

# Culture, Tourism and Sport Board

Agenda

Wednesday, 16 March 2022  
1.00 pm

Hybrid meeting (via Microsoft Teams &  
Council House, Coventry, CV1 5RR (Hosted  
by Cllr Gary Ridley)

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

## **Guidance notes for members and visitors** **18 Smith Square, London SW1P 3HZ**

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

### **Welcome!**

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### **Security**

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18 Smith Square has a swipe card access system meaning that security passes will be required to access all floors. Most LGA governance structure meetings will take place on the **ground floor, 7<sup>th</sup> floor and 8<sup>th</sup> floor** of 18 Smith Square.

**Please don't forget to sign out at reception and return your security pass when you depart.**

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### **Accessibility**

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

Every effort has been made to make the building as accessible as possible for people with disabilities. Induction loop systems have been installed in the larger meeting rooms and at the main reception. There is a parking space for blue badge holders outside the Smith Square entrance and two more blue badge holders' spaces in Dean Stanley Street to the side of the building. There is also a wheelchair lift at the main entrance. For further information please contact the Facilities Management Helpdesk on 020 7664 3015.

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WiFi is available in 18 Smith Square for visitors. It can be accessed by enabling "Wireless Network Connection" on your computer and connecting to LGA-Free-WiFi. You will then need to register,

either by completing a form or through your Facebook or Twitter account (if you have one). You only need to register the first time you log on.

The LGA also offers the Govroam network, a Wi-Fi network which gives Members seamless roaming internet access across multiple public-sector locations if you have also signed up for this service. This network is enabled throughout our Westminster building and allows Members and staff from other authorities who are part of the Govroam network to seamlessly connect to our Wi-Fi.

### **Further help**

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

Culture, Tourism & Sport Board  
16 March 2022

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There will be a meeting of the Culture, Tourism & Sport Board at **1.00 pm on Wednesday, 16 March 2022** Hybrid meeting (via Microsoft Teams & Council House, Coventry, CV1 5RR (Hosted by Cllr Gary Ridley).

### **LGA Hybrid Meetings**

All of our meetings are available to join in person at 18 Smith Square or remotely via videoconference as part of our hybrid approach. We will ask you to confirm in advance if you will be joining each meeting in person or remotely so we can plan accordingly, if you wish to attend the meeting in person, please also remember to confirm whether you have any dietary/accessibility requirements. 18 Smith Square is a Covid-19 secure venue and measures are in place to keep you safe when you attend a meeting or visit the building in person.

### **Catering and Refreshments:**

Once you have confirmed in advance of the meeting that you will be attending in person, along with any relevant dietary requirements, refreshments will be available in the meeting room. If the meeting is scheduled to take place at lunchtime, a sandwich lunch will be available.

### **Political Group meetings and pre-meetings for Lead Members:**

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.

<b>Conservative:</b>	Group Office: 020 7664 3223	email: <a href="mailto:lgaconservatives@local.gov.uk">lgaconservatives@local.gov.uk</a>
<b>Labour:</b>	Group Office: 020 7664 3263	email: <a href="mailto:labgp@lga.gov.uk">labgp@lga.gov.uk</a>
<b>Independent:</b>	Group Office: 020 7664 3224	email: <a href="mailto:independent.grouplga@local.gov.uk">independent.grouplga@local.gov.uk</a>
<b>Liberal Democrat:</b>	Group Office: 020 7664 3235	email: <a href="mailto:libdem@local.gov.uk">libdem@local.gov.uk</a>

### **Attendance:**

Your attendance, whether it be in person or virtual, will be noted by the clerk at the meeting.

### **LGA Contact:**

Emma West – [emma.west@local.gov.uk](mailto: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.

### **Social Media**

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

## Culture, Tourism & Sport Board – Membership 2021/22

Councillor	Authority
<b>Conservative ( 7 )</b>	
Cllr Peter Golds CBE (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
<b>Substitutes</b>	
Cllr Mandy Chilcott	Somerset County Council
Cllr David Jeffels	North Yorkshire County Council
Cllr Neil Jory	West Devon Borough Council
<b>Labour ( 7 )</b>	
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
<b>Substitutes</b>	
Cllr Guy Nicholson	Hackney London Borough Council
Cllr Chris Penberthy	Plymouth City Council
Cllr Jonathan Simpson MBE	Camden London Borough Council
<b>Liberal Democrat ( 2 )</b>	
Cllr Gerald Vernon-Jackson CBE (Chair)	Portsmouth City Council
Cllr Chris White	Hertfordshire County Council
<b>Substitutes</b>	
Cllr Sean MacLeod	Lewes District Council
<b>Independent ( 2 )</b>	
Cllr Julian German (Vice-Chair)	Cornwall Council
Cllr Tom Hollis	Ashfield District Council
<b>Substitutes</b>	
Cllr Natalie McVey	Malvern Hills District Council
Cllr Geoff Knight	Lancaster City Council
Cllr Mark Howell	Poole People Bournemouth, Christchurch and Poole Council

## Agenda

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### **Culture, Tourism & Sport Board**

Wednesday 16 March 2022

1.00 pm

Hybrid meeting (via Microsoft Teams & Council House, Coventry, CV1 5RR (Hosted by Cllr Gary Ridley)

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<b>3. Minutes of the last meeting</b>	3 - 8
<b>4. Levelling Up the United Kingdom: White paper</b>	9 - 28
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• Verbal update	
<b>7. Commission on Culture and Local Government: update</b>	35 - 46
<b>8. Outside Bodies</b>	47 - 48
<b>9. Any other business</b>	

**Date of Next Meeting:** Wednesday, 8 June 2022, 1.00 pm, Hybrid meeting (via Microsoft Teams & Victoria Room, 18 Smith Square, London, SW1P 3HZ)

TIMINGS	ACTIVITY	VENUE	COVENTRY PERSONNEL	NOTES
TBC	<b>Meet at Coventry Railway Station</b> <i>Welcomed by City Hosts or Emily Coleman - Delegates Manager, Coventry City of Culture Trust</i>	<b>Coventry Railway Station</b> Station Square, Coventry CV1 2GT	<b>Emily Coleman</b> Delegates Manager, Coventry City of Culture Trust	<i>Please advise if City Hosts are needed and the arrival times</i>
09:00 – 10:00	<b>Registration &amp; Meeting</b>	<b>The Council House</b> High Street, Coventry CV1 5RR		
10:00 – 11:00	<b>Explore City Centre</b> <i>City tour led by Blue Badge guide, Roger Bailey: Focusing on cultural sites, public realm projects &amp; regeneration</i>	<b>Coventry City Centre</b>	<b>Roger Bailey</b> Blue Badge Tour Guide	<i>The tour will call in at the Hertford St shop where a member of Trust SMT will meet the group.</i>
11:00 – 11:30	<b>Daniel Lismore: Be Yourself, Everyone Else is Taken Exhibition</b>	<b>Herbert Gallery and Museum</b> Jordan Well, Coventry CV1 5QP		
11:30 – 11:45	<b>Tour of Draper's Hall</b>	<b>Draper's Hall</b> Bailey Lane, Coventry	<b>Hannah Pierce</b> General Manager, Draper's Hall	
11:45	<b>Return to Council House</b>			
12:00 – 13:00	<b>Lunch</b>	<b>The Council House</b> High Street, Coventry CV1 5RR		

**Daniel Lismore: Be Yourself, Everyone Else Is Already Taken:**

A major exhibition by the critically acclaimed international artist Daniel Lismore.

Raised in Coventry, Lismore is an artist, designer, perfumer, stylist and human rights warrior. A truly spectacular and immersive experience, this UK premiere celebrates the intersection of art, architecture, world cultures, beauty and fashion.

The exhibition includes Lismore's sculptural ensembles, each fashioned from his personal collection of over 7,000 curiosities and displayed alongside his personal archive of photography, film and found objects. Many artworks are on display for the first time and reflect Lismore's multi-dimensional identity - platforming themes of personal expression and self-preservation.

**Draper's Hall**

Launched in Autumn 2021 with a season of shows supported by the National Lottery and Arts Council England, Drapers' Hall joins the vibrant cultural landscape of Coventry, playing host to a music and events programme befitting the splendour of this newly-restored Regency building in the heart of historic Coventry.

The home of Coventry Music Service, Drapers' Hall honours the venue's past and future by presenting a year round music and arts programme for all ages.





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## Levelling Up the United Kingdom: White paper

### Purpose of report

For discussion and direction.

### Summary

The Government has published the white paper on levelling up, outlining how it intends to deliver on its flagship policy. The white paper also includes additional detail on the UK Shared Prosperity Fund, which is designed to replace EU funding streams.

This paper identifies the key elements of the paper relating to culture, tourism and sport, and seeks the Board's views on priority engagement and lobbying issues on levelling up. It also seeks to test initial LGA narratives around levelling up with the Board.

Two DCMS colleagues will be in attendance to share the department's current thinking and explore any opportunities for joint work to strengthen and further embed the role of culture, tourism and sport in the levelling up agenda and across government departments. Elisabeth Bouchard is Strategy Lead for Culture, Tourism and Civil Society, and Harman Saggat is Head Economist for Arts, Heritage and Tourism.

Is this report confidential? Yes  No

### Recommendations

1. The Board consider the evidence base in paragraphs 21-37 and identifies gaps
2. The Board discusses the questions in paragraph 46
3. The Board endorses the work programme in paragraphs 38-41
4. The Board provides direction on the LGA's work on the visitor economy in a levelling up context

### Actions

Officers to progress as directed.

### Contact officer:

Ian Leete

### Position:

Senior Adviser – Culture, Tourism and Sport

### Phone no:

0207 664 3143

### Email:

ian.leete@local.gov.uk

## **Levelling Up the United Kingdom: White paper**

### **Background**

1. On 2 February 2022 the Government published its long-awaited levelling policy paper [Levelling Up the United Kingdom](#).
2. It includes details of a new devolution framework, the establishment of a new independent data body and a new Levelling Up Advisory Council.
3. The White Paper also provides details of [12 new missions](#) across four broad areas:
  - 3.1 boosting productivity and living standards by growing the private sector, especially in those places where they are lagging;
  - 3.2 spreading opportunities and improving public services, especially in those areas where they are weakest;
  - 3.3 restoring a sense of community, local pride and belonging, especially in those places where they have been lost; and,
  - 3.4 empowering local leaders and communities, especially in those places lacking local agency.
4. The twelve missions will support key levelling up objectives and the capitals framework. They outline the medium-term ambition for the UK Government and act as an anchor for the expectations and plans of the private sector and civil society.
5. The white paper commits to further consultation on the metrics used to measure the success of these missions and to creating a statutory responsibility on Government to report on their progress.
6. The Government also published [UK Shared Prosperity Fund: pre-launch guidance](#) providing information regarding the aims of the fund and the delivery roles of local partners.
7. The White Paper promises a series of next steps: a comprehensive programme of engagement across the UK; consultation on missions and metrics and the devolution framework; the establishment of a new body focusing on local government data; rolling out Levelling Up Directors across the UK; simplifying growth funding; creating three sub-groups to support the levelling up advisory council; and introducing future legislation to create an obligation on the UK Government to publish an annual report on progress and to strengthen devolution legislation in England.

