

## **Culture, Tourism and Sport Board Annual Report**

### **Purpose of report**

For information and discussion.

### **Summary**

This report provides an overview of the issues and work the board has overseen during the past year. It sets out key achievements in relation to the priorities for the **Culture, Tourism and Sport Board** in 2018/2019.

### **Recommendations**

That the Culture, Tourism and Sport Board note the achievements against the Board's priorities in 2018/2019.

### **Action**

Officers to action as appropriate.

**Contact officer:** Anna Jennings  
**Position:** Adviser  
**Phone no:** 07584 273764  
**E-mail:** [anna.jennings@local.gov.uk](mailto:anna.jennings@local.gov.uk)

## **Culture, Tourism and Sport Board Annual Report**

### **Background**

1. This year, the Culture, Tourism and Sport Board has shaped the national political agenda and made decisive interventions on priority issues for councils. In particular, the improvement offer to councils, funded by Arts Council England and Sport England, has greatly increased compared to previous years. The Board has made a significant difference to LGA member councils, contributed to LGA corporate campaigns, and raised its national profile.
2. Key achievements for the Board include publishing research on culture-led regeneration, commissioning and publishing a report on tourism skills, and the launch of the museums handbook. These resources support councils to develop their local areas, and have influenced national policy and the work of partner organisations.

### **Priorities and Achievements**

3. At its first meeting the Board identified three priorities for the year:
  - 3.1. Culture-led regeneration
  - 3.2. Tourism
  - 3.3. Social prescribing.
4. Over the course of the year, the Board has engaged with a wide range of partner organisations to promote and support the role of local authorities in delivering culture, tourism and sport, including through Board members' appointments to outside bodies and attendance at external events. Guests at Board meetings have included Sport England, Sheffield City Council, the Core Cities, and Arts Council England.
5. Looking ahead to next year, projects on social prescribing and a tourism levy are planned to continue, alongside the Arts Council England and Sport England improvement offers.

### **Culture-led regeneration**

6. In March, the Board launched its culture-led regeneration guide to achieving inclusive and sustainable growth. The guide was commissioned to provide examples of how culture-led regeneration can be applied in different types of council, sharing learning and inspiration across the sector.

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7. The guide containing 15 case studies was launched at the CTS Annual Conference, where it received a highly positive reception.
8. The Board have used key findings from this research to lobby and influence partner organisations, including the House of Lords select committee on regenerating seaside towns and communities. Work continues to embed and disseminate the research's findings in funded programmes and council practices.

### **Tourism**

9. The Board commissioned research into tourism skills, focusing on eight council areas with a strong tourism sector. The research explored how a practical application of Work Local principles might work for the tourism and hospitality sectors; and the evidence gathered will feed into further lobbying to reform the skills funding environment. Cllr Muhammed Butt represented the Culture, Tourism and Sport Board on the LGA Skills Taskforce, reflecting the importance of these fast growing sectors to the future UK economy.
10. The final report will be launched at the LGA annual conference as part of a plenary session on skills reform. The draft report has been shared with DCMS officials and will be formally sent to the Minister on its launch.
11. The Board have taken on corporate responsibility for considering the value of a tourism levy and potential operational models, in response to proposals from a number of LGA member councils and developments in Scotland. Following desk-based research, work is underway to develop a project brief and procure further research into models, to continue into next year.
12. The Board has strengthened its links with key tourism bodies, including Tourism Alliance and VisitEngland. The Tourism Society hosted an event at the LGA, where Cllr Peter Golds spoke. Cllr Brigid Jones also represented the Board at the All-Party Parliamentary Group on Hospitality's session on the potential for a tourism levy.

### **Social prescribing**

13. The Board have continued to contribute to the APPG on arts, health and wellbeing, and to liaise with other LGA boards and partner organisations to develop social prescribing policy and support for local authorities.
14. Following board discussion and direction, officers have researched and developed a set of proposals to provide local government cultural and sporting services with information on the opportunities from, and ways of contributing to, the health prevention agenda; and

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support them to make connections with and between commissioners of health services and voluntary/community sector providers.

15. Subject to approval at the June meeting, officers will progress work continuing into next year to commission a guidance handbook, organise a national conference and promote the role of local authorities in social prescribing.

#### **Additional areas of activity**

16. **Museums Handbook:** Arts Council England provided funding for the development of a handbook to provide advice and guidance to local authorities responsible for running museums, including best practice and possible delivery models. This forms a joint response with ACE to the Mendoza review of museums, which identified public museums as facing the most challenges of the museum sector. The publication will be launched at the LGA Annual Conference in July.
17. **Parks funding:** the Board's involvement with the Parks Action group has helped to make the case for a new £13 million investment into maintaining and repairing valued parks and green spaces. Accompanying press statements and articles from the Board welcomed the additional investment from government, while highlighting the importance of local authorities funding in the future of the parks and how parks can achieve key outcomes such as wellbeing and health, loneliness, skills and tourism.

