



Culture, Tourism & Sport Board

Agenda

Wednesday, 13 March 2024
1.00 pm

Hybrid Meeting - Victoria Room, 18 Smith
Square and Online

There will be a meeting of the Culture, Tourism & Sport Board at **1.00 pm on Wednesday, 13 March 2024** Hybrid Meeting - 18 Smith Square and Online.

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.

[Please see guidance for Members and Visitors to 18 Smith Square here](#)

Catering and Refreshments:

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.

Conservative:	Group Office: 020 7664 3223	email: lgaconservatives@local.gov.uk
Labour:	Group Office: 020 7664 3263	email: labgp@lga.gov.uk
Independent:	Group Office: 020 7664 3224	email: independent.grouplga@local.gov.uk
Liberal Democrat:	Group Office: 020 7664 3235	email: libdem@local.gov.uk

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

Carers' Allowance

As part of the LGA Members' Allowances Scheme, a Carer's Allowance of National Living Wage and/or 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.

Culture, Tourism & Sport Board – Membership 2023/24

[Click here for accessible information on membership](#)

Councillor	Authority
Conservative (6)	
Cllr Joanne Laban (Deputy Chair)	Enfield Council
Cllr Peter Golds CBE	Tower Hamlets Council
Cllr Barry Lewis	Derbyshire County Council
Cllr Linda Robinson	Wychavon District Council
Cllr Neil Jory	West Devon Borough Council
Cllr Gary Ridley	Coventry City Council
Substitutes	
Cllr Phil Seeva	Cornwall Council
Cllr Henry Higgins	Hillingdon London Borough
Cllr Steve Allen	Peterborough City Council
Labour (7)	
Cllr Tracey Dixon (Deputy Chair)	South Tyneside Council
Cllr Michael Graham	Wakefield City Council
Cllr Jane Ashworth OBE	Stoke on Trent City Council
Cllr Richard Henry	Stevenage Borough Council
Cllr Elly Cutkelvin	Leicester City Council
Cllr Jemima Laing	Plymouth City Council
Cllr Adam Hug	Westminster City Council
Substitutes	
Cllr Adele Barnett-Ward	Reading Council
Cllr James-J Walsh	Lewisham London Borough
Cllr Jonathan Simpson MBE	Camden London Borough Council
Liberal Democrat (3)	
Cllr Liz Green (Chair)	Kingston upon Thames Royal Borough Council
Cllr Darryl Smalley	City of York Council
Cllr Chris White	City and District of St Albans
Substitutes	
Cllr Sean MacLeod	Lewes District Council
Cllr Amanda Hopgood	Durham County Council
Independent (2)	
Cllr Julie Jones-Evans (Vice-Chair)	Isle of Wight Council
Cllr Ian Shipp	West Sussex Council
Substitutes	
Cllr James Hall	Swale Borough Council
Cllr Rebecca Aldam	Stroud District Council

Agenda

Culture, Tourism & Sport Board

Wednesday, 13 March 2024

1.00 pm

Hybrid Meeting - 18 Smith Square and Online

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Date of Next Meeting: Wednesday, 19 June 2024, 1.00 pm, Hybrid Meeting - 18 Smith Square and Online

Minutes of last Culture, Tourism & Sport Board meeting

Culture, Tourism & Sport Board

Wednesday, 17 January 2024

Hybrid Meeting - 18 Smith Square and Online

Attendance

An attendance list is attached as **Appendix A**

Item	Decisions and actions
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1	Welcome, Apologies and Substitutes, Declarations of Interest
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The Chair welcomed Members, officers and guests to the meeting.

Apologies were received by Cllr Dixon, Cllr Henry and Cllr White. Cllr Hopgood attended the meeting as a substitute.

Cllr Jeffels attending the meeting as an observer.

No declaration of interest were received.

2	Minutes of the last meeting
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The minutes of the meeting held on 15 November 2023 were agreed as an accurate record, subject to a minor amendment to Cllr Shipp's authority.

3	Lucy Frazer KC MP, Secretary of State for DCMS
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The Chair welcomed **Lucy Frazer MP, Secretary of State for Digital, Culture, Media and Sport**, to the meeting.

The Chair, alongside Cllrs Julie Jones-Evans, Joanne Laban and Michael Graham presented a series of slides to the Secretary of State, which set out information related to Council culture and leisure services. Specifically focusing on:

- Roles and responsibilities (facts and figures)
- Investments and results
- Annual spend on culture, heritage and sport in England
- Locally led successful programmes and case studies
- Local government's offer and asks to government

The Secretary of State responded to the presentation slides setting out the following points:

- The importance of working in partnership cross-party to ensure that constituent's need continued to be met was emphasised.
- Ensuring that positive outcomes and examples could be demonstrated when bidding for more money was key to securing additional funds.
- DCMS continued to ensure the success of Creative Industries (CI) through adequate funding.
- The importance of ensuring that young people had the opportunity to develop their passions outside of school was emphasised.
- DCMS were creating new local youth partnerships alongside youth investment funds to help support local authorities and their residents.
- The role of local authorities and the funding allocated to expand the availability of wraparound care in areas from September 2024 was explained.
- The importance of local skills improvement plans was emphasised.
- As part of the devolution agenda, DCMS were working to shape a new culture offer in highly devolved areas.
- In recent meetings with Local Visitor Economy Partnership (LVEP) Boards, local organisations were looking at how to expand tourism in their areas, in which local authorities play a critical role.