8. Further detail can be found in the [LGA Briefing](#), while the LGA's existing narrative can be found in the response to the DCMS Select Committee (Annex A), although it should be noted this was written before the Levelling Up white paper was published.
9. The white paper itself was not accompanied by any new funding announcements. However, the Levelling Up Fund is expected to open for a further round of funding bids, while a pre-launch prospectus for the UK Shared Prosperity Fund (UKSPF) was included as a core component of the white paper, and it is clear that these funds are expected to drive much of the delivery on Levelling Up.
10. However, the paper sets out the expectation that other departments will align funding streams to support levelling up, and a small pot of £30 million for parks, announced at the last budget, has already been integrated into the UKSPF. More significantly, DCMS has taken the lead on this by [announcing that all of Arts Council England's spending review uplift will be invested in levelling up areas](#), including via the next National Portfolio Organisations (NPO) round. NPOs will be expected to increase the total proportion of their combined impact in Levelling Up for Culture Places by 15% by March 2026.
11. This is consistent with the LGA's long-standing policy line that more arts and culture funding should be invested outside of London. Importantly, this should not lead to a reduction in investment in London as the additional funding is drawn from the Spending Review uplift. However, organisations are likely to experience a decline in real terms as a result of inflation and pressures like increased energy costs. We would value views from the Board's London members on the likely overall impact of this decision.
12. Similar commitments have not been asked of Sport England or VisitBritain to date. However, Sport England's new strategy and investment plans have a strong focus on place, as presented at the previous Board, while the DCMS Tourism team is conducting a policy sprint into the North East to identify how to grow the regional visitor economy. The LGA is supporting this work.

### **Culture, tourism and sport's contribution to the whitepaper**

13. The white paper recognises culture, heritage and sport's impact on communities, although this is not consistent throughout the paper. The Pride of Place section is where this is most frequently discussed. However, culture, tourism and sport can deliver across a number of the identified missions and it is a weakness of the white paper that it treats investments as silos and does not recognise that investing in particular activities or assets can have a positive impact on multiple missions at once.
14. Culture is explored in some depth and forms the key component of the Pride of Place objective. It is viewed as a relatively quick and easy way to make progress on levelling

up objectives. However, the challenge will be to move this investment beyond superficial street scene improvements (although these have a role too) and towards some of the major contributions that we know cultural investments can make to community cohesion, economic growth, and health and wellbeing.

15. Sport is less extensively discussed than culture, but has a greater profile than was initially expected. There is a strong emphasis on international competitiveness and elite sport, and we believe there is more that can be done to articulate the contribution of physical activity to many of the mission objectives, as set out below.
16. The visitor economy is mentioned only in a negative context, reflecting the decline of this industry in some coastal areas. This fails to recognise that the visitor economy is responsible for the largest flow of non-public money from urban to rural and coastal areas (around £2 billion per annum) and is a significant, albeit often seasonal, employer in every council area.

### **LGA public opinion polling**

17. There has been some criticism of levelling up as a policy, claiming that it is poorly understood and has little resonance in places. The white paper has gone some way to addressing these concerns. However, the LGA has also undertaken some public opinion polling to identify what the public expect to change as a result of this policy.
18. The results are significant from a culture tourism and sport perspective, with the largest group of respondents identifying “Improving existing, or creating new local facilities e.g. libraries, community centres, swimming pools, parks” as their priority for local government spending - 42% of people said this, compared to the next highest of investing in more community safety officers (35%). This order of priority was true for Labour and Liberal Democrat voters, but was reversed for Conservative votes with 38% saying investment in facilities was their priority, compared to 44% saying community safety officers were the priority.
19. All figures are from YouGov Plc. Total sample size was 1,686 adults. Fieldwork was undertaken between 31st January - 1st February 2022. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

### **The missions**

20. Culture, Tourism and Sport can contribute to these missions as follows:

#### **21. Mission 5: Primary School Achievement**

- 21.1. Young people’s participation in sport improves their numeracy scores by 8 per cent on average above non-participants. Underachieving young people who take part in

sport see a 29 per cent increase in numeracy skills and a 12 to 16 per cent rise in other transferable skills. (Sport England)

- 21.2. 85 per cent of young people learn essential swimming and water safety skills in a public swimming pool. Swim England research predicts that [1.88 million children](#) are estimated to have missed out on school swimming lessons due to COVID-19. Of this an estimated 532,000 of these children come from ethnically diverse communities and 411,000 live in the most deprived areas in England.
- 21.3. Libraries provide free, local access to a range of IT, learning and information resources and activities to schoolchildren of all ages. These include: free computer and internet access; homework clubs; class visits; STEM and code clubs; Makerspaces where children can engage in STEAM activities; national reading and learning partnerships such as the Summer Reading Challenge, National Numeracy Day, British Science Week, Holocaust Memorial Day, Empathy Day, Shakespeare Week, World Book Day and Fun Palaces.

## 22. Mission 6: Skills

- 22.1. More than two million people work in the UK's creative industries and, before the COVID-19 crisis, the sector was projected to create another million jobs by 2030. The Creative Industries are an engine for economic growth in towns, cities and rural communities right across the UK. Prior to COVID-19, they were one of the [fastest growing parts of the economy](#), growing at more than 4 times the rate of growth in the economy as a whole. Creative jobs have also shown themselves to be resistant to automation: [research](#) has shown that jobs asking for creativity are also much more likely to grow as a percentage of the workforce by the year 2030 - use of 'creativity' in a job description is consistently the most significant predictor for an occupation's chance of growing.
- 22.2. As well as having significant potential to lead our national economic recovery from COVID-19, the creative industries could play an important role in the levelling up agenda. They are geographically spread, with [over 700 different creative micro clusters across the UK](#), many of which are highly localized and uniquely rooted in place.
- 22.3. Local libraries provide a range of facilities and support to help job seekers to find work and improve their employment skills. The Business and IP Centres in libraries are physical hubs where people can come together to learn, network and access free and low-cost information and support in protecting and commercialising a business idea. Business and IP Centres in libraries have [achieved remarkable successes](#). Over a three year period they:
- 22.3.1 Supported the creation of 12,288 businesses, 47% of which were in the North.
- 22.3.2 Helped businesses create an estimated total of 7843 new FTE jobs.
- 22.3.3 Boosted local economies - the net additional Gross Value Added for Business & IP Centre supported businesses was an estimated £78 million.

- 22.3.4 Raised £6.95 for every £1 invested.
  - 22.3.5 Approximately 10% of all users were unemployed or looking for work when they first received support. Just under half of them are now running their own business (46%) while a further quarter (23%) of them are now in employment.
  - 22.3.6 22% of users are drawn from the top 20% of the most deprived areas in the UK.
  - 22.3.7 Of the users who went on to start a new business, 55% were women (65% in London), 31% were from a global majority background (44% in London) and 17% had a disability.
23. More than [585,000 people worked in the sports and physical activity labour market](#) prior to the pandemic covered 585,000 roles. It makes the following significant contributions to economic growth and levelling up:
- 23.1 From 2003 to 2017 the sector saw growth of 42 per cent, adding 129,000 net new jobs
  - 23.2 Regional sporting tournaments such as the Birmingham Commonwealth Games can help to drive growth. For example, following a pause in growth in the sector due to the recession, the success of the 2012 London Olympics signalled a period of 4 per cent average annual growth and 78,000 net new jobs over the following five years.
  - 23.3 34 per cent of jobs are held by 16 to 24 year olds, notably by males.
24. The sport and leisure sector can contribute to the development of graduate careers and apprenticeships. It is currently facing recruitment and retention challenges with an average size Trust averaging 700 hours unfilled (Community Leisure UK). The sector is moving towards aligning more closely with the health sector presenting increased employment opportunities, skills development and improved career pathway and addressing [industry shortages in key roles such as swim teachers](#) and lifeguards.
25. The visitor economy provides a crucial entry level opportunity for young people, allowing them to develop skills, often in conjunction with part time study. This is identified as a particular priority for areas with a lower skills base and fewer highly skilled employers. There is a prevailing narrative that hospitality jobs do not provide a career path or well-paid work which will need to be challenged if the visitor economy is to play a significant role in this mission – the Government’s Tourism Recovery Plan recognises this and makes commitments to improving skills delivery for hospitality and the visitor economy.
- 26. Mission 7 Narrowing life expectancy gap:**
- 26.1. Public leisure saves the NHS £32.8 million per month due to reduced demand, and increases long-term mobility and independence among older people. (UKactive). Physical activity plays an important role in preventing a number of



serious physical and mental health conditions, with the research showing this had a value of £9.5bn. Of this amount, £5.2bn was in healthcare savings, while £1.7bn was in social care savings (Sport England)

- 26.2. Delivery of learn to swim programmes in public pools can help to increase water safety and swimming skills, helping to prevent drownings which has increased from 270 in England and Wales in 2019 to 506 in 2020
- 26.3. Participation in the arts [has been shown](#) to contribute to better lifestyle choices. For example, after engaging with the arts, people in deprived communities in London ate more healthily engaged in more physical activity enjoyed greater wellbeing.
- 26.4. Evidence of the effectiveness of social prescribing, including referrals to culture and sport activities is emerging. UK evaluations have previously reported:

- 26.4.1 [60 per cent reduction in GP contact times](#) in the 12 months following intervention compared to the previous 12 months

- 26.4.2 25 per cent reduction in A&E attendance in the social prescribing group, with a 66 per cent increase in A&E attendance by the control group (Health Foundation; City and Hackney Clinical Commissioning Group & University of East London (2014). Social Prescribing: integrating GP and Community Assets for Health.