#### **Conferences**

18. **Culture, Tourism and Sport Conference:** the annual event was hosted by the City of London in the Guildhall on 5-6 March 2019. The event saw the launch of the Board's culture-led regeneration research, as well as a keynote speech from Sir Nick Serota about Arts Council England's ten year strategy. Cllr Brigid Jones updated delegates on Birmingham's ambitions for the Commonwealth Games. The conference once again hosted the presentation of the Hearts for the Arts Awards 2019, alongside a range of cultural walking tours and workshops.
19. Following the annual conference, Cllrs Golds, Lewis, Jeffels, Butt, Henry and Vernon-Jackson, attended a roundtable discussion with Jordanian local and regional government representatives as part of a project to support democratic decentralisation in Jordan, funded by the UK Foreign Office and organised by Global Partners Governance.
20. **Joint conference with the FA:** the Board hosted its first joint conference with the FA at Wembley Stadium in September. The event focused on how local authorities can help to

provide and maintain football facilities, and included a presentation from the Chief Executive of the FA Martin Glenn. The Board has strengthened its link with the FA to facilitate local authorities and football associations working together effectively going forwards.

21. **LGA Annual Sports Conference:** in December, 35 delegates attended the Annual Sports Conference to hear from speakers including Baroness Tanni Grey-Thompson (12-time gold medal winning Paralympian), and Chris Perks (Director of Local Delivery for Sport England). The conference shared examples of best practice across the sector and inspirational stories of the transformational power of sports within communities and for individuals.

#### **CTS improvement offer 2018-19**

22. Both Arts Council England and Sport England continued financial support for the LGA CTS improvement offer this year.
23. The LGA has a two-year contract with Sport England to deliver five leadership essentials events for councillors and six leadership essentials for senior strategic officers, alongside regional events and masterclasses.
24. The LGA has a one-year contract with Arts Council England to deliver two leadership essentials events for portfolio holders, three cultural peer challengers, ten library peer challenges, and a councillor handbook on museums services.
25. So far this year, the following leadership essentials courses have been delivered:
- 25.1 Two leadership essentials for cultural services (for councillors)
  - 25.2 Seven leadership essentials for sport and physical activities (three for councillors and four for senior strategic officers).
26. Cllrs Peter Golds, Brigid Jones, Richard Henry and Faye Abbott all contributed sessions to make the courses a success. The events continue to be well received and command positive feedback from attendees, with the majority of delegates rating the programme excellent or very good.
26. Two Library peer challenges have taken place this year, receiving positive feedback from the participating councils. Work continues to progress the remaining challenges which are due to be completed by the end of July 2019.
27. Both Arts Council England and Sport England are in discussions to continue and expand this programme in 2019/20, focusing on: a revised cultural services leadership essentials event that provides more strategic narrative for councillors; additional peer challenges for

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cultural and library services; further sport and physical activities leadership essentials for councillors and officers; and the development of masterclasses and regional events.

### **Speaking engagements and outside bodies**

28. Board members have taken an active role in promoting and representing the work of the Board to LGA members and partners. Cllr Gerald Vernon-Jackson chaired the annual CTS conference and the LGA Annual Sports Conference. Cllr Peter Golds spoke at the Tourism Society event at the LGA, and Cllr David Jeffels attended the Visit England/Visit Britain Destination Forum.
29. Cllr Matthew Lee has represented the Board on the Libraries Taskforce; Cllr Barry Lewis on the Peak District National Park Authority; Cllr Geraldine Carter on the Tourism Alliance Board; Cllr Muhammed Butt on the LGA Skills Taskforce; and Cllr Faye Abbott has met with theatres in her role as Theatre Champion.
30. More recently, Cllr David Jeffels has been appointed to represent the Board on the LGA's Coast Special Interest Group. Cllr Terry O'Neill acted as the Board's representative on the London Marathon Charitable Trust until his resignation in April 2019, with a replacement to be confirmed.

### **Media coverage**

31. The Board has continued to seek opportunities to promote its work through both national media and LGA channels. We have released press releases on topics including NICE guidance on improving physical activity, park funding and DCMS' cultural development fund. We have been quoted in relevant sector press, including a Times inquiry into libraries budget cuts, and contributed to the LGA's Spending Review Campaign.
32. The Board has published monthly e-bulletins to update the sector and Cllr Vernon-Jackson has authored a number of articles, including in First magazine and Arts Professional. Topics have included culture-led regeneration, tourism skills, museums, libraries week and parks.
33. The CTS Twitter account now has 1,904 followers and is actively retweeted and responded to during conferences and other key announcements.