

Work Programme 2014-2015

Purpose of report

For information/direction.

Summary

To seek a steer from Members on the Board's work programme for 2014 - 2015. The debate about a new constitutional settlement following Scotland's referendum, the Magna Carta anniversary and a new government following the general election sets an exciting agenda for this year's Board with real opportunity to frame the national policy discussion on culture, tourism and sport and to make a big difference to our member councils.

Recommendation

Members are invited to endorse the draft work programme attached at **Annex A**.

Action

Officers to take forward actions in line with Members' steer.

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Work Programme 2014/15

Summary

1. The purpose of the Culture, Tourism and Sport (CTS) Board is to provide strategic oversight of all the LGA's policy and improvement activity in relation to the visitor economy, the arts, heritage, libraries, museums, sport, digital media and the licensing of regulated entertainment and gambling.
2. The debate about a new constitutional settlement following Scotland's referendum, the Magna Carta anniversary and a new government after the May 2015 General Election presents the Board with a significant opportunity to set out a compelling vision for the future of publicly funded and supported local culture, tourism and sport - how it can shape future identity, rejuvenate democracy, and in the important context of continued austerity, how - with the right levers devolved from the centre - it can help to tackle the most intractable and costly economic and social challenges the country faces.
3. In particular, the Scottish referendum – taking place two days after the Board – will lead to a follow-up debate about English identity and governance. Culture, heritage, sport and the visitor economy embody the many positive aspects of English identity and values, and a strong local government narrative could make an important contribution to this debate, which also offers a natural focus for our engagement with the English DCMS Non-Departmental Public Bodies.
4. It is also inevitable that the sector will look to the Board for leadership on a number of significant issues that will be topical over the next year.
5. **With those considerations in mind, Members are invited to discuss the draft work programme for the coming year attached at Annex A. In particular, views are sought on the issues that are covered, the anticipated impact of the Board's work influencing national players and supporting councils, and the relative balance between the different priorities.** The work programme can be delivered within available resources, but Members are asked to bear in mind that adding substantially to the work programme will mean not doing some of the projects currently suggested.
6. The following background information is provided for Members: **Annex B** sets out an account of the Board's full responsibilities, past work and the policy context for the 2014/15 work programme, using the New Member brief already circulated to Members. **Annex C** is a summary of the Culture, Tourism and Sport Board's programme of leadership events for portfolio members.
7. We would also welcome hearing from Members about your specific interests in areas of work within the Board's remit. This will enable Lead Members to invite small groups of Members to take forward work on priority issues, and will help Lead Members and officers in directing invitations and correspondence during the year to the Members who may be most interested in following them up. Please complete the short questionnaire at **Annex D** and return to siraz.natha@local.gov.uk.

Annex A: Draft Work Programme 2014/15

Priority issue	Key activities and timeframe	Outcomes	Link to LGA Business Plan
Transforming places through culture, tourism and sport – use the context provided by the Scottish Referendum, Magna Carta anniversary and general election to set out councils’ compelling offer to an incoming government.			
The English Question	Develop a compelling and evidence-based offer to an incoming government on the role of culture, tourism sport driving growth, shaping identity and rejuvenating democracy in a new constitutional settlement. This work strand would pull together the highlights from the Board’s work this year into an impactful publication launched at the annual CTS Conference in March 2015.	A positive narrative on English identity and values. The main political parties recognise that councils are responding to budget pressures by developing radical new ways of working and convening powerful local conversations to ensure that investment in culture, tourism and sport is directed to the front line, to what people really want and help to unlock growth and transform places.	Economic growth, jobs and housing Public service reform
Magna Carta	Continue to support councils across the country with the latest practical information on the Magna Carta 800 anniversary, represent councils’ interests to the Magna Carta 800 th Organising Committee and keep the anniversary high up on the LGA’s corporate agenda so that we make the links between Magna Carta and the LGA’s own campaign for greater devolution to an autonomous and empowered local government.	Local government across the country is fully engaged in the anniversary and represented at key meetings and events. We make the most of the opportunity to rejuvenate local democracy, leave a lasting legacy of civic engagement - especially for young people, and to give even more profile to the LGA’s calls for greater devolution to local government in the 100 Days campaign.	Economic growth, jobs and housing Public service reform

