

7 September 2016

2016/17 Culture, Tourism and Sport Board Work Programme

Purpose

For discussion and direction / for decision.

Summary

Against the backdrop of continued funding challenges, devolution, public service reform, exiting the EU and the forthcoming Autumn Statement, this paper suggests a work programme for the Culture, Tourism and Sport Board that will represent the sector's interests nationally and offer sector-led support on priority issues.

Recommendation:

Members are invited to comment upon, and agree, the draft work programme for 2016/17.

Action

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

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2016/17 Culture, Tourism and Sport Board Work Programme

Background

1. The purpose of the Culture, Tourism and Sport (CTS) Board is to provide leadership and strategic oversight of all the LGA's policy and improvement activity in relation to sport and physical activity, the visitor economy, libraries, the arts, theatres, heritage and museums.
2. The Board also works closely with other relevant LGA Boards on shared priorities. In particular, the Community Wellbeing Board to support the role of culture and sport promoting better health, and the Environment, Economy, Housing and Transport Board in relation to the historic environment and place shaping.
3. Membership and terms of reference are attached at Annex A. Members are invited to note these.

Policy Context

4. Funding challenges, reform and devolution will continue to be key drivers for the CTS Board. The sector also has an important contribution to make to the new Prime Minister's priorities, in particular developing an industrial strategy and promoting inclusion. The visitor economy and creative industries are among this country's strongest performing sectors, contributing £121 billion and £84 billion per annum respectively to the UK's economy. The unique ability of culture and sport to reach and engage communities means they are well placed to strengthen cohesion and belonging. The Board will want to ensure that the sector's offer to the new government is reflected in the LGA's Autumn Statement submission.
5. Further developing our culture and sport improvement programme will be critical in supporting councillors to adopt the radically different ways of working that will be needed to sustain culture, tourism and sport. The programme supports approximately 140 councillors every year. It is funded by, and delivered in partnership with, Arts Council England and Sport England.
6. Championing and supporting the role of culture, tourism, heritage and sport in place making, growing the economy and improving wellbeing will likely be even more important this year.
7. With greater flexibility over the scope of devolution deals, we expect more places in the medium to longer term to explore opportunities for our sector to benefit from deals. The Board will have an important leadership role to play supporting the sector's offer, championing it to Ministers, and sharing the learning widely. This will build upon research launched at the LGA's 2016 annual conference into devolution and the visitor economy, and examples including Liverpool City Region's culture-led regeneration and Greater Manchester's shared approach to tackling inactivity with Sport England.
8. A place based approach also underpins DCMS policy priorities and our partnerships with the Non Departmental Public Bodies (NDPBs). Most of the activity in support of DCMS policy areas is led and funded locally, so the Department needs to work closely with councils to achieve its ambitions. An early priority will be engaging with the new DCMS Ministerial Team so that Ministers understand local government's critical leadership role

in creating places where people want to live, work and visit through culture, tourism, heritage and sport. Introductory letters have been sent to new and continuing DCMS Ministers, and we will look to secure meetings in the near future. Leading local government engagement with the [Culture White Paper](#), the new [Sport England Strategy](#) and the [Discover England Fund](#) will continue to be a focus for the Board's relationships with the NDPBs.

9. DCMS has also commissioned a number of reviews which are relevant to local government and which the Board will want to influence on behalf of councils. These include the museums sector, Arts Council England and The Heritage Lottery Fund.
10. We will continue to steer the [Leadership for Libraries Taskforce](#), which is jointly accountable to the LGA and Ministers, ensuring it focusses on the issues that matter the most to councils as they transform their library services.
11. The negotiations to exit the EU will also shape this year's work programme. Culture, tourism, heritage and sport projects are significant recipients of EU funding. The LGA is pressing Government to protect local EU regeneration funding, worth £5 billion in England between 2014 and 2020. There are also potential implications for the workforce, historic environment protection, tourism and sporting regulations, partnerships with European organisations, and the role of culture and sport in promoting cohesion.

Suggested Priorities and Work programme

12. **Members are invited to discuss the draft work programme for the coming year. In particular, views are sought on the issues that are covered, the anticipated impact of the Board's work influencing national players and supporting councils, and the relative balance between the different priorities.**
13. The work programme can be delivered within available resources, but Members are asked to bear in mind that adding substantially to the work programme will mean not doing some of the projects currently suggested. It is also inevitable that the sector will look to the Board for leadership on a number of significant issues that will be topical over the next year in addition to those outlined below.

