

16 July 2020

Culture Tourism and Sport Board – End of Year Report

1. The Board held its annual conference in Portsmouth, with over 100 delegates. Feedback was positive, with delegates particularly valuing the coach tours. The conference continued its association with the Hearts for the Arts awards, taking place at the evening dinner for the first time, and featuring Susie Dench of Countdown as the guest presenter.
2. The Board launched its [cultural strategy in a box](#) at the annual conference. This publication sets out how a council can maximise its cultural impact by developing a clear and shared vision for their place.
3. The Board also held a rural culture and creativity conference in Cambridge, chaired by Councillor Julian German, exploring specific challenges and opportunities affecting rural council services. Over 50 delegates attended and positive feedback was achieved.
4. The Board hosted a culture-led regeneration workshop at the LGA annual conference alongside Gordon Seabright (CEO, Eden Project), Cllr Clare Coghill (Leader, London Borough of Waltham Forest) and Cllr Abi Brown (Deputy Leader, Stoke-on-Trent Council). The session was chaired by Broadcaster Samira Ahmed and proved popular with conference delegates and on social media.
5. The Board launched the [museums handbook](#) at the culture-led regeneration workshop. The document, produced with Arts Council England in response to the Mendoza review, provides guidance and case studies to local authorities responsible for running museums, including best practice and possible delivery models.
6. The Board's launched its research on [supplying skills for the visitor economy](#) at the conference as part of the plenary session on skills reform. The report focuses on six council areas with a strong tourism sector and explores how a practical application of Work Local principles could work for the tourism and hospitality sectors.
7. The Board oversaw delivery of the Sport England improvement contract, delivering over 20 events for councillors and officers during 2019/20. The contract has been extended for 2020/21, reflecting the value of the work. Cllr Peter Golds spoke at the councillor events, outlining the work of the Board and the importance of this work area for residents.
8. The Board oversaw the delivery of the Arts Council England improvement contract, delivering two leadership essentials for councillors, and two culture peer challenges, and six library peer challenges. One culture and one library peer challenge were postponed due to Covid-19, and ACE has agreed that the money can be carried over.

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9. Board members have represented local government on various outside bodies, including the Libraries Taskforce, Tourism Alliance, and Coastal SIG, and at the leadership essentials programmes.
10. The 5-year Libraries Taskforce, for which the board was co-accountable body with DCMS, concluded in March 2020, with a transition year funded by DCMS and ACE taking over responsibility for sector transformation. An end of taskforce report is planned, but has been rescheduled due to Covid-19. However, during the lifespan of the Taskforce, significant improvement support was developed, including Ambition: A vision for public libraries in England, a strategic planning toolkit, and a benchmarking framework for libraries. The Taskforce also brought together all library stakeholders in a collaborative approach which is now bearing fruit, and established relationships that will last beyond the Taskforce.
11. The Board's work on a tourism levy was picked up by the national media. Cllr Vernon-Jackson was interviewed on Sky News and BBC radio 5 Live about LGA-commissioned independent research that found 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](#) 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.
12. The Board commissioned a social prescribing handbook, which has been delivered, but the launch postponed due to Covid-19. It will be reviewed in light of the pandemic and published when the time is right.
13. The Board also commissioned a handbook on how councils can support the creative industries. Cllr Clare Coghill launched this research by opening a roundtable between councils and various creative industries associations, including gaming, theatre, heritage, and fashion representatives, on 4 March. The handbook will be launched over the summer.

Implications for Wales

14. None.

Financial Implications

15. All activities were delivered within expected budgets.

Next steps

16. Develop a workplan to support the sector through Covid-19 and contribute to the recovery period.