Priority issue	Key activities and timeframe	Outcomes	Link to LGA Business Plan
Visitor Economy	Develop an evidence-based narrative and publish an analysis about how to unlock the potential of the visitor economy to boost growth by improving productivity and re-balancing the English visitor economy so that more inbound visitors to London extend their stay and visit other destinations around the country – publish in early 2015. This is likely to include a focus on skills, the quality of the experience and place and the role of LEPs, Destination Management Organisations and business. The Board will also want to submit written evidence to the Culture, Media and Sport Committee’s inquiry on the visitor economy – deadline 29 September – and the Government’s Triennial Review of VisitEngland and VisitBritain – deadline 31 October. Members will have a more detailed opportunity to comment on this priority at the Board when the visitor economy is a separate item.	<p>The CTS Board sets the political agenda on the visitor economy ahead of a general election.</p> <p>Ministers and others recognise that strong local political leadership is the key to unlocking even more growth from the visitor economy and how councils can play a role in strengthening local identity to bolster the diversity of England’s offer to visitors.</p> <p>The Government’s Triennial Review of VisitEngland and VisitBritain and the CMS Committee’s report on the visitor economy reflect LGA policy positions.</p>	Economic growth, jobs and housing
Public libraries and digital	Continue to work alongside Mr. Sieghart as he concludes and publishes his independent review of public libraries by the end of 2014. We will seek an early meeting between the CTS Board Chair and Mr. Sieghart. Further actions will be agreed at the 16 September Board meeting when there is a separate discussion on the review. In particular, Members will want to give a steer on how the Board wishes to relate to the review and as it moves towards the implementation phase and Mr. Sieghart’s suggestion for extending access to public Wi-Fi at public libraries.	William Sieghart’s independent review of public libraries, which will shape the national policy dialogue on libraries ahead of a general election, reflects the LGA’s position on the local accountability of public libraries and builds upon existing good practice in the locally-led service. The Task and Finish Group that will oversee implementation has strong input from local government, in line with Members’ steer.	Public service reform

Priority issue	Key activities and timeframe	Outcomes	Link to LGA Business Plan
Arts funding	Develop the LGA's response to the debate about the geographic spread of arts funding by carrying out our own research into how councils and the local arts projects they fund and support achieve extensive audience reach that helps to driver growth, improve wellbeing and strengthen cohesion. This could include an analysis of new funding models and partnerships – for example, LEPs and Universities. Seek the Board's input to the narrative at the December CTS Board.	The CTS Board sets the political agenda on the arts ahead of a general election. Ministers and others recognise that councils are spearheading innovative local approaches to funding and support the arts that are achieving a range of community outcomes.	Economic growth, jobs and housing
Heritage	Continue to influence English Heritage's "New Model" – we expect further information in the autumn on the timeframe for implementing the New Model and will set out milestones accordingly.	Plans to set up Historic England recognise the opportunity to strengthen even further how English Heritage works with councils in the planning system so that it reinforces a locally and plan-led approach.	Economic growth, jobs and housing
Design and the built environment	Continue to influence the implementation of Sir Terry Farrell's review of the built environment and good design. Building upon our positive engagement so far, we will keep up regular meetings with the Review Team and arrange LGA representation at follow-up debates and events throughout the autumn.	The Farrell Review recommendations relating to local government are implemented in a way that is consistent with the LGA's position on how elected councillors can work together with design professionals and residents to develop a vision for places really worth living in.	Economic growth, jobs and housing
Sport and physical activity	Continue to influence the work of ukactive, Public Health England, and the Government's Legacy Unit around increasing physical activity rates and improving public health through the Moving More Living More campaign and build up to the 2016 Rio Olympic and Paralympic Games.	Initiatives planned and reports produced take into account the central role that councils play in driving up physical activity rates which lead to improved public health.	Public service reform

Priority issue	Key activities and timeframe	Outcomes	Link to LGA Business Plan
Gambling	Continue to influence the LGA's Betting Commission so that its report in September is as strong as possible and reflects input from all relevant LGA Boards. In particular, the CTS Board will champion the importance of strong local partnerships between industry and councils to DCMS Ministers.	CTS Board's interests represented to the LGA's Betting Commission and the recommendations followed-up through the CTS Board Chair's regular dialogue with DCMS Ministers.	Economic growth, jobs and housing
Archives	Work with The National Archives to showcase how councils are modernising archive services and putting them at the heart of achieving wider political outcomes, such as growth, transparency and wellbeing. This is a continuation of a project started in June, so TNA has already collected the case studies, and we suggest launching an online publication in October.	The LGA and The National Archives demonstrate through impactful case studies how councils are innovating and adapting archive services to drive growth and achieve wider political outcomes.	Economic growth, jobs and housing Public service reform
Improvement support – support portfolio holders to lead transformational change of cultural and sport services and to seize the opportunities presented by wider public sector reform.			
Improvement	Deliver 21 days of improvement activity for councillors in 2014/15 through leadership academies, seminars and peer support on key topics including libraries, culture, sport and heritage – please see <u>Annex C</u> for dates.	Over 100 councillors supported to lead transformational change of culture and sport services (in partnership with DCMS agencies) in line with the strategic direction set by the Improvement and Innovation Board.	Sector-led support, improvement and innovation
Relationships – ensure that the LGA is well positioned to advance our arguments on culture, growth and constitutional reform nationally to an incoming government and others; that our advocacy is shaped by robust intelligence from councils and that other LGA Boards recognise how culture, tourism and sport help to achieve their priorities			
Department for Culture, Media and Sport	Secure six-monthly meetings between the CTS Board Chair and DCMS ministerial team.	DCMS Ministers regard local government as an important strategic partner in maximising	Economic growth, jobs and housing Public service