Key projects and timeframe	Outcomes	Link to LGA Business Plan
Culture, tourism and sport improvement programme for councillors		
Support effective local political leadership and the transformation of culture, libraries and sport services. <ul style="list-style-type: none"> Deliver 20 days of sector-led improvement activity. This will include leadership essentials programmes, seminars and peer support on libraries, culture and sport – see Annex A for the calendar of events. With the Arts Council, develop a new online resource to support the transformation of cultural services – launch the first phase in October 2016. 	Over 140 councillors supported to lead transformational change of culture, libraries and sport services (in partnership with the Arts Council and Sport England). A new online resource that brings together in one place the latest innovative practice on transforming cultural services.	Sector-led improvement Promoting health and wellbeing Economic growth, jobs and housing Devolution
Sport and physical activity		

Key projects and timeframe	Outcomes	Link to LGA Business Plan
<p>Work with Sport England to reflect councils' leadership role in the implementation of their new strategy and maximise funding opportunities.</p> <ul style="list-style-type: none"> • Develop an holistic local government offer to Sport England that sets out how councils and local partners are crucial to tackling inactivity and achieving wider outcomes through sport and physical activity – October 2016. • Represent councils' interests in the detailed development of the strategy's seven investment themes – from October 2016. • Write and disseminate a briefing note for councils that raises awareness about opportunities to access new funding and support through the strategy – November 2016. • Support joining-up the new strategy with other relevant policies, in particular the forthcoming childhood obesity strategy – on-going. 	<p>Through Sport England's new strategy, national sport and physical activity funding is re-balanced away from national interventions and towards a more efficient and effective locally-led approach to tackling inactivity.</p> <p>The new strategy offers councils and other providers the opportunity to access a potential funding pot of £710 million, compared to approximately £300 million in the previous strategy, to support locally-led approaches to tackling inactivity.</p>	<p>Promoting health and wellbeing</p> <p>Funding for local government</p>
<p>Continue to work with the Community Wellbeing Board to support their lobbying on public health funding, the forthcoming childhood obesity strategy, and the prevention agenda – on-going.</p>	<p>Maximise the potential of sport and physical activity to reduce and prevent expenditure on health and social care.</p>	<p>Promoting health and wellbeing</p>
LGA / DCMS Libraries Taskforce		
<p>Steer the Leadership for Libraries Taskforce's work programme and implementation of 'Libraries Deliver' so that it focusses on practical support for the locally-led transformation of libraries.</p> <ul style="list-style-type: none"> • The Taskforce will submit 6-monthly progress reports to the CTS Board and DCMS Ministers. • The CTS Board Chair and Culture Minister will review and update Taskforce priorities every 6 months. 	<p>The Taskforce – through 'Libraries Deliver'- provides focussed sector led support on the key issues facing public libraries with joint accountability to LGA Members and Ministers.</p>	<p>Sector-led improvement</p> <p>Promoting health and wellbeing</p> <p>Economic growth, jobs and housing</p>
Culture, heritage and place making		
<p>Work with DCMS and the NDPBs to influence Culture White Paper actions relevant to local government. In particular:</p> <ul style="list-style-type: none"> • The GREAT Place Fund – December 2016 • Supporting local and national cultural partnerships – timeframe to be confirmed • Supporting cultural organisations to diversify their funding - timeframe to be confirmed • A new cultural citizens' programme – from September 2016 • Review of museums, Arts Council England and The Heritage Lottery Fund – due to be completed by end of March 2017 	<p>Culture White Paper actions relevant to local government add value to locally-led activity and are sufficiently flexible to help councils and partners deliver local priorities.</p> <p>Ministers and NDPBs understand that the Culture White Paper actions rely on local leadership of culture.</p> <p>Culture portfolio holders are given an opportunity to shape the Culture White Paper implementation and are supported to understand how</p>	<p>Economic growth, jobs and housing</p> <p>Funding for local government</p> <p>Promoting health and wellbeing</p>