The Chair, alongside Cllrs Julie Jones-Evans, Joanne Laban and Michael Graham asked the Secretary of State a number of questions:

1. The Swimming Pool Support Fund has made a real difference to local areas, saving core facilities. However, [UKActive's recent survey](#) showed that 40 per cent of council areas remain at risk of reducing services or closing facilities by March of this year. 87.5 per cent have had to raise prices to cover costs, but reducing access to those on lower incomes. **What can we do to help build the business case for further investment, and integration with health services, to make this sector sustainable again?**
(Cllr Laban)

In response to Cllr Laban's question, the Secretary of State emphasised the importance of The Swimming Pool Support Fund and the positive impact it had had on local communities. She added that the provision of data was crucial to securing additional funding.

2. Continuing the point about building business cases, there is a real need to improve the data and evidence available on the sector at both the local and national level. The Board had a very positive presentation about the developing [DCMS Arts and Heritage Capital Framework](#), and the [Moving Communities Platform](#) developed by Sport England has also been invaluable. However, there is still a significant gap on data available for many cultural services, and particularly in academic research interpreting the impact of the data. **Is there more we could do together to merge local insight and national policy into a robust evidence base of impact?**
(Cllr Graham)

In response to Cllr Graham's question, the Secretary of State confirmed

that data was monitored regularly within DCMS to better understand delivery outcomes and potential data gaps. She emphasised the importance of working closely with local authorities in relation to data gathering to ensure joined-up working and minimal data gaps.

3. CIs are one of our fastest growing sectors and Government initiatives like the new strategy and the Creative Industries Council are positive, but **could we make more use of council services to develop a skills pipeline for this sector, particularly for young people?** Our Culture Commission found that council cultural service often acted as an incubator for people developing their practice and moving between public and private sector.
(*Cllr Jones-Evans*)

In response to Cllr Jones-Evans' question, the Secretary of State highlighted the positive effect that Creative Industries had on people in relation to skills, such as building confidence, public speaking and making new friends. She emphasised the importance of ensuring that creative programmes and classes were available for young people in schools as a starting point.

4. The visitor economy is starting to recover, particularly with American visitors, which is very positive. However, the pressures on council finances are starting to hinder councils' ability to curate places as destinations. The visitor sector itself is very keen to see a reduction in VAT to remain competitive, but that still leaves an issue about getting investment into the destination as a place, rather than into an individual business. **Can we undertake some formal testing of the possibility of local levies**, with the money ringfenced for the visitor economy, as are in widespread international use; and in place in the UK for other service areas such as the late-night levy for hospitality.
(*Cllr Green, Chair*)

In response to Cllr Green's question, the Secretary of State stated that a number of local areas had introduced their own local levies using existing schemes. The importance of LVEPs in joining Boards together to share best practice in relation to bringing tourism into their localities was emphasised.

Members and guests asked the Secretary of State a number of questions which focused on the following points:

- Returning a proportion of savings generated for other public services to councils
- The increase in the number of short-term lets and the effect on residents.
- The importance of early engagement.
- The importance of local authorities being able to plan for the longer term.

The Chair, on behalf of the Board, thanked the Secretary of State for attending the meeting and echoed comments related to joint working arrangements between DCMS and local authorities.

The Chair invited the Secretary of State to attend the annual CTS Conference scheduled to take place on 5 March 2024.

Decision:

- Members noted the report and the update from the Secretary of State.

4 Trends in funding announcements for culture, tourism and sport

The Chair invited **Ian Leete, Senior Adviser**, to introduce the report. The report summarised available information about planned council funding for culture, tourism and sport in 2024.

Members made the following contributions:

- The significance of planning for the longer term, particularly in relation to refreshing leisure centres, was emphasised.
- A question was asked which related to section 34.1 of the report and the five-year guarantee for councils who had received a s114 report.
- The importance of focusing on plans for the future of arts and culture within districts was recognised.
- Reference was made to ever-increasing pressures, such as in-year budget pressures and inflationary pressures, mostly driven by social care and children services.
- The importance of organisations being able to continue to secure match funding and investment was emphasised.
- A concern was raised which related to pressures on Arts Council funding and Sport England funding.
- The importance of advocacy was emphasised.
- The need to focus on which authorities desperately need additional funding and which authorities can deliver, was expressed.

Ian responded to Members' comments and confirmed that feedback would be included in future conversations with organisations and civil servants.

Decision:

- Members noted the report.

5 Care leavers paper

The Chair invited **Louise Smith, Senior Adviser (Children and Young People)**, to introduce the report. The Chair of the LGA, Cllr Shaun Davies, had announced that one of his priorities for 2023-24 is corporate parenting, in particular support for care leavers. Recognising that all Councillors are corporate parents to children in care and care leavers, all policy Boards were asked to share their own ideas for this priority area, to shape the LGA's work in relation to supporting care leavers. The report outlined current ideas for the programme and next steps.

