Culture, Tourism and Sport Board – from Cllr Gerald Vernon-Jackson CBE (Chair)

**Annual Culture and Tourism Conference, 2-3 March 2020**

1. The annual LGA Culture and Tourism Conference was held on 2-3 March 2020 in Portsmouth and I welcomed 100 delegates and speakers to the City.
2. In addition to informative tours of the City’s historic dockyard, regenerated retail space of Gunwharf and Spinnaker Tower, speakers and sessions included the following:
   1. Future Vision - Black Cultural Archives: Arike Oke, Managing Director, Black Cultural Archives.
   2. Crossing Divides: how the arts and heritage can bring us together: Jill Rutter, Strategy and Relationships Director, British Future.
   3. Drawing on our industrial heritage: Cllr Abi Brown, Leader, Stoke-on-Trent Council.
   4. The Economic Impact of Barnsley’s Museums Service: Sue Thiedeman, Head of Culture and Visitor Economy, Barnsley Borough Council.
   5. High Street Heritage Action Zones: the contribution of heritage and culture to vibrant local places: Sir Laurie Magnus, Chairman, Historic England.
   6. The National Lottery Heritage Fund: Jake Eliot, Head of Policy, The National Lottery Heritage Fund.

**Cultural strategy in a box**

1. I was also delighted to launch our new ‘Cultural strategy in a box’ at the Annual Culture and Tourism Conference. This responds to demand from many of our members for support in developing a strategic approach to culture in their areas, which is key to unlocking funding from Arts Council England and other funders.
2. For local authorities, culture can be viewed as part of the glue that brings and keeps our communities together. A strong cultural sector and enriching cultural life can contribute to welcoming, distinctive and attractive places. The pack can be found the [LGA website](https://www.local.gov.uk/cultural-strategy-box).

**Creative industries**

1. Cllr Clare Coghill opened a roundtable between councils and various creative industries associations, including gaming, theatre, heritage, and fashion representatives, on 4th March. This forms part of our research into the levers councils can use to support the creative industries, as one of the fastest growing parts of the economy.
2. The discussion covered skills reform, planning and regeneration, and shared lobbying messages to central government. The findings from the workshop, interviews and desk top research will be published in April.

**Tourism Levy**

1. I was interviewed on Sky News and BBC radio 5 Live about LGA-commissioned independent research found that a pound-per-night levy applied in a local area in England could raise between £238,000 and over £7 million a year depending on the area. [New public polling](https://www.local.gov.uk/lga-survey-more-half-public-surveyed-support-local-tourism-levy) by Populus for the LGA found that 53 per cent of those surveyed think their council should be able to charge tourists a small fee to help fund local services that support tourism in their area. This research was also picked up by Good Morning Britain, ITV online, the Mail, Mirror, i, and Star.

**Arts Council England 10-year strategy**

1. The LGA responded to Arts Council England’s 10-Year Strategy. The strategy adopts a localist approach which recognises that councils are uniquely placed to build on community strengths in partnership with Arts Council England. This is a significant shift in thinking compared to ACE’s previous strategy and will enhance our work together.

**Unlocking the cultural and creative potential of rural England**

1. Cllr Julian German welcomed 50 delegates to this conference on the specific challenges and opportunities facing councils who are delivering culture and creative activity in a rural context. Opened by Sir Nick Serota, Chairman of Arts Council England, and featuring presentations from Cornwall, South Lakeland, the Rural Touring Forum, and the National Forest, this conference stimulated debate about how the LGA and ACE can best support councils in rural England.

**Leadership Essentials and Improvement Offer**

1. Our leadership and improvement offer with Arts Council England and Sport England continues to go from strength to strength. Cllr Peter Golds welcomed delegates on a Culture Essentials and a Sport Essentials, outlining national policy and key considerations for councils in responding to it.
2. Our library and culture peer challenges, fully funded by ACE, continue to be popular, with a further four delivered since the last report. ACE has confirmed that another 10 challenges and two leadership essentials courses will be funded in 2020/21.

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