Key projects and timeframe	Outcomes	Link to LGA Business Plan
<ul style="list-style-type: none"> Introducing a new tax relief for museums – April 2017 <p>We will:</p> <ul style="list-style-type: none"> Invite the Culture Minister to a future CTS Board to share local government's offer – Autumn 2016 Hold a roundtable for culture portfolio holders to debate how local leadership of culture can help government to deliver the White Paper projects – Autumn 2016 Respond to the various policy reviews – March 2017 Represent councils' interests in the detailed development of projects – March 2017 <p>More specific timeframes will be added once further detail is available on the White Paper implementation plan.</p>	<p>their local areas could benefit from the projects.</p>	
<p>Support and champion the role of culture (including the performing arts, museums and theatres) and heritage in creating great places to live, work and visit.</p> <ul style="list-style-type: none"> Survey councils about their cultural services to gather good practice and understand opportunities and challenges – October 2016. Use the survey results to develop new products for the sector, such as case studies, and to shape our improvement and advocacy work, for example, feeding into the LGA's Autumn Statement submission – on-going. Support councils to develop new investment and delivery models for cultural services through our improvement programme and partnership with the Arts Council – March 2017. Agree a new partnership agreement with the Arts Council that sets out how we will work together to support thriving local cultural services – September 2016. Work with Historic England and the EEHT Board to influence heritage protection planning reform and shape Historic England's support to councils – on-going. 	<p>Councils' leadership of place through culture, tourism and sport is enhanced by access to case studies and support to develop new approaches.</p> <p>The LGA and the Arts Council strengthen the cultural sector by supporting effective local political leadership, sharing innovation and helping places to maximise the wider economic and social impacts of culture.</p> <p>The LGA seeks to influence heritage protection reform in line with the EEHT Board's support for a locally-led and streamlined planning system.</p> <p>The LGA supports Historic England to provide valued, accessible and relevant support to councils on the historic environment.</p>	<p>Economic growth, jobs and housing</p> <p>Funding for local government</p> <p>Promoting health and wellbeing</p>
<p>The visitor economy</p>		
<p>Champion councils' leadership role of the visitor economy and support places to maximise the sector's potential to drive growth.</p> <ul style="list-style-type: none"> Work with VisitEngland to help shape the £40 million Discover England Fund, emphasising the potential to boost local 	<p>Councils are well-positioned to benefit from the Discover England Fund, with projects recognising councils' leadership role and allied to devolution deals and proposals where this makes sense.</p>	<p>Economic growth, jobs and housing</p> <p>Devolution</p>

Key projects and timeframe	Outcomes	Link to LGA Business Plan
<p>growth and link to devolution deals and proposals – from September 2016.</p> <ul style="list-style-type: none"> • Share the learning from the Discover England Fund projects with councils – March 2017. • Continue to develop the LGA's strategic relationship with VisitBritain and make the case for English Destinations to have effective representation on the VisitBritain Board – on-going. 	<p>English destinations have a strong voice on new national governance arrangements for tourism.</p>	
Devolution		
<p>Work with councils to further consider the case for culture, tourism and sport within devolution deals to help boost local growth and improve wellbeing.</p> <ul style="list-style-type: none"> • Write up and share a new suite of culture, tourism and sport case studies for the Devo Next Hub – December 2016. • Represent councils' interests nationally to Ministers, NDBPs and others, to raise awareness about councils' leadership role and the opportunities for culture, tourism and sport in devolution proposals and deals – on-going. 	<p>Raise awareness amongst councils about the potential benefits for culture, tourism and sport from devolution.</p> <p>Share with councils the benefits of doing so through the devolution knowledge sharing activity.</p> <p>Relevant departments and agencies supportive of the opportunities for culture, tourism and sport.</p>	<p>Devolution</p> <p>Economic growth, jobs and housing</p> <p>Promoting health and wellbeing</p>
Negotiating the EU exit		
<p>Work with councils and partners to map the key issues for the CTS sector arising from leaving the EU, and feed these into the LGA's negotiation strategy – November 2016.</p>	<p>Implications for the CTS sector from leaving the EU are reflected in the LGA's advocacy.</p>	<p>Funding for local government</p> <p>Devolution</p>
Annual CTS Conference		
<p>Work with the Chief Cultural and Leisure Officers' Association and Bristol City Council to deliver the annual CTS Conference 22-23 February 2017.</p>	<p>150 councillors and senior officers debate the biggest issues facing the CTS sector and access the latest innovative practice.</p>	<p>All</p>

Next steps

14. Subject to Members' steer, officers will take forward the actions set out in the work programme and report on progress at subsequent Board meetings.