

21 January 2020

Culture Tourism and Sport Board workplan

Purpose of report

For discussion and direction

Summary

This paper sets out key actions and deliverables to meet the Board's three identified priorities for the year.

Recommendation

That the Board consider the proposal, identify any gaps or changes in priorities, and direct the workplan accordingly.

Action

Officers to amend as directed and continue delivering against the plan.

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Background

1. The Board identified three priority areas of work at its first meeting on October 2019. This workplan outlines a set of actions to help deliver against these priorities throughout the Board cycle.
2. The team will also deliver work beyond this list of actions, most notably the improvement contracts for Sport England and Arts Council England, but the work below will be prioritised for staff time.

Priority 1 - Articulating the role of local government in contributing to a successful tourism industry and what Government can do to champion it, including promoting a national conversation on a tourism levy.

3. Engage with the APPG on Hospitality to follow up on their research report into a tourism levy, developing their understanding of the role of councils in tourism and how they can be supported in their role.
4. Identify and work with one or more MPs to raise parliamentary awareness of the role of councils in the visitor economy and the need for securing local investment in tourism infrastructure and offers, including the option of a tourism levy.
5. Commission national polling into public perceptions of whether councils should have this power.
6. Liaise with COSLA, Core Cities and Key Cities to develop a narrative on the case for a tourism levy, and monitor progress on introducing local levies in Scotland, and explore with other membership bodies as appropriate.
7. Work with DCMS to shape the design and scope of the Tourism Zones, including making the case for the opportunity to test new models of funding tourism, such as a levy.
8. Develop a policy position on new forms of accommodation provider, building on work by the APPG for Hospitality, exchange of information with Tourism Alliance, and the Short Term Accommodation Association.
9. Explore the role of councils in making destinations accessible to all visitors, in support of the Tourism Sector Deal for the UK to be the number one destination for disabled visitors, with consideration to co-commissioning guidance with VisitBritain.

Priority 2 - Social prescribing, ensuring councils are prepared and equipped to connect on this agenda.

10. Publish a social prescribing handbook, outlining how culture and sporting services can engage with the social prescribing agenda, and health commissioners (£15 000, in progress).

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11. Organise a conference (22 April) to communicate best practice, discuss issues and opportunities with the sector, and engage national stakeholders on the role of councils in this agenda.
12. Grow the evidence base for best practice in council delivery or coordination, with an emphasis on funding and evaluation models, to be promoted on the culture hub. The best examples will be submitted to the Innovation Zone for the LGA annual conference.
13. Represent councils on the social prescribing steering group supporting the new National Academy for Social Prescribing.
14. Continue to attend and contribute to the Culture, Health and Wellbeing Alliance and APPG for Arts, Health and Wellbeing, ensuring that published materials and lobbying work reflects the contribution of councils.

Priority 3 - Developing the evidence base for the impact of investing in culture, tourism and sport, with a particular emphasis on cohesion and economic impact.

15. Develop a monitoring framework for councils to use to evaluate the outcomes and impact of cultural and sporting investment.
16. Commission a handbook on using planning levers to secure cultural and sporting infrastructure.
17. Review the evidence base available on culture, tourism and sport, and bring a summary paper to the March Board, highlighting areas where there are opportunities for lobbying or campaigning, and where the Board may want to commission research to close gaps.
18. Continue to grow the Culture Hub, focusing on projects with a strong evaluations, and with themes related to social prescribing, cohesion and improving the environment. A minimum of 6 case studies will be sourced during 2019/20.
19. Contribute to the Sater-Batson Commission into Poverty, Place and Sport, investigating the contributions that community sports activities make to tackling inequality. The Commission will involve a steering group and six round tables, and runs until January 2021.
20. Articulate the need for investment in sporting infrastructure in media and lobbying work, reflecting Sport England figures that reveal significant issues with ageing facilities, and an improvement fund which is significantly oversubscribed.

Implications for Wales

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21. Culture and Sport policy and investment is predominantly a devolved function and the responsibility of the WLGA. The LGA will liaise with the WLGA and Culture and Leisure Officers Wales (CLOW) as necessary.

Financial Implications

22. A policy budget will be available to the Board in 2020-21, with the final amount yet to be confirmed. It is anticipated that commissioned work (paragraphs 15 and 16) should be able to be resourced from within this budget, however, we will update the Board further at its March meeting.
23. The Board has already allocated £15 000 to the social prescribing handbook from the 2019/20 budget, which will be published in April.

Next steps

24. Officers will refine the work programme and commission key projects following the Board's direction.