- 26.4.3 17 per cent reduction in A&E attendance and 7 per cent reduction in non-elective in patient stays were reported in the 12 months post intervention compared to the 12 months before it in an [evaluation report from the Rotherham Social Prescribing Service](#).

27. Regular physical activity reduces the risk of serious illness and disease by up to:

- 27.1 30 per cent – dementia
- 27.2 35 per cent cardiovascular disease
- 27.3 40 per cent – type two diabetes
- 27.4 30 per cent colon cancer
- 27.5 20 per cent – breast cancer
- 27.6 20 per cent – depression
- 27.7 68 per cent – hip fractures

28. Being physically active plays a significant part in helping to address obesity levels alongside a balanced diet. Councils are crucial partners in responding to the obesity crisis and delivering the Government's obesity strategy. Public sport and leisure services can directly support the NHS "Better Weight" campaign in an effort to encourage more people to lose weight. Many councils already have exercise referral programmes in place but currently this is not a consistent picture across the country. For example, Half of people completing East Riding of Yorkshire Council's Live Well programme have achieved at least a 5 per cent weight loss. This has drastically reduced the number of

bariatric surgery operations from 100 to 20 pa in the area in 8 years (the most expensive type of operation for the NHS), this has saved the NHS £2.5m in the process.

29. [Those living in the poorest areas of England die on average 7 years earlier than those who live in the richest areas](#). Regular participation in sport and recreation can help to increase life expectancy.

### 30. **Mission 8: Improved wellbeing**

- 30.1. Public leisure and activity achieves £42bn in improved mental wellbeing and productivity (Sport England)
- 30.2. Arts interventions have been shown to have a significant impact on mental wellbeing and are an accepted option in the medical management of wellbeing. A [longitudinal study](#) of 1297 patients concluded that art interventions can be effective in the promotion of well-being for those that complete a course of arts engagement, with significant changes in wellbeing evident across the intervention periods.
- 30.3. Libraries are free, safe spaces in local communities which makes the public library network a valuable platform to address the challenge of loneliness and social isolation. [A Reading Agency survey](#) in 2020 of over 1,000 reading group members found that:
- 30.3.1 84% feel more connected to other people because of being part of a reading group
- 30.3.2 71% said their mental wellbeing improved because of being part of a reading group.
- 30.4 Of those users of the Reading Well for young people scheme who replied, the emerging findings also indicate a positive impact:
- 30.4.1 96% agreed it offered support in dealing with difficult feelings and experiences
- 30.4.2 87% agreed that the books had offered advice for coping with pressures that could affect mental health and wellbeing.
- 30.5 More than 5 million adults in the UK have either never used the internet or not used it in the past three months, with a significant potential impact on their ability to engage in an increasingly digital world. Libraries have an important role to play in addressing the digital divide through their provision of free internet access and support.
- 30.6 [A 2019 scoping review](#) of the impact of historic places or objects on individual and community wellbeing concluded that historic buildings and places, and associated

activities and interventions, can have a wide range of beneficial impacts on the physical, mental and social wellbeing of individuals and communities. Evidence shows impacts on individual wellbeing, including outcomes such as increased confidence, social connectivity and life satisfaction.

- 30.7 A 2020 rapid evidence review on parks and open spaces made similar findings, highlighting benefits to physical health, mental wellbeing, life satisfaction, social integration, community engagement and economic growth.
- 30.8 Sport and leisure services provide an environment within which to learn a variety of different life skills at all stages of life. This can include provision of other activities such as adult education, road safety and cycle safety. For example, the Cycle for Health project being delivered in the West Yorkshire Combined Authority uses leisure facilities, parks and green spaces to deliver a twelve-week programme which aims to increase participants' activity and wellbeing levels, change travel behaviour and offer cycling opportunities. [Cycle for Health | Cycling UK](#)
- 31 The visitor economy contribution to improved wellbeing is tied up closely to the delivery of sport and cultural opportunities in an area. However, the importance of regular breaks is recognised in programmes supporting carers to have regular breaks, such as through the recent [England for Everyone Fund](#). The business case for introducing this fund could be expanded to better articulate and quantify the benefits of vacations to wellbeing.
- 32 **Mission 9 Pride in place:**
- 32.1 LGA public opinion polling on levelling up shows improved community assets like leisure centres and parks are people's top priority for improvements in their local area (42%).
- 32.2 [Research from the Bennett Institute for Public Policy](#) has concluded that social infrastructure – the physical spaces and community facilities which bring people together to build meaningful relationships - have significant economic, social and civic value. It argues that rather than seeing investment in social infrastructure as a rival to investing in large-scale infrastructure projects, policy-makers should be more focused upon strategic planning that brings together and better aligns these different kinds of infrastructure.
- 32.3 Public sport and leisure services (in terms of leisure centres specifically) are essential community hubs and a huge source of civic pride. They are often at the centre of their communities and are an integral part of local community life. There are now many examples of how these community hubs are integrated with other services and are often at the leading edge of driving this change. Integrated services include for example, community contact centres, libraries, adult social care day care, and NHS GP surgeries. For example the [City of York](#)

[Partnership has regenerated a deprived area of Burnholme](#) in York through the development of a new health and community hub. The hub includes refurbished and extended leisure facilities with an agreement with the leisure operator to protect the rights for local schools to use the all-weather pitch, grass pitches and indoor spaces. A care home with 25 beds available for council nomination, library, community venue, café and GP surgery and much more.

- 33 Improvements that benefit residents tend to also support visitors, and vice versa, as seen by investments in Hull, Coventry, and Stoke. This translates into a direct local economic boost:

- 33.1 63% of international visitors dined in restaurants, spending £20.5bn
- 33.2 29% of visitors went to museums and art galleries, spending £9.5bn
- 33.3 Domestic visitors spent £11.1bn on attractions and £4bn on museums and art galleries

- 34 **Mission 11 Neighbourhood crime and community cohesion:**

- 34.1 Returns on investment in sports programmes for at-risk youth are estimated at £7.35 of social benefit for every £1 spent—through financial savings to police, the criminal justice system and the community. (2018)

- 35 The National Criminal Justice Arts Alliance’s Re-Imagining Futures report [demonstrates a clear link between taking part in arts based activities and the movement towards a long-term, non-offending future](#). It reported that arts projects enable individuals to redefine themselves, engage with productive activities and improve their ability to co-operate with others.

- 36 Data submitted to the Justice Data Lab by Prisoners’ Education Trust, which delivers distance-learning courses, suggests that its [input can reduce reoffending by over a quarter compared to a matched control group](#). Grants made for arts materials resulted in reducing the reoffending rate from 35% to 30%. More information on this topic can be found on the National Criminal Justice Arts Alliance [evidence resource](#).

- 37 After going to work/school/ college together (40 per cent), sharing hobbies and going to [sports clubs \(29 per cent\) was the most frequent public response for how people from different backgrounds could be encouraged to mix more](#).(DCLG, 2011)

#### **LGA deliverables**

- 38 The narrative and objectives of the Levelling Up white paper complement existing Board work, such as:

- 38.1 Culture - [Culture-led Regeneration: achieving inclusive and sustainable growth](#), our guide to place-based cultural strategies [a Cultural Strategy in a Box](#) , recent guide to [Culture and the creative industries](#) and the LGA/Arts Council England [Culture Hub](#).

- 38.2 Sport and physical activity – [Securing the future of public sport and leisure.](#)
- 38.3 Visitor economy – [Supplying skills for the local visitor economy.](#)

- 39 The new [Culture Commission](#) will be operating in the levelling up space between March and December 2022 and should provide the key focus and opportunity for communicating the importance of council cultural services to levelling up. The LGA improvement programme with ACE (see later item), will also be able to provide direct support to members on understanding levelling up and opportunities for enhancing local services.
- 40 We will be publishing five briefings to help communicate ‘Securing the future’ to councils, supplementing a powerpoint presentation that has been circulated to Heads of Service. The LGA/Sport England improvement programme also offers an opportunity to connect officers and councillors to this agenda.
- 41 This year’s CTS workshop at the LGA’s annual conference will focus on heritage and the visitor economy; and improvement colleagues have run a well-attended workshop on the visitor economy on 9 March. However, there is a gap in LGA support on the visitor economy and an increasing demand from members for support on this area. It is also clear from the white paper and the selected evidence base above, that more work is needed to fully integrate the visitor economy in the levelling up narrative and local aspirations, and to build the evidence base of this impact. It is important to note that several successful Levelling Up Fund and Community Renewal Fund bids focused on improvements to local visitor economies. The Board will wish to consider if this needs to be addressed when allocating the CTS budget at the next Board meeting.

### **Implications for Wales**

- 42 Levelling Up is a UK-wide policy. However, the majority of culture, tourism and sport policy and funding is devolved to the relevant administrations. We are part of regular meetings with Culture and Leisure Officers Wales (CLOW) to share best practice and ideas.

### **Implications for inclusion, diversity and equality**

- 43 If successful, levelling up has significant potential to address inclusion and equality challenges. However, the white paper operates at a strategic level and it will be critical that policy implementation and service design, delivered by councils, carefully considers how to build this in effectively. It will be crucial that government provides councils with sufficient development time to engage effectively with different parts of their communities, leading to a place-led and place-driven approach to investment.
- 44 The Culture Commission is holding a specific session on social mobility and inclusion. ‘Securing the future’ identifies key groups for support in being active. Our improvement programmes and events are checked for speaker diversity and meeting a range of

learning styles. There is a gap in this work on the visitor economy, reflecting comments made earlier about this part of the portfolio.

### **Financial implications**

45 There are no immediate financial implications for this policy.

### **Questions**

46 The Board is invited to consider the following questions:

- 46.1 How significant is levelling up as a policy to local areas? To what extent is this driving policy and budgetary conversations in councils?
- 46.2 Should we focus on maximising impact where culture, tourism and sport are recognised for deliver eg Pride of Place? Or should we focus our work with Government on securing better recognition of their contribution to other areas, like economic growth, narrowing life expectancy, or skills and academic attainment?
- 46.3 Not all parts of the country are identified as levelling up priorities. Does this affect our work and support for all LGA member authorities in a CTS context?
- 46.4 Have Board members identified specific support needs or challenges with engagement with levelling up in their or neighbouring authorities, that will not be addressed by the LGA activities in paragraphs 34-37?
- 46.5 Are there gaps in the evidence base for councils that we should be working with LG Inform and/or DCMS colleagues to close?
- 46.6 What role can the visitor economy play in levelling up, and if so, what role should the LGA play in supporting that?