Members made the following contributions:

- The importance of listening to young people and working to deliver aspects which were important to them, was emphasised.
- Positive examples of good practice were shared.
- The importance of wrap-around support for care leavers was recognised.
- A question was asked which related to additional work that local authorities could do to further increase the uptake in culture and arts activities and events.
- Reference was made to section 6 within the report and the importance of joined up working and the sharing of best practice was emphasised.

Louise responded to Members' comments and thanked them for their contributions.

Decision:

Members noted the report.

6 Workplan update

The Chair invited **Ian Leete, Senior Adviser**, to introduce the report which updated Board Members on progress against the workplan, and on any major pieces of work since the last meeting.

A question was asked which related to the date of the upcoming UK Music webinar on music venues and the visitor economy. Officers confirmed that the webinar would now take place on 26 February.

Decision:

- Board Members noted the report.

Action:

- Officers to send more information Members related to the upcoming UK Music webinar, including the joining link.

7 Outside Bodies

The Chair invited **Ian Leete, Senior Adviser**, to introduce the report which updated Board Members on progress against the workplan, and on any major pieces of work since the last meeting.

A question was asked which related to the date of the upcoming UK Music webinar on music venues and the visitor economy. Officers confirmed that the webinar would now take place on 26 February.

Decision:

- Board Members noted the report.

Action:

- Officers to send more information Members related to the upcoming UK Music webinar, including the joining link.

8 Any other business

None.

Appendix A -Attendance

Position/Role	Councillor	Authority
Chairman	Cllr Liz Green	Kingston upon Thames Royal Borough Council
Vice-Chairman	Cllr Julie Jones-Evans	Isle of Wight Council
Deputy-chairman	Cllr Joanne Laban	Enfield Council
Members	Cllr Michael Graham	Wakefield City Council
	Cllr Elly Cutkelvin	Leicester City Council
	Cllr Jemima Laing	Plymouth City Council
	Cllr Adam Hug	Westminster City Council
	Cllr Peter Golds CBE	Tower Hamlets Council
	Cllr Barry Lewis	Derbyshire County Council
	Cllr Linda Robinson	Wychavon District Council
	Cllr Neil Jory	West Devon Borough Council
	Cllr Gary Ridley	Coventry City Council
	Cllr Darryl Smalley	City of York Council
	Cllr Ian Shipp	West Sussex Council
Apologies	Cllr Tracey Dixon	South Tyneside Council
	Cllr Jane Ashworth OBE	Stoke on Trent City Council
	Cllr Richard Henry	Stevenage Borough Council
	Cllr Chris White	City and District of St Albans
In Attendance	Cllr Adele Barnett-Ward	Reading Council
	Cllr Jonathan Simpson MBE	Camden London Borough Council
	Cllr Henry Higgins	Hillingdon London Borough
	Cllr Steve Allen	Peterborough City Council
	Cllr Amanda Hopgood	Durham County Council
	Cllr David Jeffels	North Yorkshire Council

Supporting women and girls to be active

Purpose of Report

For information

Is this report confidential? No

Summary

Make Space for Girls and ukactive have been invited to talk to the Board about the work they are doing to support women and girls to be more active and to discuss some of the key themes that are likely to emerge from the CTS Board's call for evidence to support women and girls to be active.

LGA Plan Theme: Supporting local people and places

Recommendation(s):

That the Culture, Tourism & Sport Board:

1. Share local examples of work to support women and girls to be active; and
2. Identify key points from the presentations that should be followed up as part of the call for evidence and support to the sector.

Contact details

Contact officer: Samantha Ramanah

Position: Adviser – sport, leisure, physical activity, parks, green spaces, social prescribing

Phone no: 07887 503 136

Email: Samantha.Ramanah@local.gov.uk

Supporting women and girls to be active

Background

1. At the Culture, Tourism and Sport Board on 13 September 2023 members agreed to focus the Board's efforts on supporting councils to improve participation and physical activity levels in the least active groups.
2. This Board will take a thematic approach over the next two years, taking an in-depth look at specific groups that are statistically identified as the least active. The purpose of this work is to create a resource for councils, share effective practice within the sector and to strengthen our lobbying lines.
3. The first group the Board will focus on is women and girls. A call for evidence was [published on 20 February 2024](#) asking councils and interested parties to submit best practice case study examples of projects that are supporting women and girls to be active and to submit evidence of the barriers, issues and potential solutions.
4. The Board identified the call for evidence will build on the Board's contribution to the [DCMS Committee inquiry into Women's Sport](#) and also support councils to achieve local objectives set out in the Government's recent "[Get Active: a strategy for the future of sport and physical activity](#)" which has a specific target to increase activity levels in 1.25 million women and one million more children and young people by 2030.
5. [Make Space for Girls](#) and [ukactive](#) have been invited to talk to the Board about the work they are doing to support women and girls to be more active and to discuss some of the key themes that are likely to emerge from the call for evidence.

