

27 November 2018

## **Activity Update**

### **Purpose of report**

For information.

### **Summary**

This report provides an update on the activity of the LGA CTS team, feeding back from our Leadership Essentials programme, the development of upcoming events, conferences and research work.

### **Recommendation**

That the Board note the activity of the CTS officers and the location of the 21 March board meeting.

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## **Activity Update**

### **Background**

1. This report outlines the progress on the LGA culture, tourism and sport work programme since the last Lead Members meeting on the 26 September.

### **Tourism Skills**

2. The Board's commissioned research into tourism skills post Brexit is continuing with the consultants Rubicon Regeneration having been awarded the contract.
3. Letters have been sent out and at the time of writing 7 out of the 8 proposed councils have responded to confirm they are happy to take part in the research.
4. The consultants will progress the research as agreed by the Board.

### **Leadership Essentials**

5. We are contracted to deliver four regional events over two years, as part of the Sport England contract. These will be pilot events to explore whether a Leadership Essentials approach targeted at a specific geography can facilitate cross-boundary working. The first pilot will take place with the 10 Greater Manchester authorities and, subject to key speakers being available, is scheduled for 22 and 23 January 2019.
6. Our Leadership Essentials Sports and Physical Activity course for officers, in partnership with Sports England, took place from the 3 to the 5 October in Burleigh Court, Loughborough. Once again, the course was a success, receiving positive feedback from attending officers and engendering good discussions on the pressings issues in the sector.
7. The next Sports Leadership Essentials is taking place on the 15 and 16 November, with our next Culture Leadership Essentials course, in partnerships with Arts Council England, taking place on the 10 to the 11 December.

### **Library Peer Challenges**

8. As part of the extended contract with Arts Council England, in 2019 we are running 10 separate Library Peer Challenges, in addition to the 3 cultural service peer challenges we offered previously.
9. These 1.5 day peer challenges based upon the established LGA peer challenge methodology draw upon the LGA's pool of officer and member peers to put together a peer challenge team to address the key issues facing a council's library or cultural service.

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10. Adverts have been sent out for both the library and the cultural service peer challenges to recruit peer challenge managers and offers to councils to participate in either of the challenges have also been issued. Members are encouraged to ensure these have been seen by relevant member and officer leads at their council.

### **Conferences**

11. This year's Sport and Physical Activity Conference takes place on Wednesday 5 December – the programme is nearly complete with the exception of two sessions - we have invites out for both sessions. We have a very good mix of speakers from the FA, Sporta, CCLOA and more. Baroness Tanni Grey-Thompson has also confirmed to speak. Currently we have 30 attendees booked to attend.
12. Annual Culture and Tourism Conference - Tuesday 5 - Wednesday 6 March 2019  
All four study tours have been confirmed for Tuesday afternoon ahead of the conference dinner, which will be hosted by the Corporation of London. A number of speaker invitations have been sent for the main conference programme. Sir Nick Serota, Chairman of the Arts Council England has confirmed to deliver the closing speech on Wednesday. Jade is working with Alliance Leisure to secure main conference sponsorship for a fourth year running – any suggestions/ contact details for potential sponsors/ exhibitors would be much appreciated.

### **Museums Handbook**

13. The Mendoza Independent Review of Museums, commissioned by DCMS, found that public sector museums had suffered the most from budget reductions over the past ten years and were significantly less able to attract income through sponsorship or commercial activities. It made a number of recommendations for local authorities running them, and for the LGA and ACE in terms of providing support and guidance.
14. As part of a joint LGA/ACE response, ACE are funding the development of a Museums Handbook which will provide advice and guidance to local authorities responsible for running museums, including best practice and what 'good' looks like when considering different delivery models.
15. The LGA will be responsible for the commissioning and delivery of the handbook and have appointed the consultancy Culture Runner to undertake interviews and draft the handbook. The handbook is expected to be delivered in time for a launch at the annual CTS conference on 6 March.

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### **Communications Update**

16. Twitter Engagement - our Tweet advertising our Library and Cultural Peer challenges received 5,542 impressions and counting. In total, on time of writing, the last fortnight saw our tweets reach 11,200 different users in a 14 day period.
17. Our regular e-bulletin containing the latest publications and news from the sector continues to go out to its wide circulation. The November edition has been recently circulated.
18. #OurDay organised by the LGA Comms team on the 21 November was once again a big success in highlighting the work done by local government. This gave us the opportunity to flag some of our recent highlights for CTS, such as our Leadership Essentials, Peer Challenges and Suffrage Pioneers work.

### **Board Meeting Location**

19. A poll was sent out following the CTS Board meeting to determine member preferences as to when and where to hold a Board meeting outside of London. The choice was given between either Sheffield and Bristol on the 17 January meeting or the 21 March. The most popular choice was for Sheffield on the 21 March.
20. Officers will confirm the arrangements for the March meeting shortly.

### **Implications for Wales**

21. There are no implications for Wales.

### **Financial Implications**

22. The Leadership Essentials courses are fully funded via contract with Sports England and Arts Council England respectively. The Arts Council England contract also covers the Museums Handbook and Sports England includes the GM event.
23. The Tourism Skills research is funded out of the CTS budget.
24. All work is being progressed according to the planned budget.

### **Next steps**

25. Officers to continue working as directed, developing and promoting our events, Leadership Essentials, Tourism Skills research and Peer Challenges.