### **Next steps**

47 Officers to adapt existing programmes as directed.

48 A spending proposal paper will be brought to the next CTS Board outlining investment for the financial year 2022/23 and will incorporate any levelling up activity requested by the Board.

## **LGA submission to the Digital, Culture, Media and Sport inquiry into Cultural placemaking and the levelling up agenda**

18 March 2022

### **1. About the Local Government Association (LGA)**

- 1.1. The Local Government Association (LGA) is the national voice of local government. We are a politically led, cross-party membership organisation, representing councils from England and Wales.
- 1.2. Our role is to support, promote and improve local government, and raise national awareness of the work of councils. Our ultimate ambition is to support councils to deliver local solutions to national problems.

### **2. Summary**

- 2.1 Councils play a vital role in developing their places, levelling up the economy and tackling inequalities in every region. They recognise the importance of culture in shaping vibrant places that people want to live, work and visit and many are already successfully placing culture at the heart of plans to deliver economic and social recovery.
- 2.2 Councils are the biggest public funders of culture, spending over £1 billion a year on culture in England alone, as well as a further £1 billion on related services in sport, parks and green spaces and tourism. To continue investing in these services and make a coordinated and strategic contribution to the objectives of Levelling Up, councils need the powers and long-term sustainable funding to deliver the meaningful change that is needed.
- 2.3 We are pleased that government has recognised councils' key role in delivering on the levelling up agenda by placing councils at the heart of the delivery of the Levelling Up Fund and Community Renewal Fund, and that culture has been prioritised within these funds
- 2.4 However, competition between authorities or regions for these and other limited pots of funding is unhelpful and does not deliver the best long-term outcomes or value for money. Councils whose culture teams already have the least resources, often in smaller towns and rural areas, have an inherent disadvantage in developing successful bids. We look forward to working with Government on the plan announced in the Levelling Up White Paper to streamline growth funding and ensure that capital investment is accompanied by adequate revenue funding. This will be essential support places without established artistic infrastructure and avoid the development of unsustainable cultural facilities.
- 2.5 The Government should also consider providing programme development grants to accompany large funding programmes to ensure culture can be successfully incorporated in council bids where capacity in culture teams is low.
- 2.6 A thriving cultural offer will become ever more important in driving footfall to the high street as changes in consumer behaviour make traditional town centre retail less sustainable. Councils are essential in delivering this, both in their role as conveners of place and as a major funder and provider of cultural services.

# Submission

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- 2.7 We welcome that the importance of culture is recognised in the Levelling Up White Paper, with 'engagement in culture' acknowledged as a key driver of 'Pride of Place'. However, if we are to achieve levelling up it will be essential to also recognise the contribution culture can make across the Levelling Up Missions, to tackle inequalities and deliver on wider social, economic and health objectives. It is particularly relevant to Missions 5, (improving education outcomes) 6 (boosting the number of people with high quality skills), 7 (decreasing health inequalities and improving life expectancy), 8 (improving wellbeing), and 9 (restoring pride in place and building a sense of community).
- 2.8 To successfully capitalise on culture to deliver levelling up, the [Government should build on the success of local authorities cultural initiatives and regeneration projects](#), as well as schemes like the Creative Industries Clusters Programme, and back a pilot programme of place-based investment and incentives in the creative economy. We are calling on Government to unlock cultural investment by match funding councils' own investments and providing a package of incentives for areas which are designated as a creative cluster area.
- 2.9 Creative involvement in place-making is not simply about incorporating art into new designs, it is about recognising the value of creativity in the design process and in the engagement process with the local community. Creatives working within the cultural sector have an advantageous skillset and experience in community outreach which can add significant value to local decision making.
- 2.10 The Government should look to extend the success of the UK City of Culture programme by considering how the principles of the scheme can be applied to deliver similar benefits outside of urban centres.
- 2.11 Collaboration between councils, local cultural organisations and national funding bodies is critical to supporting the growth of the cultural and creatives sectors across the UK. That is why we are calling for an extension of Arts Council England's programme of cultural compacts, [which been shown to represent a step-change](#) in partnership working across sectors, bringing together local authorities, businesses, education providers, cultural and community leaders. This approach will turbocharge culture in the investment plans required under the UK Shared Prosperity Fund.
- 2.12 The LGA supports its members to use culture to support local economies including through a range of resources focused on the role of culture in local strategic planning. We are also supporting councils to revitalise their town and city centres and help struggling high streets in the wake of COVID-19, through a number of resources which set out practical guidance, emphasising the importance of leadership and strong partnerships, the value strategic planning and a good understanding of place-based data. They also highlight examples of innovative practice.

### **3. How can culture reanimate our public spaces and shopping streets?**

- 3.1 As traditional town centre retail [becomes less sustainable](#), in part due to a long-term trend towards online shopping which has been accelerated by COVID-19, a cultural and hospitality offer will become ever more important in driving footfall to the high street. Community demand increasingly focuses on experience, requiring high streets to compete on a new footing. Culture and leisure venues and organisations can act as 'anchor institutions' that drive footfall to high streets and support the wider retail, hospitality and night life sectors by creating an attractive and vibrant offer.
- 3.2 Councils have a vital role to play in using culture to reanimate town centres, both as major funders and providers of cultural services and in their role as place-shapers and leaders of local economic development. Many councils have already effectively used a culture-led regeneration approach to drive sustainable growth in their town centres and there are plenty of successful local models for this approach, as we explored in our [2019 report on culture and economic growth](#). The benefits of culture-led regeneration are also



acknowledged in the Government's approach to the Towns Fund, while the [High Street Action Zones](#) have made a particular impact by integrating local heritage into this offer.

- 3.3 The LGA is supporting councils to revitalise their town and city centres and help struggling high streets in the wake of COVID-19. We have produced a number of resources, including [Dealing with Empty Shops](#), the [Revitalising Town Centres toolkit for councils](#), and a [Local Economic Recovery Planning: Playbook for Action](#). These reports emphasise the importance of leadership and strong partnerships, the value strategic planning and a good understanding of place-based data. They also highlight examples of innovative practice.
- 3.4 The LGA also supports its members to foster culture in their local economies, including through a range of resources focused on the role of culture in local strategic planning. These resources include [Culture-led Regeneration: achieving inclusive and sustainable growth](#), our guide to place-based cultural strategies [a Cultural Strategy in a Box](#) and the LGA/Arts Council England [Culture Hub](#), which highlights case studies from local government culture teams.
- 3.5 An increasing number of councils have made use of empty commercial units on high streets to establish 'meanwhile use' or 'pop-up' cultural attractions and creative workspaces, which have the advantage of making temporary use of a unit, and allowing its return to retail or other functions when required. For example, Cheshire East Council and their cultural forum have successfully worked with the owner of a local shopping centre to host [Macclesfield ArtSpace](#), where empty properties in the local shopping centre were used as temporary gallery space. Making capital funding available to convert more disused retail units on the high streets into creative studios would enable councils to support their local creative industries to thrive, drive footfall to high streets and increase pride in place. This must be coupled with ensuring local authorities have the planning powers they need to effectively curate high streets.
- 3.6 Investment in culture can have a ripple effect across the wider local economy. For example, Banksy's 2015 Dismaland show in Weston-super-Mare, hosted by North Somerset Council, delivered an immediate £20 million boost to the local economy. But more importantly it helped to change people's perceptions and engender a new-found confidence in the town, which has led to significant further investment and the renewal of the town's visitor economy.
- 3.7 The creative industries alone hold huge potential to reanimate our local town centres. Before the pandemic, [Government statistics](#) show that in 2018 the UK's creative industries contributed more than £111 billion to the UK economy, equivalent to £306 million every day or £13 million every hour – more than the automotive, aerospace, life sciences and oil and gas industries combined. This was a 7.4 per cent increase on 2017, with growth in the creative industries more than five times larger than growth across the UK economy as a whole.
- 3.8 More than two million people work in the UK's creative industries and, before the COVID-19 crisis, the sector [was projected to create another million jobs by 2030](#). Jobs in the creative economy tend to be higher value, better paid and be more skilled than the average in the wider economy and compared to other sectors, are less likely to be replaced by automation. Crucially for high streets and areas outside major urban centres, the creative industries are also highly distributed across the UK [in over 700 micro-clusters](#), offering the potential to deliver quality jobs in every area. As such, supporting local creative organisations will be an important part of making the benefits of levelling up widely available.
- 3.9 The LGA's recent guide to [Culture and the creative industries](#) sets out how councils can best support the creative economy in their local area, including mapping their local creative sector, creating a shared consensus around goals and implementing a

programme of support using local policies, assets and investment. The report also includes local authority best practice case study examples, such as Warwick District Council's work to stimulate a creative quarter based around the gaming industry and Kent County Council's development of a 'Cultural Transformation Board'.

- 3.10 We are currently working on a new publication, which will explore the role of Combined Authorities in this agenda. The Greater Manchester Combined Authority has worked in partnership with The Centre for Local Economic Strategies to develop Creative Improvement Districts, offering rate relief and start-up support to creative entrepreneurs. Meanwhile, the North of Tyne Combined Authority and Creative England have launched a £2.625 million investment programme to stimulate culture and creativity in the region, including a combination of grants, loans, equity finance and business advice.
- 3.11 To deliver on its levelling up agenda, the [Government should build on the success of these and similar initiatives](#), as well as the programmes like the Creative Industries Clusters Programme, and back a pilot programme of place-based investment and incentives in the creative economy. Government should match councils' own investments and provide a package of incentives for areas designated a creative cluster area. This should include consideration of how clusters can work outside of urban centres.
- 3.12 We are concerned about the impact of the Government's extension of permitted development rights (PDR) on councils' ability to shape their town and city centres and drive culture-led regeneration. Permitted development rights result in an ad hoc, disconnected approach to planning that undermines councils' ability to plan strategically and bring about positive change by limiting their ability to repurpose town centre assets. Permitted development rules could undermine the delivery and outcomes of councils' existing high street recovery plans, including the 72 recipients of the [Government's recent £830 million Future High Streets fund](#). We welcomed the removal of permitted development rights for demolition of theatres, concert halls and live music performance venues announced in July 2020, which risked the irreparable loss of flagship and historic cultural institutions. The Government should now revoke remaining permitted development rights, and any proposed extension.
- 3.13 We are concerned that councils and communities will have even less opportunity to have a say on developments should the Planning White Paper proposals go ahead. The proposals seemingly limit engagement as residents would not be able to influence individual applications as is the case now, with the local plan making stage being the only opportunity for residents to comment on the development. A local, democratically-led planning system underpinned by ongoing community engagement must remain in place. This will ensure trust and transparency in planning decisions and enable councils to meet the levelling up ambitions of delivering the right types of development in the right places and shape vibrant places that meet communities' needs. We will continue to work with the Government on the Planning reforms as they are introduced in Parliament.