About women and girls activity levels

6. Research shows that women are persistently less active than men and that the gender gap starts from a young age. Being physically active is important because it has been shown to improve health and wellbeing, manage and prevent many long-term health conditions, improve social connectedness and decrease feelings of loneliness and exclusion. Yet despite it being hailed as a miracle cure, 4 in 10 women are not active enough to ensure they get the full health benefits.
7. Over the past five years the Active Lives survey shows little progress has been made:
 - 7.1. In 2021/22, men were 4.8 per cent more active than women, similar to the gender gap recorded in 2015/14.
 - 7.2. In 2022/23, boys were 6.8 per cent more active than girls, the same as the gender gap recorded in 2017-18.
 - 7.3. Disparities exist within ethnic groups. Black men are 11 per cent more active than black women. Asian boys are 10 per cent more active than Asian girls.

8. Women and girls' attitudes towards prioritising and participating in physical activity significantly differs to men and boys.
9. Insights from the 'This girl can' campaign highlight that women feel that spending time with friends and family or studying/working should be more important than being active.
10. Thirty-one per cent of women say lack of time is a factor when trying to increase the amount of physical activity and exercise they do. Likewise, girls report prioritising schoolwork over being active.
11. Girls report more negative associations and lower levels of enjoyment compared to boys.
12. Forty-eight per cent of teenage girls say their mum is their biggest motivator when it comes to exercise.

Make Space for Girls

13. Make Space for Girls campaigns for parks and public spaces to be designed for girls and young women, not just boys and young men. Teenage girls are at the centre of all their work because they are the experts on their local spaces and understand how to make things better. Make Space for Girls believes there is no 'one size fits everyone'; all their voices need to be heard for change to happen.
14. They work on a range of projects which improve parks and other outdoor spaces in order to support opportunities for teenage girls and improve their mental and physical well-being and their access to public space. This includes collaborating with a wide range of institutions, including universities, health trusts, councils and developers to create change.
15. Last year they worked with Homes England to produce a briefing for councils on [Inclusive spaces and places for girls and young people](#). The briefing highlights when facilities are provided for teenagers, these usually take the form of multi-use games areas (MUGAs), skate park and BMX tracks. None of these feel inclusive for teenage girls.
16. Councils responsibilities under the Public Sector Equalities Act (PSED) which requires councils, when exercising their public functions, to consider proactively the need to eliminate unlawful discrimination, harassment, victimisation and other unlawful discrimination; advance equality of opportunity between people who share a protected characteristic and those who do not; this involves removing/reducing disadvantage, meeting differing needs, and encouraging people to participate in activities where their participation is low; and foster good relations between people who share a protected characteristic and those who do not.
17. A survey of 400 girls in 2022 (Women in Sport) asking them what would help them to be more active in their own park highlighted that not feeling safe is a key barrier, an overfocus on being active can prevent girls from voicing their views on

their preferences around design such as social seating, walking loops, spaces that are broken down into smaller areas so that no one group can dominate, outdoor gyms that are arranged socially and not weighted towards men and public toilets.

18. Some of the areas where councils can drive progress in this areas is to work internally with teams who are responsible for making changes and giving them the information they need. Identifying barriers in existing policies, use new policies to create more inclusive spaces, use the Public Service Equality Duty to tackle the issues, collect data, review tender processes, consider gender sensitive budgeting and engage with teenage girls.
19. Biography: Susannah Walker is the Co-Founder of Make Space for Girls. Susannah varied career has included working in museums, as a tv producer for the BBC and Channel 4 and writing several books. She became outraged when she realised that not only had her local council only provided outdoor facilities for teenage boys, they didn't propose to do anything about it either. She particularly enjoys gathering data and finding great examples of spaces for teenage girls from other countries.

ukactive

20. ukactive exists to improve the health of the nation by getting more people, more active, more often. It provides services and facilitates partnerships for a broad range of organisation. It serves over 4,000 members and partners from across the public, private and third sectors, from multinational giants to local voluntary community groups. We does this by facilitating partnerships, campaigning and providing membership services.
21. ukactive have been working with Sport England's 'This girl Can' campaign on a project called 'Safer Spaces to Move' which is designed to help women and girls to feel safer and more confident while being active in gyms, fitness spaces and leisure facilities.
22. The project provides resources, training and guidance for the sector to reduce some of the barriers women and girls face in taking part in physical activity and creating spaces that are inclusive and enjoyable for all.
23. Facilities play a huge part in supporting women and girls to be active. The recent active lives survey for children and young people showed 908,000 more children and young people taking part in gym and fitness compared to five years ago, which is a potential growth area. Additionally online communities offering digital workouts has proven popular with women and girls as well as hybrid options which has built confidence, knowledge, ability and motivation at home that then can enable them to take that next step in their fitness and physical activity journey by trying something new within a facility.

