

## **Culture, Tourism & Sport Board: Review of the Year**

1. For the last year, the LGA's Culture, Tourism and Sport Board has focussed on the links between culture, sport, planning and growth, supporting councils to make the most of their cultural, sporting and heritage assets to boost the economy and drive up the value of places. The Board's work has helped to progress a number of proposals in the *Rewiring Public Services* campaign, especially in relation to growth.

### **Headline Achievements**

2. Building on the success of our arts and growth campaign, the LGA has continued to shape the national political agenda on culture, tourism and sport. From Sir Terry Farrell's review of good design to Lord Coe's *Moving More, Living More* legacy campaign, and William Sieghart's continuing review of public libraries, we have ensured that the role of local government is fully reflected in the independent policy reviews commissioned by the Department for Culture, Media and Sport (DCMS).
3. We have continued to offer practical support to councillors on the issues that matter the most to them, assisting nearly 150 portfolio holders to lead transformational change through leadership seminars and other events.

### **Magna Carta, the Visitor Economy and Heritage**

4. The Board has continued to lead on supporting wide local government involvement with the Magna Carta 800 anniversary. As the founding document of our democratic political system, the anniversary is of great relevance to councils, and a significant opportunity to debate the civic underpinnings of places, engage young people, as well as boost the visitor economy. We have represented councils' interests to the organising committee, Ministers and VisitEngland, and supported councils to develop plans by sharing the latest information. The LGA has also consistently highlighted the need for effective coordination to ensure that plans are well-organised, benefit from strong local government engagement and achieve maximum impact.
5. The Board has kept the visitor economy high up on the LGA's and Ministers' agendas with the LGA Chairman and Culture Board Chair meeting the Chairman and Chief Executive of VisitEngland. We have also jointly pursued a number of priorities, including Magna Carta, strengthening local political leadership and engagement of Local Enterprise Partnerships, improving productivity and supporting destination management organisations. The Board Chair also highlighted the role of councils in growing the visitor economy to the new tourism Minister.
6. In response to English Heritage's consultation on a "New Model", the Board highlighted how strong local political leadership, professional conservation advice organised efficiently and operating at a strategic level in the council, and national advice and protection exercised in close collaboration with councils, was crucial to making the most of local heritage assets.
7. The Board has continued to support councils to involve communities in other historic anniversaries. In particular, we launched a First World War resource on the LGA website, signposting councils to funding sources and sharing case studies – one of the

most popular LGA web pages.

### **Libraries and Culture**

8. Through early engagement with William Sieghart's independent review of public libraries, Members have encouraged him to make recommendations that recognise the local accountability of public libraries, emphasises the importance of supporting libraries to be relevant to as many people as possible and that builds on existing good practice in the locally-led service. Members are giving oral evidence to the review on 7 July.
9. Members influenced Arts Council England's governance review and ensured that councillors continued to have a strong voice in the new arrangements, reflecting the importance of local investment in the arts.

### **Improvement**

10. We have continued to support councils on the issues that matter the most to them in conjunction with the Improvement and Innovation Board. In particular, through Local Partnerships and the LGA's productivity team, we have provided practical assistance to councils on superfast broadband. The Board has also kept up the pressure on government to address the challenges that councils are facing with the rollout.
11. We have supported nearly 150 portfolio holders to lead transformational change through leadership seminars and peer support covering sport and physical activity, culture, libraries and heritage. These are funded externally.

### **Culture, Tourism and Sport Annual Conference and Relationships**

12. Over 170 delegates attended the LGA's annual culture, tourism and sport conference in Portsmouth March 2014 - the highest number of delegates in recent years. For the first time the Secretary of State for Culture and the chairs of VisitEngland, Arts Council England, Sport England and English Heritage all gave plenary addresses. Sir Merrick Cockell had a very positive meeting with the new Secretary of State and agreed a shared focus on arts funding and keeping broadband rollout on track.

### **Next Year**

13. The Board has a powerful role to play in delivering the LGA's priorities set out in the Business Plan 2014/15 and taking forward the next phase of the *Rewiring Public Services* campaign. Lead members have agreed a focus on developing further how a whole place approach to leading culture, tourism and sport can transform places through stronger growth and tackle costly pressures, especially poor health and inactivity. Members are also keen to develop joint working with other Boards.

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