#### **4. How can creatives contribute to local decision-making and planning of place?**

- 4.1 Culture can play a significant role in creating vibrant places in which people want to live and work. It brings people together, promotes civic pride and can be used to support meaningful discussion about what people want from their places. Creative involvement in place-making is not simply about incorporating art into new designs, it is about recognising the value of creativity in the design process and in the engagement process with the local community.
- 4.2 Creatives working within cultural organisations have an advantageous skillset which can add significant value to local decision making. Through their work they are familiar with delivering complex ideas to people through the medium of creative activity. Community

outreach also forms a key pillar of many cultural organisations work, so they are well placed and experienced in engaging with their local communities.

- 4.3 For example, the work of [Julie's Bicycle](#) with Arts Council England has demonstrated the tangible effect arts and culture organisations can have on reducing environmental impact, and the role these organisations can play in educating and influencing communities to understand their contribution to addressing climate change in their local area.
- 4.4 Creative organisations can also be effective in engaging communities in traditional regeneration and planning processes, coproducing projects to support ownership of new developments. For example, the work of [WAVEparticle](#) with Glasgow City Council on urban regeneration has been instrumental in designing interventions that would make the rapid changes to the area relevant to local people, while also remaining authentic to the history and experience of the areas under development.
- 4.5 Creatives are not the only people working in the cultural sector who have a contribution to make to local decision making. Cultural organisations like libraries and museums can be important in engaging communities in place-based decision making. The way in which public engagement with culture and leisure activity increased during lockdown demonstrates how essential these activities are to people's wellbeing and quality of life and their reach into communities. For example, during the first national lockdown:
- 4.5.1 [Some libraries saw a 600 per cent increase in digital membership as well as fourfold increase in the number of ebooks borrowed.](#) Estimates suggest that libraries made 5 million additional digital loans and loaned 3.5 million more ebooks than usual. Loans of online e-books, e-magazines and audiobooks went up an average of 63 percent in March compared with the previous year. 120,000 people joined libraries in the three weeks after lockdown began, a significant increase on previous years.
- 4.5.2 Kingston Library Service reached on average 10,000 people for each of its online Rhyme Time sessions. Norfolk Libraries' filmed activities were viewed over 172,000 times. That includes over 93,000 views of Bounce and Rhyme session videos.
- 4.5.3 Barnsley Museums Facebook page alone had a reach of over 5 million people. Around 500 people a day took part in online daily challenges created under the banner of 'Beat the Boredom'. Over 20,000 took part in tours online around exhibitions.
- 4.5.4 Hackney Council had around 1,700 viewers on their Windrush council page and around 3,000 in total for their virtual Windrush Festival.
- 4.6 The engagement potential for these and similar services is significant, both in terms of sharing information about local decision-making and engaging people in the process. Public libraries, for example, are an important driving force for change in our civic centres as trusted community spaces with an inherent culture of reuse through their model of lending and borrowing. [Recent research](#) has highlighted the range of inspirational projects taking place in libraries to support communities to engage in the future of their place, including [Libraries of Things](#), [Seed Libraries](#), and the [Wakefield Word Fest](#).
- 4.7 The most effective way for continuous engagement is through the development of cultural compacts, as is the case in Coventry, or through comparable structures like [Sheffield's Culture Consortium](#) which gives creatives influence in funding decisions and drives a collaborative approach to delivery with enhanced chances of sustainable success. This does require ongoing investment from councils, and is hampered in many smaller areas by the loss of arts development roles during the period of austerity.
- 4.8 20 Cultural Compact areas were launched in 2019, funded by the Arts Council England and the Department for Culture Digital Media and Sport (DCMS), which established

formal, goal-driven partnerships between councils, local cultural sectors and wider stakeholders to co-design future cultural offers and deliver prosperity through cultural investment. [The review of the compact pilot initiative](#) found that this approach has been successful in delivering a positive vision culture in local areas, driven economic growth and had a significant multiplier effect. As we look to build back better, seed-corn funding from Arts Council England should be used to help kickstart cultural compacts in areas that could not otherwise afford to do so.

**5 How can the Government support places without established artistic infrastructure to take full advantage of the opportunities that the levelling up agenda provides?**

- 5.1 Local government will play a vital role in rebuilding and levelling up the economy in every region and place, but they need the funding and powers to do this. We are pleased that government has recognised councils' key role in delivering on the levelling up agenda by placing councils at the heart of the delivery of the Levelling Up Fund and Community Renewal Fund, and that culture has been prioritised within these funds. Many councils have made this the focus of their levelling up or shared prosperity fund bids, as well as town fund or securing private investment for regeneration schemes. However, additional information and support may be required to ensure culture is successfully incorporated in council bids where capacity in culture teams is low.
- 5.2 Pressure on core council budgets over the last twelve years alongside rising demand for statutory services such as social care has placed significant strain on largely discretionary cultural services. Local authority spending on cultural and related services decreased in real terms by £1.84 billion from 2009/10 to 2017/18. For every £1 spent on culture and heritage in 2009/10, 61p was spent in 2017/18. For libraries the figure was 58p.
- 5.3 This situation has only been exacerbated by COVID-19, which has had a negative impact on the ability of cultural services and organisations to generate income to supplement their core funding. In some areas cultural teams were redeployed to the frontline COVID-response during large sections of the pandemic. As a result, council culture departments have significantly depleted capacity to pursue new funding opportunities, particularly in areas outside urban centres and in lower tier local authorities.
- 5.4 Competition between authorities or regions for limited pots of funding is unhelpful as it disproportionately disadvantages those councils whose culture teams are already thinly resourced, as the National Audit Office's recent report [Supporting Local Economic Growth](#) highlighted. Therefore, smaller local authorities in smaller towns and local areas often have an inbuilt disadvantage in competitive bidding processes. Moreover, national funding programmes often have challenging timeframes for submission, which also places authorities with smaller teams at a disadvantage. Competitive bidding processes, such as those employed by the Levelling Up and Community Renewal Funds, consume valuable time and resources at a time when councils want to be fully focused on delivering local priorities, such as protecting communities and businesses from the impact of the pandemic and securing future resilience. We look forward to working with Government on the plan announced in the Levelling Up White Paper to streamline growth funding.
- 5.5 While we would like to move away from delivering funding via competitive bidding processes, where they continue to be used the Government should consider providing programme development grants to accompany large funding programmes. This would support poorly resourced councils to research and develop their funding submissions, and support areas that have historically struggled to access major grant programmes to develop a better quality of bids and build capacity.

5.6 It is essential that adequate revenue funding accompanies capital investment to avoid the development of unsustainable facilities, particularly in areas where cultural capacity is low. We were encouraged by the Community Renewal Fund's provision of revenue funding and would like to see clearer plans for how revenue funding streams from the UK Shared Prosperity Fund and other funds will be wrapped around any new capital investments made through levelling up to ensure the longevity of new cultural infrastructure. The investment plan approach in the UK Shared Prosperity Fund prospectus looks promising and has the potential to allow councils to work with communities to develop and prioritise local spending plans on cultural infrastructure and skills. This could draw on [cultural compacts](#), where they exist, and could encourage more areas to develop these or comparable collaborative approaches.

5.7 The LGA has recently run a series of regional 'Meet the funder' workshops with Arts Council England, the National Lottery Heritage Fund, and Historic England, which helped councils understand how to access skills and expertise from these organisations, as well as their funding. In a number of cases, access to those skills and insight is as important as the funding. Now that the Levelling Up White Paper is published, we hope that the full range of DCMS Arms-Length Bodies, and other departments, will commit to this kind of engagement with councils, helping them to understand the objectives of levelling up and related funds, and to most effectively integrate culture in their bids – and where some elements may be better funded through core council funds, private investment, or, if necessary, responsible public borrowing.

5.8 It is critical that all Government funding investments are designed through a place-based lens. From a DCMS perspective, the local visitor economy may well be best stimulated through a combined investment in cultural and sporting assets – such as locating libraries and leisure centres on the high street to replace closed department stores – and simultaneously using infrastructure funding to improve transport links. That means Sport England and VisitEngland must be around the same table as Arts Council England when it comes to making investment decisions. There has already been constructive progress on this approach for the Town Fund and it now needs to be taken to the next level for levelling up.

## **6 How should Government build on existing schemes, such as the UK City of Culture, to level up funding for arts and culture?**

6.1 The most effective way to achieve levelling up objectives is to improve core funding for councils and channelling funding for culture through local authorities to communities. Councils know their communities best and understand local needs and the complexity of inequality at a hyper-local level. Moreover, as local conveners, councils can utilise their strong relationships with local partners and organisations to reach all parts of the community, including with groups and communities who typically engage less with public structures and services.

6.2 Although funding has declined significantly in the last decade, councils remain the biggest public funders of culture, spending over £1 billion a year in England alone. They run a nationwide network of local cultural organisations, including 3,000 libraries, 350 museums, 116 theatres and numerous castles, amusement parks, monuments, historic buildings and heritage sites. These services and organisations form the backbone of our national cultural infrastructure. They are successful at reaching into communities and are well placed to support wider agendas to tackle inequalities as they provide readymade network of community engagement opportunities at a local level.

6.3 For example, our national library network offers everything from books, to early years and family support, networking events, coding clubs and Business and IP Centres. Libraries are community hubs that provide universal access to a range of services in every region of the country. As the success of Business and IP centres has demonstrated, we could

better capitalise on our library infrastructure to support our country's recovery, close the digital skills divide in many of our most deprived areas, and grow entrepreneurs and innovators in every council area. [In our submission](#) to the 2021 Spending Review we called for a £30 million capital funding investment in libraries to develop a network of makerspaces and public access computers to unlock the economic and social benefits libraries could offer.