24. A guide has been produced with practical recommendations for gyms and leisure facilities that are easily applied to enable the sector to help get women and girls to the point of stepping into the door of their local facility and ensuring they have a positive and welcoming experience right from reception through to the gym floor, swimming pool or a group exercise class.
25. Ukactive are established partners of the LGA and recently co-hosted a sector development roundtable bringing together local government representatives with the private sector to explore the current challenges and opportunities facing delivery for residents. This was the start of a series of engagements to identify areas where closer collaboration between public and private sectors can deliver more effectively for local residents.
26. Biography: Harriet Jones is currently interim Director of Sector Development, acting up from her role as Head of Consumer Engagement for ukactive. She is currently leading on ukactive's consumer engagement work, helping to develop the sector's understanding of consumer expectations, barriers, behaviours and trends so that we can increase participation in physical activity. She played a key role in the development of ukactive and This Girl Can's new guide for gyms to help them improve their services for women and girls, including practical tips for making them safer and more comfortable spaces.

Implications for Wales

27. Learning from these projects will be relevant to Welsh provision, and we are engaging Welsh authorities in the call for evidence.

Financial Implications

28. This work is being delivered using existing staff resources.

Equalities implications

29. This work forms a core strand of the CTS Board's commitment to tackle inequalities. Improving the reach and impact of sport and physical activity services will boost the health of local populations, relieving some of the pressure on social care and the NHS, and boosting economic productivity through helping people back into work.

Next steps

30. Officers will hold at least two more roundtables with ukactive to fully explore the opportunities for collaboration.
31. The recommendations from both Make Space for Girls and ukactive will be considered as part of our analysis of the Call for evidence and the subsequent support offer developed for the sector. We invite members to highlight key points of interest from the conversation for inclusion in this work.

Shadow Secretary of State for DCMS

Purpose of Report

For information.

Is this report confidential? Yes

Summary

[Thangam Debbonaire MP](#), Shadow Secretary of State for the Department for Culture, Media, and Sport, is attending this Board meeting.

This paper sets out the key points to be raised in discussions, and should be read alongside the accompanying slideset, which will be presented by lead members.

LGA Plan Theme: Strengthening our Voice

Recommendation(s)

That the Culture, Tourism & Sport Board:

- 1. Allocate and ask the core questions set out in paragraphs 7-10**
- 2. Come prepared with local case studies as set out in paragraph 12**
- 3. Develop and agree with their political group, supplementary questions based on the key lobbying lines set out in paragraph 13**

Contact details

Contact officer: Ian Leete

Position: Senior Adviser

Phone no: 020 7664 3143

Email: ian.leete@local.gov.uk

Shadow Secretary of State for DCMS

Background

1. Thangam Debbonaire MP, Shadow Secretary of State for the Department for Digital, Culture, Media, and Sport, is attending this Board meeting.
2. The session will follow the same approach as for Lucy Frazer, Secretary of State for DCMS, and open with a slideset presented by lead members, followed by a response from the Shadow Secretary of State. The remainder of the session will be taken up by questions and answers from Board members.
3. Lead members have identified the key aim for the meeting is **to illustrate local government working alongside central government in partnership.**
4. There will be four prepared core questions with one allocated to each group.
5. Board members will have the opportunity to develop their own questions, and as many as possible will be taken in the time available. Members are asked to follow the approach of using a local case study to ask a question based on the agreed lobbying priorities for the board (See paragraph 13). There will not be time to explore specific local issues at this meeting.
6. Board members should share these questions with their lead member in advance of the meeting, and the political group meeting will agree an order of priority for them to be asked. The Chair will invite members to ask their question in accordance with the Board's proportionality.

Core questions

7. **Conservatives** - The Swimming Pool Support Fund has made a real difference to local areas, saving core facilities. However, [UKactive's recent survey](#) showed that 40 per cent of council areas remain at risk of reducing services or closing facilities by March of this year. 87.5 per cent have had to raise prices to cover costs, but reducing access to those on lower incomes. **What can we do to help build the business case for further investment, and integration with health services, to make this sector sustainable again?**
8. **Labour** – Continuing the point about building business cases, there is a real need to improve the data and evidence available on the sector at both the local and national level. The Board had a very positive presentation about the developing DCMS [Arts and Heritage Capital Framework](#), and the [Moving Communities Platform](#) developed by Sport England has also been invaluable. However, there is still a significant gap on data available for many cultural services, and particularly in academic research interpreting the impact of the

data. **Is there more we could do together to merge local insight and national policy into a robust evidence base of impact?**

9. **Independent** – Creative Industries are one of our fastest growing sectors and Government initiatives like the new strategy and the Creative Industries Council are positive, but **could we make more use of council services to develop a skills pipeline for this sector, particularly for young people?** Our Culture Commission found that council cultural service often acted as an incubator for people developing their practice and moving between public and private sector.
10. **Liberal Democrat** – The visitor economy is starting to recover, particularly with American visitors, which is very positive. However, the pressures on council finances are starting to hinder councils' ability to curate places as destinations. The visitor sector itself is very keen to see a reduction in VAT to remain competitive, but that still leaves an issue about getting investment into the destination as a place, rather than into an individual business. **Can we undertake some formal testing of the possibility of local levies**, with the money ringfenced for the visitor economy, as are in widespread international use; and in place in the UK for other service areas such as the late night levy for hospitality.

