as the third largest contributor to the national economy.
- 4.2** Robin Baker, Head of the Tourism Management Institute, said that there had been no mention of tourism in the Chancellor’s Comprehensive Spending Review, adding *“It’s time the meeting Government put money where its mouth is.”* Mr Baker said that there was a need to level up tourist industry which currently received 0.004%, he also emphasised the need for all attendees to lobby their MPs.
- 4.3** Nigel Huddleston MP, Tourism Minister, said that the tourism industry would benefit from the Government’s £4.8 billion “levelling up” fund and it would be responding to the review of the DMO’S in the coming weeks. He was confident that there would be a rise in the number of overseas tourists shortly because Britain could open up safely. The Minister said he was keen to strengthen links with the tourist and hospitality industry and wanted to see co-ordination and collaboration with all Government departments. The aim, he said, was to make Britain the most sustainable holiday industry venue. Mr Huddleston also emphasised the importance of lobbying local MPs on the value of the tourist industry and what was happening in their constituencies. The Visa system was being simplified which would benefit the overseas market. Mr Huddleston added that he was particularly keen to encourage the Chinese markets to Britain, he urged delegates to come forward with evidence on the future scale of the tourist industry.
- 4.4** Lizzy Carlyle, of The National Trust, was upbeat about its future in the tourist industry pointing out that it had 250k hectares of land including 780 hectares around the UK coast as well as 500 gardens and mansions. It was opening a significant number of cafes and caravan sites as well as pubs. It was planting 20 million trees through volunteers between now and 2030.
- 4.5** Kurt Jurgens, Chairman of The National TRUST, criticised the government for not having a comprehensive strategy for the tourist industry and called for a building of the Educational tourism market and more money to attract international tourists. Mr Jurgens added that there was no alternative to the Government’s Recovery Plan.
- 4.6** Julie Simpson, CEO and President of The World Travel and Tourism Council, said that one in ten jobs globally now came from the tourist industry. Some 62 million jobs were provided by the industry, many of them for younger people. Ms Simpson said that there were several important issues needed to benefit the tourist industry - digital solutions, high quality health and safety standards, vaccine equality, simplified rules on international travel rules and recognition for international travel of all Covid-19 vaccines. The UK travel industry had slumped by 62% as a result of the Covid-19 pandemic, compared with the 2019 figures, a rate which was worse than such places as the USA, Europe and China. Ms Simpson said that the government’s ‘traffic light’ system had been largely to blame, adding *“It was a self-*

inflicted impact.” Ms Simpson warned that 180k jobs were at risk in the UK economy if new Covid-19 restrictions were imposed. The value of tourism to the UK economy had dropped from £738 billion in 2019 to £190 billion in 2021 due to the Covid-19 pandemic. Ms Simpson said that staff shortages in tourism in Britain were “critical” and concluded by calling for a Festival of Tourism and Travel.

4.7 Paul Slattery, Director of Otus & Co Ltd Travel Company, said that the next 30 years would be different from what we had seen previously in the tourist industry.

(This update was provided on 20 Nov 2021)

5. The LGA’s representation re the National Landscape Stakeholder Reference Group (NLSRG) (Cllr Nicholson) - Cllr Nicholson had contacted Defra on multiple occasions in 2021 and unfortunately had not received a response. Cllr Nicholson had made the assumption that the work with Defra was complete and that no further activity took place on the workstream, it was therefore subsequently closed down. *(This update was provided on 8 Dec 2021)*

6. Creative Industries Council (Cllr Seeva) – Cllr Seeva had confirmed that he had recently attended a couple of CIC meetings and had met with the Chair of CIC. He would provide a further update to the Board in the New Year once work had picked up again. *(This update was provided on 8 Dec 2021)*

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