- 6.4 Although want to move away from the over-reliance on stand-alone competitive funding rounds, as the UK City of Culture scheme has provided longer-lead in times and a phased bidding process, this has offered a more strategic, bottom-up model for regions that has proven effective. UK City of Culture has been successful as participants have been given the space and opportunity to develop a holistic vision for culture across a city, even where the initial bid has been unsuccessful. This approach allows areas to focus their resources on developing their cultural offer and building the national and international reputation of their place and has driven excellent results. Compared to bidding rounds for small pots of funding which are resource intensive and often offer poor value for money, larger pots of funding which are offered through UK City of Culture have demonstrated their ability to deliver transformational change and lasting positive impacts for communities.
- 6.5 The leadership of Hull City Council was vital in ensuring the success of the initial bid for City of Culture, but also the breadth of the cultural programme and its long-term impact on the local area. Nearly all residents attended at least one cultural activity in 2017 according to a [2018 impact report from the University of Hull](#), which found that Hull City of Culture resulted in £11-17 million total gross value added to local economy and a £300 million increase in the value of tourism in 2017, as well as the wider benefits to the health, wellbeing, education and engagement of local people.
- 6.6 The success of UK City of Culture is reflected in the way similar schemes have been replicated within regions, most notable in the London Borough of Culture, the Greater Manchester Town of Culture and the Liverpool City Region Borough of Culture, which have been beneficial for participating areas. To extend the benefit of the programme, consideration should be given to how the principles of UK City of Culture can be applied to areas outside urban centres. The announcement that the 2025 City of Culture would be open to areas beyond cities was a positive step, but to achieve maximum impact from these events it would be useful to consider whether some of the success factors for big national celebrations can be applied in a smaller way to galvanise cultural activity in those areas that are unlikely to be eligible for this type of competition.
- 6.7 Collaboration between councils, local cultural organisations and national funding bodies is critical to achieving this, which is why the LGA has called for the extension of Arts Council England's programme of cultural compacts. [which have been shown to represent a step-change](#) in partnership working across sectors, bringing together local authorities, businesses, education providers, cultural and community leaders, driven by a shared ambition for culture and place, to co-design and deliver a vision for culture within a place. Arts Council England, the National Lottery Heritage Fund and Historic England are committed to developing a shared approach to their work on place and are engaging closely with the LGA in this, including working with us to deliver three regional webinars on [place-based collaboration for culture and heritage](#) with local authorities in 2020.

## **Cultural improvement update to the CTS board**

### **Purpose of report**

For information.

### **Summary**

This report provides an update to the board on the LGA's cultural services improvement programmes. An update on the sport and physical activity improvement offer was included at the last CTS board. A further update will be included at the next board.

Is this report confidential? Yes  No

### **Recommendation/s**

Board Members are asked to note the report.

### **Action/s**

As instructed by Board Members.

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### Background

1. The LGA works with Arts Council England (ACE) to deliver improvement support to local authority cultural and library services. Since May 2021, the improvement offer has been managed by the LGA's Productivity team, which sits within the improvement division of the LGA. The team continues to work in close collaboration with the LGA's policy team to ensure that the latest policy content is included within the improvement offer to councils. This transition has enabled the learning and approaches from other successful LGA improvement programmes to be built into this offer. We have also made strong links with complementary programmes such as the LGA's economic growth and behavioural insights programmes.
2. The LGA's 2021-22 cultural services improvement programme comprises:
  - 2.1 Leadership Essentials training for elected members
  - 2.2 10 Culture and library peer challenges
  - 2.3 A senior officer training pilot for lead culture and library officers
  - 2.4 Retrospective evaluation of peer challenges from previous year
  - 2.5 Councillor sounding board for libraries – led by policy team
3. To ensure programme continuity during changing national COVID guidance, these programmes are all currently being delivered online.

### Leadership Essentials: Culture

4. This programme ran in November 2021, comprised of four sessions plus an online icebreaker.
5. The tone of the sessions was creative and interactive, which was reinforced by the online informal icebreaker designed to replicate the networking and introductions attendees may experience at face-to-face events.
6. Ahead of the main sessions, attendees received a topical briefing note which ensured that all attendees began the session with the same base level knowledge. The session themes were:
  - 6.1 Collaborative placemaking
  - 6.2 Pandemic recovery
  - 6.3 Innovation, disruption and change
  - 6.4 Culture contributing to cross-cutting agendas
7. Briefings and content were co-created with Arts Council, policy colleagues and the facilitator. The session speakers were:



- 7.1 Collaborative placemaking - Cllr Luthfur Rahman, Deputy Leader, Manchester City Council, and Cllr Aga Dychton, Portfolio Holder for Community, Watford
  - 7.2 Pandemic recovery - Cllr David Shepherd, Cabinet Member for Social Inclusion, Leann Buchan, Head of Creative Programming and Engagement, Rotherham Council, and Sarah Hassan, Assistant Head of Service, Norfolk County Council Library and Information Service
  - 7.3 Innovation, disruption, and change - Cllr Keith Cunliffe, Deputy Leader, Professor Kate Arden, Director of Public Health, Wigan Council, Cllr Tim Cheetham, Cabinet Spokesperson - Regeneration and Culture, and Sue Thiedeman, Head of Culture and Visitor Economy, Culture and Regeneration, Barnsley Metropolitan Borough Council
  - 7.4 Culture contributing to cross-cutting agendas - Cllr Louise Gittins, Leader, Cheshire West and Chester Council, Cllr Victoria Wilson, Cabinet Member for Communities and Culture, and Catherine Mann, Libraries and Arts Manager, Staffordshire County Council
8. The programme had 13 attendees. In post session surveys 100% of respondents found the content relevant and the speakers knowledgeable. Councillors valued the opportunity to learn from each other: "The stimulus of seeing what other councils were achieving; the opportunities taken up to involve the communities; understanding of how to develop council resources and assets".
  9. The biggest area for development was more time in breakout groups, which we will be actively building into future programmes.
  10. In response to a suggestion raised by the CTS lead members, we are arranging to directly contact all councillors with the responsibility for culture and libraries, to ask what content would be most useful, practical and relevant to include in the improvement programme for the year ahead.
  11. We will update the CTS board updated when new training dates are released.

### **Peer challenges**

12. This year we will deliver 3 cultural services and 7 library services peer challenges. The peer challenges will be conducted online and will last 1.5 days. The participating councils have been confirmed and are listed below:
  - 12.1 Culture: South Oxfordshire District Council, Reigate and Banstead Council, and Mole Valley District Council

12.2 Library: Suffolk County Council, Liverpool City Council, Lincolnshire County Council, Newcastle City Council, Essex County Council, Bristol City Council, West Berkshire Council

13. All peer challenges will complete by the end of May, with the relevant peer challenge report being sent to the council 4 – 6 weeks after their peer challenge.

14. Five key themes have emerged as areas that councils want support with:

- 14.1 Post-Covid recovery/sustainability of cultural venues
- 14.2 Engagement and consultation with the local community regarding the future of cultural services
- 14.3 Re-procurement of services
- 14.4 How can culture contribute to the wider council agenda for example, economic growth and health of local communities
- 14.5 Better use of data

15. As the peer challenge dates are confirmed with the councils, we will work with LGA political group offices to source appropriate peers.

### **Retrospective evaluation of peer challenges**

#### **Peer challenge evaluation survey – culture services**

16. The report is currently being finalised, but early key findings include:

- 16.1 Half of the respondents said that they felt as though the outcomes that they wished to achieve because of taking part in the peer challenge had been achieved to a great extent.
- 16.2 All respondents reported that their council had sustained the changes put in place following the culture peer challenge to a great or moderate extent.
- 16.3 All four respondents said that the culture peer challenge had, to a great or moderate extent, had a positive impact on recognition at a senior leadership level of the role that culture services can play in supporting the delivery of corporate strategic activity.
- 16.4 75 per cent of respondents reported that the culture peer challenge has had a continued positive impact on the council's performance to a moderate extent with 25 per cent saying it had to a small extent.
- 16.5 50 per cent reported that the culture peer challenge has had a continued positive impact on the delivery of the council's priorities to a moderate extent with the remaining 50 per cent saying that it had to a small extent.

#### **Peer challenge evaluation survey – library services**

17. The report is currently being finalised, but early key findings include:

- 17.1 60 per cent of the survey participants thought that the outcomes that they wished to achieve from taking part in the peer challenge had been achieved to a great

- extent, and the remaining 40 per cent thought they had been achieved to a moderate extent.
- 17.2 Some examples that respondents provided of changes to the library services as an outcome of the peer challenge included: the re-design of library services and library strategies, increased partnerships, and higher engagement with senior staff.
  - 17.3 Four-fifths of respondents thought that their council sustained the changes put in place following the peer challenge to a great or moderate extent.
  - 17.4 Some factors that respondents cited as impacting the ability of councils to sustain these changes included: perceptions on the value and role of libraries within councils, the availability of resources, communication with stakeholders, and the impact of the Covid-19 pandemic.
  - 17.5 More than 90 per cent of respondents thought that the library peer challenge had a positive impact to a great or moderate extent on: the external reputation of the library service, relationships and partnerships with external stakeholders, and the internal reputation of the library service.
  - 17.6 Almost three-quarters of respondents thought that the library peer challenge had a positive continued impact on the delivery of their council's priorities to a great or moderate extent.
  - 17.7 Some developments in the library service that respondents said would not have happened without the library peer challenge included: the development of strategic partners, the development of annual reports and strategies, and increased training and development for staff.
18. The senior officer training pilot is in development and we will provide an update at a future CTS board regarding this programme.

### **Councillor Sounding Board**

19. As part of our in-kind contribution to the Arts Council/LGA Improvement Programme, the policy team is working with the libraries team at ACE to build a Councillor Sounding Board for libraries. This group mirrors the existing Heads of Service Sounding Board established by ACE and its purpose is to test new library policy with a representative group of councillors drawn from councils across the country, and to ensure their perspectives are incorporated in ACE and LGA programmes.
20. The first meeting of this group took place in January and included a discussion with the British Library on the [Single Digital Presence for Libraries](#) programme. This group will meet every six months.

### **Implications for Wales**

21. The cultural improvement offer is provided to councils in England.

**Implications for inclusion, diversity and equality**

22. Throughout the programme (and ongoing) we have been actively trying to source speakers and attendees from a range of backgrounds and continually reviewing our processes

**Financial Implications**

23. The Leadership Essentials: Culture, peer challenges programme and lead library members sounding board are funded by a grant of £95,852 from Arts Council England.
24. The senior officer learning pilot is funded by a grant of £30,000 from Arts Council England.
25. LGA costs are covered by the grants.