Proposal

11. Board members are invited to develop supplementary questions based on the agreed lobbying priorities below. These should be submitted to the group lead member ahead of their political group meeting. Due to time constraints, it is likely that there will be time for only one or two questions per political group.
12. Where possible Board members should illustrate these questions with local case studies, particularly drawing on:
 - 12.1. The use of the Swimming Pool Support Fund to help leisure centres (please include approximate number of users benefiting)
 - 12.2. The use of the Public Sector Decarbonisation Fund to help culture, leisure or tourism facilities reduce their energy consumption and become more sustainable
 - 12.3. Local work through culture or leisure provision to support young people participate, or to boost career pathways and skills for young people
13. [Lobbying priorities](#):
 - 13.1. Securing better value for money through place-based investment by DCMS-related arms-length bodies and non-ministerial departments, allowing pooled funding across agencies.

- 13.2. Invest in the retrofit of cultural and leisure assets, including heritage sites, swimming pools and leisure centres through the extension of the [Public Sector Decarbonisation Fund](#)
- 13.3. A Royal Commission on the future of public culture and leisure facilities
- 13.4. Support the vital creative industries, leisure sector and visitor economy with a more local approach to skills and employment support, as set out in the [LGA's Work Local proposals](#)
- 13.5. Long-term, sustainable funding settlement for local government would give councils the certainty to invest in culture and wider civic infrastructure in place.
- 13.6. Simplify the funding landscape for local authorities and work with cultural and sport related arms-length-bodies to further develop place-based approaches to funding
- 13.7. Investing in future technology in public buildings, for example ensuring libraries continue to open up access to new and emerging technologies
- 13.8. Recognise councils' key contribution in managing destinations for both domestic and international visitors by confirming ongoing local government representation on the Tourism Industry Council
- 13.9. Reduce inefficiency by ensuring the value of culture and physical activity to the economy and wider wellbeing is recognised in wider Government policy outcomes, in particular education, health, economic growth and planning.

Labour missions and priorities

14. Thangam met with Cllr Shaun Davies as Chair of the LGA on 10 January 2024. She identified the following issues as her priorities:
 - 14.1. Boosting women and girls' participation in sport
 - 14.2. Social prescribing
 - 14.3. Cultural strategies, and particularly availability of cultural space
 - 14.4. The role of Combined Authorities (subsidiarity)
15. Her priority deliverable for a first year in government is a map of cultural and creative industries eg games studies, film companies. This was put in the context of ensuring that young people are able to find creative career paths and cultural opportunities that are accessible to them.

16. In light of these priorities, Board members may wish to highlight our new [Call for evidence on supporting women and girls to be active](#); and our work on [social prescribing in culture and leisure services](#) and [promoting health and wellbeing through public services](#). We also have guides on [cultural strategies](#) and the [creative industries](#).

17. Labour has also announced [5 missions](#):

- 17.1. Get Britain building again
- 17.2. Switch on Great British energy
- 17.3. Get the NHS back on its feet
- 17.4. Take back our streets
- 17.5. Break down barriers to opportunity

Implications for Wales

18. Most culture, sport and tourism policy is devolved to the Welsh Assembly, including funding allocations.

Financial Implications

19. None.

Equalities implications

20. There are no specific equalities implications from this conversation.

Next steps

21. Board members will submit their questions in advance of the meeting to their group lead member.

22. The Chair will send a follow up note and thank you to the Shadow Secretary of State following the meeting. After the Board meeting, members may identify key points they want raised or shared in this follow up note and send to member services by 20 March for consideration by the Chair.

Council culture and leisure services

Key facts and figures

13 March 2024

www.local.gov.uk

English councils are responsible for:

- 3,000 libraries
- 350 museums
- 116 theatres (and provide core funding/own the building for many more)
- Numerous castles, amusement parks, monuments, historic buildings and heritage sites
- 27,000 parks and green spaces
- 2,727 leisure centres
- 33 per cent of all swimming pools
- 31 per cent of grass pitches
- 20 per cent of all health and fitness facilities
- 13 per cent of sports halls

In comparison, the Ambassador Theatre Group owns or runs 39 theatres in England and Wales.

In comparison, PureGym owns 294 sites and David Lloyd owns 99 sites.

Council services reach people

Leisure centres	Libraries
<p>8.9 million participants</p> <p>165 million unique visits</p> <p>Three quarters of grassroots clubs depend on public leisure facilities to survive</p>	<p>7.6 million active borrowers</p> <p>Over 40 million visits</p> <p>33% of adults use online library services at least 3 or 4 times a year</p>