**Next steps**

26. Deliver 3 culture and 7 library peer challenges.
27. Develop and deliver the senior officer training pilot.
28. Deliver the next Councillor Sounding Board for libraries in June/July.

## **Commission on Culture and Local Government: update**

### **Purpose of report**

For information.

### **Summary**

This paper provides an update on the Commission on Culture and Local Government, following the detailed paper which was discussed with the Board in January. The CTS Board is asked to note the paper and share their views on the key lines of enquiry.

Baroness Lola Young will be chairing the Commission and the full list of commissioners is set out in Appendix A.

Is this report confidential? Yes  No

### **Recommendation/s**

That CTS Board Members note the contents of the report, highlight relevant case studies and share their views on the key lines of enquiry.

### **Action/s**

Officers will incorporate the Board's views as they develop the work of the Commission.

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## Culture Commission

### Background

1. Councils are the biggest public funders of culture, spending over £1 billion a year in England alone. They run a nationwide network of local cultural organisations, including 3,000 libraries, 350 museums, 116 theatres and numerous castles, amusement parks, monuments, historic buildings and heritage sites.
2. However, the role of councils and the contribution of local cultural organisations in our national cultural life is not always recognised at a national level. National funding for local culture is often fragmented and project based, creating challenges around sustainability.
3. This independent Commission is being established by the Local Government Association to explore the contribution local council funded culture can make to Levelling Up and resilience to COVID-19 and what is needed to achieve this.
4. The purpose of the Commission on Culture and Local Government is to bring together national, regional and local actors in the publicly funded cultural realm to discuss:
  - 4.1 The unique role of council funded and supported culture in our recovery from COVID-19 and building back better, including its contribution to economic growth, levelling up and addressing regional inequalities; and
  - 4.2 A vision for the future of council funded and supported culture in the context of place.
5. The Commission's findings and recommendations will be of interest to national and local policy makers, funders, and practitioners.
6. The Commission will focus on cultural organisations and projects that are funded or otherwise supported by local authorities.
7. Baroness Lola Young of Hornsey will be acting as the Chair of the Commission, which will run from March to December 2022.

### Update

8. Since the presentation of the detailed paper on the Commission at the last Culture, Tourism and Sport Board, there have been a number of developments.
9. A group of 15 commissioners has been established to lead the work of the Commission (please see their biographies in Appendix A). They represent a range of national funders, local government leaders, arts and culture practitioners and sector experts.
10. Lord Neil Mendoza, Commissioner for Cultural Recovery and Renewal has agreed to act as Advisor to the Commission, providing advice and insights on the work of the Commission at key points in its programme. This appointment has been formally confirmed by Minister for the Arts Lord Parkinson and Secretary of State for Culture Nadine Dorries, representing very positive engagement from DCMS.

11. The commissioners met for the first time on the 1<sup>st</sup> March 2022 to confirm the terms of reference for the Commission and discuss the key lines of enquiry.
12. The Commission was launched on Monday 7<sup>th</sup> March at the annual Hearts for the Arts Awards webinar. The [LGA webpages](#) outlining the details of the Commission are now online and we have had positive interest in response to social media posts about its work.
18. We have undertaken a tender process to appoint an external supplier to offer support to the Commission in terms of 1) a stakeholder engagement programme and 2) the development of a series of briefing papers associated with the four roundtables, setting out a literature review on the key themes and producing a themed analysis of the discussion. The supplier is in the process of being appointed and these documents and research will inform the final report.

#### **Governance**

13. A core group of expert Commissioners, led by an independent Chair will conduct the work of the Commission.
14. The LGA Culture, Tourism and Sport Board will act as advisors to the Commission and will have representation on the core group of Commissioners (Cllr Peter Golds).
15. A wider Advisory Group will be established to feed into the work of the Commission at key points. The Advisory Group will include experts able to contribute to each of the four lead propositions.
16. LGA officers will provide the Secretariat for the Commission.

#### **Implications for Wales**

19. The work of the Commission will have relevance to Welsh Authorities. Culture is a devolved matter, but we may include case studies from Welsh authorities in the work of the Commission.

#### **Implications for inclusion, diversity and equality**

20. EDI is an important theme in the Commission, which has a strong focus on inequalities arising from Covid-19. We are incorporating this into the programme in several ways:
  - 20.1. Representation – on both the core Commission and wider advisory group, which brings in a wider range of voices into the programme as well as the speakers invited to give oral evidence at the roundtables.
  - 20.2. Content – in the topics under discussion at each of the four roundtables

20.3. Procurement – we are commissioning several pieces of work to support the Commission and have included a strong EDI focus in the RFQs.

### **Financial Implications**

21. The core costs of the Commission are met from the Board's policy budget.

### **Next steps**

22. We will be appointing a wider advisory group to inform the work of the Commission (via the stakeholder engagement programme set out above).

23. We will be tendering for a film maker to produce a set of four short films based on each of the themes of the Commission.

24. The agreed key lines of enquiry will be tested and discussed at four roundtable events, to which expert practitioners will be invited to contribute as speakers. The broad propositions under discussion are:

24.1. **Economic recovery.** Publicly funded culture is essential to our national economic recovery, particularly in relation to the growth of the wider commercial creative economy and in levelling up economic inequalities between regions

24.2. **Health inequalities.** Publicly funded culture can challenge health inequalities exacerbated by the COVID-19 pandemic.

24.3. **Social mobility.** Publicly funded culture can 'level up' educational and skills inequalities and address challenges around social mobility

24.4. **Place.** Publicly funded culture can promote civic pride and change perceptions about a place, leading to wider social and economic outcomes.

25. A theme that will also run throughout each of the four topics, is **partnership**. We will be testing the proposition that collaboration between national government, arms-length funders and local government at a place-based level is essential to achieve the outcomes explored in the propositions.

26. The Commission's final report will be published in December 2022.



**ANNEX A**

**Baroness Lola Young**

Margaret Omolola Young, Baroness Young of Hornsey OBE (born 1 June 1951) is a British actress, author, Crossbench peer, and Chancellor of the University of Nottingham.

She had been a residential social worker in the London Borough of Islington from 1971 to 1973. She then worked as a professional actress from 1976 to 1984, and presented a number of BBC programmes aimed at young children such as Play School and, on Radio 4, Listening Corner and Playtime. Her most prominent role was as next-door neighbour Janey in children's sitcom Metal Mickey which ran from 1980 to 1983. In 1985, she became co-director and training and development manager at Haringey Arts Council, a post she held until 1989.



From 1990 to 1992, she was lecturer in media studies at the Polytechnic of West London, later becoming lecturer, senior lecturer, principal lecturer, Professor of cultural studies and in the end Emeritus professor at Middlesex University. In 1995 she published Fear of the Dark: Race, Gender and Sexuality in Cinema.

Lola Young became project director of the Archives and Museum of Black Heritage in 1997, she was Commissioner in the Royal Commission on Historical Manuscripts in the years 2000 and 2001, and Chair at Nitro Theatre Company in 2004.

She was appointed an Officer of the Order of the British Empire (OBE) in the 2001 New Year Honours for services to British Black History.

From 2001 to 2004 she was head of culture at the Greater London Authority, following which she was created a life peer on 22 June 2004 taking the title Baroness Young of Hornsey of Hornsey in the London Borough of Haringey.

Her other public appointments have included English Heritage's Blue Plaques Committee, membership of the board of the Royal National Theatre, the South Bank Centre, and the board of Governors of Middlesex University, chairing the Arts Council's Cultural Diversity Panel, and membership of the board of Resource, the Council of Museums, Archives and Libraries, and a commissioner on the Royal Commission on Historical Manuscripts. She has also chaired the judging panel of the Orange Prize for Fiction.

## Commissioners for Culture and Local Government








**Hasan Bakhshi** is Director of the [Creative Industries Policy and Evidence Centre](#), a Nesta-led, AHRC-funded research consortium of ten universities, charged with improving the evidence base for policies to support the UK's creative industries. His work includes co-authoring the landmark [Next Gen](#) skills review of the video games and visual effects industries, which led to wholesale reforms of the school ICT curriculum in England, and the [Manifesto for the Creative Economy](#), which sets out ten recommendations by which governments can help the creative economy grow. Prior to Nesta, Hasan worked as Executive Director at Lehman Brothers, as Deputy Chief Economist at the Foreign and Commonwealth Office and as an economist at the Bank of England. He has published widely in academic journals and policy publications on topics ranging from technological progress and economic growth to the economics of the creative and cultural sector. In the 2015 New Year's Honours he was awarded an MBE for services to the creative industries. Hasan is a member of the government's Creative Industries Council, the Department for Digital, Culture, Media and Sport's Science Advisory Council and Advisory Board for its Culture and Heritage Capital Framework. In 2017, he was elected to sit on the Royal Economic Society Council. He sat on the ABRSM's Music Commission which published its findings in 2019 and Community and the Fabian Society's Commission on Workers and Technology which reported in 2020. Hasan currently serves on the board of two arts organisations: [Art UK](#) and [Darbar Arts](#).








**Val Birchall** is past Chair of the Chief Culture & Leisure Officers Association (CLOA). She is the association's Equality Champion, driving towards a more diverse and inclusive leadership model in the sector. Val has led culture, tourism, events and sport services in local government for nearly two decades, working at Birmingham, Brighton & Hove and Coventry City Councils and has experience running services ranging from communications to the creative industries, digital, community development and sustainability. She was an Expert City Coach for the European Commission's Culture for Cities and Regions programme and has worked as a consultant and lecturer in cultural policy. Val is a Fellow of the Royal Society of the Arts and on the board of Talking Birds Theatre Company. She is currently researching into the implications for cultural policy makers of emerging experimental models of local governance.