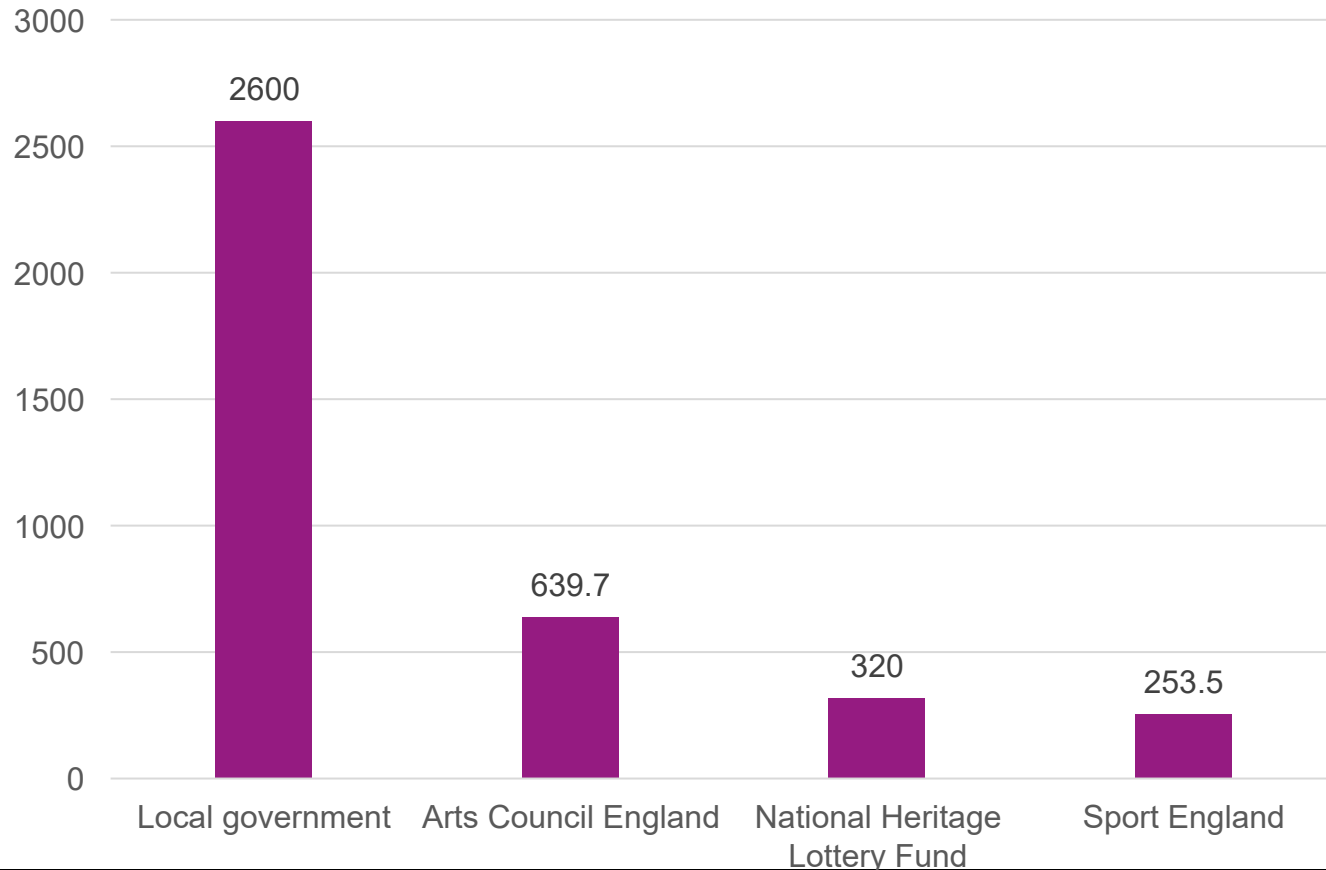
Per year, councils invest:

- **£1.2 billion in cultural activity per year**, making them the largest public investor in cultural attractions, including £678 million on libraries, a statutory service.
- **£1.4 billion per year** in sport, leisure, parks and green spaces, playgrounds and community halls, providing communities with access to vital facilities to improve their physical and mental wellbeing.
- **£0.82 billion per year** in tourism

Apart from libraries, this spend is all discretionary.

Government invested £1.87 billion in the Cultural Recovery Fund, £100 million in the National Leisure Recovery Fund and £60 million in the Swimming Pool Support Fund.

Annual spend on culture, heritage and sport in England (millions)



Council investment delivers results

East Riding of Yorkshire Council - saved the NHS £2.5 million

- Council designed IT system to allow GPs to book patients directly on to the exercise on-referral scheme
- Half of people achieved at least a 5 per cent weight loss
- Reduced number of bariatric surgery operations from 100 to 20 pa in the area in 8 years (most expensive type of operation for the NHS)

Bradford Metropolitan District Council – young careers in film and tv production

- Partnership between council and Screen Yorkshire, and later West Yorkshire Combined Authority
- Provided work placements to young people from diverse backgrounds aged 18 to 30
- 73 per cent were in work after the Beyond Brontës programme, with 14 per cent having returned to education

Some programmes are working well

Heritage Action Zones	Business & Intellectual Property Centres	Local Football Facilities Plans
<ul style="list-style-type: none"> • Locally-led • Central expertise and advice • National profile • Aligned funding streams 	<ul style="list-style-type: none"> • National/local partnerships • Central coordination • Local delivery & local knowledge 	<ul style="list-style-type: none"> • Centrally funded consultancy • Strategic local planning • Targeted investment • Long lead in time

As the biggest providers of culture and sport services, our offer is:

- Help you design funding and policy approaches to **maximise** local impact and uptake
- Share insight into **what really works** locally, and promoting this nationally
- **Champion the value** of investment in culture, tourism and sport – locally and with other parts of government
- **Identify system change** and connections with other departments, public bodies, private sector, and civil society

As the biggest providers, we need a special relationship with the Department. Our ask is:

- **Regular and close engagement** at ministerial and official level
- **Honest and open conversations** about what problems you want to solve
- **Early engagement** in design of funds, and join up of funds
- **Time to engage with our communities** to build lasting proposals

Think pieces on cultural placemaking and devolution

Purpose of Report

For information.