	<p><b>Derri Burdon</b> is the Chief Executive of creative education charity Curious Minds. As the Arts Council England Appointed Bridge organisation for the North West, Curious Minds works to place creativity and culture at the heart of schools and other services for children and young people. She originally trained as a teacher and taught English in further education colleges. She went on to work for ten years as part of Bolton Council's Educational Improvement Service where she was responsible for leading several high-profile education and regeneration initiatives including: Find Your Talent, Inspiring Communities, Bolton UFA and Sunflower Clubs. School wasn't her favourite place as a child but despite this (or likely because of it) Derri is passionate about improving learning outcomes for all children, especially the most disadvantaged and vulnerable. In her current role, she is driven by the passionate belief that rather than attempting to 'close the gap', we should be filling it brim-full with enriching and inspirational cultural and collective experiences that the most fortunate families take for granted. A proud Blackpudlian with Irish roots, she graduated from the University College of St Martin where she studied English Literature and Drama. She is a Governor of a secondary school in Wigan and is Chair of the newly formed CIO 'Blaze Arts', as well as Co-Chair of the Cultural Learning Alliance.</p>
	<p><b>Corey Campbell</b> is the Artistic Director of Strictly Arts Theatre Company. Through productions such as Green Leaves Fall and the critically acclaimed, Edinburgh sell-out show Freeman, Strictly Arts have used their collaborative, devising process to bring stories from real people to the stage. Corey's flagship production for the City of Culture year is a powerful new digital TV series called SeaView. This family drama, with an unsettling supernatural element, is rooted in the experiences of Black, working class communities in the West Midlands. Driven by a desire to develop a new vision and way of working for a 21st century Theatre, Corey Campbell, Balisha Karra and Justine Themen were appointed as Co-Artistic Directors of the Belgrade Theatre in Coventry for 2021, bringing with them a unique perspective that celebrates Coventry's diversity and drive for positive change. Corey will now take that legacy forward with his new appointment. He was promoted to Creative Director in December last year.</p>
	<p><b>Nathan Geering</b> specialises in accessibility innovation and strives to make work that heightens accessibility for both disabled and non disabled artists and audiences. He was the Artistic Director of the 2017 Special Olympics Opening Ceremony and is the founder of the multi-award winning Rationale Method of Audio Description. He also runs a registered charity called Rationale Arts. In 2021 Nathan became the Co-Artistic Director of Theatre Deli and oversees the Artistic Vision of both London and Sheffield venues. With this appointment Nathan and his colleague Ryan Harston made history because for the first time Theatre Deli's Artistic Vision is now Black Lead. Nathan is also part of the Sheffield Race Equality Commission and champions racial equality and diversity within the arts and beyond.</p>

	<p><b>Cllr Peter Golds CBE</b> has served as a London councillor for twenty four years, including sixteen years on Tower Hamlets Council, where he is Leader of the Conservative Group. He has been active on London Councils as well as the LGA. For eight years he has been a member of the Culture Tourism and Sports (CTS) Board at the LGA, currently serving as Deputy Chair. He will be representing the CTS Board on the Commission and ensuring that perspectives from Board are reflected on the Commission. He has a lifelong interest in the arts and in particular music, opera and the theatre and sits on the Board of Directors for the <a href="#">Green Candle Dance Company</a>.</p> <p>He is also closely involved in local work on sports development and is a Director of <a href="#">Island Sports Trust</a>, a voluntary organisation which manages and facilities community use of sporting facilities and sports development for students.</p> <p>Peter grew up in a non-prosperous area of London and is committed to ensuring the arts are there for all.</p>
	<p><b>Veda Harrison</b> is Director of Creative Confident Communities/ A Fairer Future at the Esmee Fairbairn Foundation. She has worked extensively in the cultural, community and corporate sector, including with the Money and Pension Service on vulnerability, gender and racialised communities' economic equality and financial wellbeing, at NatWest Group in Sustainability and Corporate Affairs, leading engagement with charity partners, with the Stephen Lawrence Charitable Trust, NESTA and UK Youth, leading programmes on young people's creative and cultural development across the UK, at the Royal Borough of Greenwich/Charlton Athletic Race Equality Partnership designing and delivering community cohesion initiatives, and with the Southbank Centre Participation team and London International Festival of Theatre (LIFT). She is Vice Chair of Tramshed Arts in Woolwich and Fellow of the RSA.</p>

	<p><b>Eilish McGuinness</b> has worked in heritage all her professional life and has extensive experience across the sector and the breadth of the UK’s heritage. She joined the Fund in 1996 where she has held a variety of roles, both operational and strategic.</p> <p>Before taking up her current role as CEO in January 2022, she was Executive Director of Business Delivery. Eilish’s department has been among many staff at the Heritage Fund working at the frontline with heritage organisations to support them through the pandemic. From the start of the pandemic, until the end of this financial year, the fund will have invested around £675million, about £100m more than we would have invested in the same period normally. This has provided vital support to heritage organisations. Eilish has a strong commitment to the power of heritage to support communities, strengthen economies and to change lives.</p> <p>Eilish has a degree in History of Art and Archaeology from University College Dublin, and an MA from Queen’s University Belfast, where she was a junior research fellow in the Institute of Irish Studies. She has also worked in the heritage sector in Ireland, Northern Ireland and Scotland.</p>
	<p><b>Samantha Richardson MBE</b> has directed the research, visitor experience, training and communications programmes of the Academy since its launch in 2013. She also oversees the “<a href="#">England’s Coast</a>” project, which focuses on attracting new international and domestic visitors to our stunning coastline year-round.</p> <p>Sam’s work focuses on national engagement and partnerships that will help boost the visitor economies of coastal communities, with a particular emphasis on addressing seasonality and raising awareness of key issues impacting coastal tourism in England.</p> <p>Sam has a postgraduate degree in Tourism Management and over 20 year’s experience in the industry. Samantha was awarded an MBE in the New Year’s Honours List in 2022 in recognition for services to England’s coastal tourism and supporting destinations through the pandemic.</p>
	<p><b>Petra Roberts</b> is Cultural Development Manager at Hackney Council. In April 2021, Petra was appointed to lead a review of Hackney’s Libraries Service which is the first formal library review in a number of years that will inform a new Library strategy in 2022.</p> <p>During the Covid lockdown, Petra co-led the Cultural development team and provided business and fundraising support to local arts organisations at risk. She also led the Mayor’s heritage review into the naming of landmarks, streets and public spaces in response to the resurgence of the Black Lives Matter movement.</p> <p>In 2018, Petra initiated a philanthropic legacy project that will see the installation of the first permanent sculptures to honour the Windrush generation in two prominent locations – including large nine feet figures that will stand outside Hackney town hall and a series of fruit</p>

	<p>sculptures situated in the town centre. She is working with internationally renowned artists Thomas J Price and OBE Veronica Ryan. The project forms part of the award-winning Windrush engagement programme – founded by Petra – designed to help address social isolation and foster greater community cohesion and equality.</p> <p>Other initiatives that Petra has led on include the award-winning Discover Young Hackney initiative, running since 2006 and engaging thousands of local people with arts and culture – many for the first time. Previously to local government, Petra worked in various roles in the VCS sector, the cultural and creative industries, the National Health Service and as a grantmaker at the National Lottery Fund.</p>
	<p><b>Bobby Seagull</b> is a school maths teacher, author and TV presenter and came to public prominence after captaining Emmanuel Cambridge on University Challenge. Before moving into education, he was an investment banking trader at Lehman Brothers &amp; Nomura, and is a qualified Chartered Accountant from PwC. He is a charity ambassador for National Numeracy and the Reading Agency and former CILIP Libraries Champion. He is a columnist for the Financial Times, author of <i>The Life-Changing Magic of Numbers</i> and co-presenter of the podcast <i>Maths Appeal</i>. He co-wrote <i>The Monkman &amp; Seagull Quiz Book</i> and co-presents the BBC TV series <i>Monkman &amp; Seagull's Genius Adventures</i>. He is also quiz host for Channel 4's <i>The Answer Trap</i>.</p>
	<p><b>Sir Nicholas Serota</b> has been Chair of Arts Council England since February 2017 and is a member of the Board of the BBC. He is currently Chair of the Durham Commission on Creativity and Education.</p> <p>He was Director of Tate between 1988 and 2017. During this period Tate opened Tate St Ives (1993) and Tate Modern (2000 &amp; 2016), redefining the Millbank building as Tate Britain (2000). Tate also developed its national role by creating partnerships with regional galleries across the UK in the Plus Tate network. Between 2008 and 2017 he led the work on 'Greening Museums' for the Bizot Group of international museums.</p>
	<p><b>Professor Katy Shaw</b> leads research into twenty-first century writings at Northumbria University. Her research interests include contemporary literature, especially working class literature, cultural representations of post-industrial regeneration and the languages of comedy. Katy is an expert in twenty-first century literature. She has produced two books on crime author David Peace, a monograph on representations of the Credit Crunch in contemporary culture, and a collection on the teaching of twenty-first century genre fiction. Her latest book <i>Hauntology</i> (2018) explores the persistent role of the past in the present of contemporary English Literature. She is a public</p>

	<p>intellectual, literary festival host, media presenter and Twitterer. She was the lead author of the Northern Culture APPG’s recent report The Case for Culture.</p>
	<p><b>Sara Wajid MBE</b> is Co-CEO of Birmingham Museums Trust, alongside Zak Mensah – this job-share CEO partnership is a first in the museum sector and signals Birmingham Museum Trust’s commitment to inclusive working practices. Sara was formerly Head of Engagement at Museum of London and Head of Interpretation at Birmingham Museum and Art Gallery in 2017. Before working in museums she was a cultural commentator, journalist and editor. She is a trustee of the Pitt Rivers Museum, a judge of the Museum Activism award, a member of the Museum Detox network for people of colour in museums and an active advocate for diversity and equality issues in the arts.</p>
	<p><b>Duncan Wilson OBE</b> joined Historic England as the organisation’s first Chief Executive on 1 April 2015.</p> <p>Historic England is a public body which improves people’s lives by protecting and championing the historic environment.</p> <p>Previously, Duncan was Chief Executive of the Alexandra Park and Palace Trust, developing a major regeneration and conservation scheme to restore the Victorian theatre and television studios. He has also been Chief Executive at the Greenwich Foundation for the Old Royal Naval College, maintaining one of Europe’s finest groups of baroque buildings, and the Somerset House Trust, opening the site to the public.</p> <p>Duncan’s first job as a chartered accountant in 1987 was as Senior Management Accountant at English Heritage. Before accountancy he worked as a professional archaeologist in Oxford and Herefordshire, following post graduate research in European Archaeology.</p> <p>Duncan is a Trustee of the Chatham Historic Dockyard Trust. He was awarded the OBE for services to heritage in 2007.</p>





## 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.

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## 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)