Is this report confidential? No

Summary

This paper outlines the contents of a [new LGA report, comprising a series of seven independently written think pieces](#), exploring the future of local cultural services, cultural placemaking and devolution.

LGA Plan Theme: **Stronger local economies, thriving local democracy**

Recommendation(s)

That Culture, Tourism and Sport Board members:

1. Note the published report; and
2. Identify any organisations we should invite to contribute to future iterations of this series.

Contact details

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Think pieces on cultural placemaking and devolution

Background

1. The CTS Board's workplan, agreed in September 2023, set out an action to deliver a series of devolution' think pieces, as the CTS Board's contribution to the LGA Local Government White Paper, and responding to political parties in their thinking on devolution of culture in March 2024.
2. We committed to commissioning a series of think pieces from experts in the sector looking at how place-based investment and devolution of non-cultural powers, such as skills, can enhance and empower councils' cultural work. These were to be launched at the CTS annual conference, and form part of our Culture Commission follow up.
3. Contributors were invited to respond to one or more of the following questions:
 - 3.1. How can local government be better empowered to deliver vibrant thriving cultural places and services for their residents? What needs to change? Are there areas where more powers could be devolved (for example skills, education)?
 - 3.2. How can devolution support this agenda? What mechanisms make a good devolution deal for culture? What role can combined authorities most successfully play in supporting culture?
 - 3.3. What would a coherent approach to funding and governance look like at a local, national and regional level? What mechanisms would enable this? How could this support the delivery of a legitimate local cultural strategy?
 - 3.4. What can we do to protect cultural infrastructure in place and invest in capital assets? How can we ensure they are sustainable for the next generation? What role is there for social finance? What is the role of planning?
 - 3.5. What is the role of communities in shaping local cultural provision? How can authorities ensure the voice of communities is heard in determining the future of services? What policies, governance structures and approaches will facilitate this?
 - 3.6. What approach to cultural data and evidence would most empower councils?

Content

4. The report was launched at the LGA's Culture, Tourism and Sport Conference on the 5th March 2024. It contained forewords from: Cllr Liz Green; Sir Nicholas Serota, Chair of Arts Council England; and Lord Neil Mendoza, Chair of Historic England.

5. There were seven articles in the series from the following contributors:
- 5.1. **Val Birchall**, Immediate Past Chair, Chief Cultural and Leisure Officers Association explored the question of what would truly place-led working look like for cultural services - in terms of funding, governance and the relationship between councils and funding agencies.
 - 5.2. **Paul Bristow**, Director, Strategic Partnerships and Place Policy of Arts Council England set out some of the next steps for the Arts Council England in developing its approach to place-based working with councils.
 - 5.3. **Professor Katy Shaw**, Programme Director: AHRC Creative Communities and Director of University Cultural Partnerships at Northumbria University and **Dr Henry Kippin**, Chief Executive of the North of Tyne Combined Authority drew on the case study of North East devolution and the development of its innovative cultural sector development programme to show how culture can drive other outcomes including skills, transport and R&D.
 - 5.4. **Professor Nicky Marsh, Dr Joseph Owen, and Professor Daniel Ashton** at the Southampton Institute for Arts and Humanities described some of the findings of the [Neighbouring Data](#) project on the use, connection and representation of qualitative data, outlining its potential role in understanding lived experience and the wider opportunities it presents for place-based decision-making.
 - 5.5. **Professor Michael Kenny and Owen Garling at the Bennett Institute for Public Policy for the University of Cambridge** considered the role that culture plays in Combined Authority strategies – with a particular focus on ideas of cultural infrastructure and the disconnect with the funding situation across local authorities.
 - 5.6. **Shivani Menon**, Senior Researcher at UK Onward explored the role of philanthropy in supporting arts and culture-led regeneration projects across the country, proposing ways in which councils and their partners might grow their philanthropic base.
 - 5.7. **Ben Walmsley, Director and Anna Kime**, Policy Officer at the Centre for Cultural Value focused on data, considering the question of how can we ethically and effectively fund place-based cultural activity to empower the cultural sector and the local communities they serve.
6. We are inviting further think pieces to contribute to this series over the spring/summer.

Implications for Wales

7. The majority of culture, tourism and sport funding and policy is devolved. We share learning and best practice with Culture and Leisure Officers Wales, although the WLGA is responsible for formal improvement work.

Financial Implications

8. There were no financial implications for this piece of work

Equalities implications

9. Access to cultural opportunity is addressed as a theme in several of the articles in the series. It may be a topic on which we wish to invite further contributors in future iterations of this work.

Next steps

10. The team will invite writers who were unable to contribute to this series but have indicated they would like to write an article to write for the next sequence of articles, to be published in spring/summer.

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