Priority issue	Key activities and timeframe	Outcomes	Link to LGA Business Plan
(DCMS)		the growth potential of culture, tourism and sport, shaping identities in a new constitutional settlement and helping to tackle the most intractable and costly social economic challenges that the country faces.	reform
DCMS Non-Departmental Bodies and the English Question	Secure introductory meetings between the CTS Board Chair and the Chairs of Arts Council England, English Heritage, VisitEngland and Sport England by 31 October, and one further meeting with each of the agency chairs in early 2015. This would include gauging the Chairs' appetite for working with us on the positive positioning of England in a potential new settlement between the countries of the UK, including seeking to share money (and visitors) more fairly around England through a stronger and more independent local government.	Positive relationships maintained between the LGA and DCMS agency chairs on shared priorities that also helps to ensure they work with councils in a joined-up way and deliver joint leadership events for portfolio holders.	Economic growth, jobs and housing Public service reform
Cross-LGA board working	CTS Lead Members to pursue joint working with Lead Members from other Boards on shared policy priorities. For example, Members may wish to involve the Environment, Economy, Housing and Transport Board in their work on growing the visitor economy, the Farrell Review and English Heritage's "New Model", and the Community Wellbeing Board in their work on sport and physical activity.	A more efficient way of working where there are common priorities, leading to more joint advocacy and support to councils.	Our own efficiency and effectiveness
Communicating with councils	Monthly e-bulletin sent to councils across the country and explore opportunities for the CTS Board Chair to use social media to better connect the CTS Board to councils.	Councils are informed about latest policy developments and given the opportunity to share good practice and shape	Our own efficiency and effectiveness

Priority issue	Key activities and timeframe	Outcomes	Link to LGA Business Plan
		the LGA's CTS work – especially our offer to an incoming government.	
2015 Culture, Tourism and Sport Conference – ensure that this flagship event gives national profile to councils' offer to an incoming government on the role of culture, tourism sport driving growth, shaping identity and rejuvenating democracy in a new constitutional settlement.			
Annual CTS Conference	Work with the Chief Cultural and Leisure Officers' Association and Durham County Council to deliver the annual CTS Conference 3 -4 March 2015. We will launch impactful products (such as new research, publications and press releases) that will set out our compelling offer to an incoming government. We will seek a further steer from Members on the detail of the products in the autumn. We are working with Durham County Council to embed Magna Carta in the conference agenda.	190 councillors and senior officers debated the biggest issues facing the CTS sector and accessed the latest innovative practice – an increase from 170 delegates in 2014.	Economic growth, jobs and housing Public service reform

Annex B: Member Brief, August 2014

Introduction

1. This briefing provides background information on key areas of work for the Culture, Tourism and Sport (CTS) Board. Members are invited to request further briefings on issues of particular interest from Laura Caton, Senior Adviser (laura.caton@local.gov.uk / 020 7664 3154).

Background

2. The purpose of the Culture, Tourism and Sport Board is to provide strategic oversight of all the LGA's policy and improvement activity in relation to the visitor economy, the arts, heritage, libraries, museums, sport, digital media and the licensing of regulated entertainment and gambling.
3. The majority of council services covered by the Board are of a non-statutory nature, characterised by a high degree of difference in the way in which, and the extent to which, different councils deliver them. Exceptions to this are the provision of public libraries by unitary and county councils; licensing by unitary and district councils; and the statutory protection, by planning authorities, of listed buildings and scheduled monuments.

Policy Context

4. With the Scottish Referendum in September, the 800th anniversary of the sealing of Magna Carta in 2015, and the first fixed-term general election on 7 May, this year's culture, tourism and sport work programme will be taken forward at a pivotal point for not just the services we lead, but for our democracy and whole political system.
5. Whatever the outcome of the Scottish referendum, we are on the verge of a new constitutional settlement that will devolve more powers and funding to the home nations. The big issue for us is to what extent we can capitalise on that momentum and finally secure a constitutionally independent, fairly funded and rejuvenated local government. In a general election year, remembering the Barons' challenge to an over-mighty King 800 years ago is a timely opportunity to re-double making the case for reversing years of centralising top-down government which the country can no longer afford.
6. This political context, and calls for a new Magna Carta, are highly relevant for local government culture, tourism and sport. Those services are fundamental to creating places really worth living in, working in and visiting. Culture, heritage and sport can transform places, shape local and national identity, engage and encourage people to feel like they belong to communities and nations, and create distinct and authentic visitor destinations. They are some of the most highly valued and used of all council services.
7. Outside London, local government is the biggest public spender on culture, tourism and sport; currently spending £2.8 billion every year. Our work with councils across the country has shown the huge potential of culture to drive growth locally by attracting visitors, creating jobs and revitalising places. However, councils' investment in the cultural sector is under increasing strain. In the context of the overall level of savings councils need to find, efficiency savings are no longer enough. The LGA's 100 Days campaign is making the case for the wholesale reform of the public sector and local government funding that is necessary for services such as culture, tourism and sport to continue to thrive.

8. 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 *Re-wiring Public Services* campaign, especially in relation to growth.
9. The Board's headline achievements last year included:
 - 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);
 - 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. There is a contemporary resonance with the LGA's calls for greater devolution to councils, and the anniversary is a significant opportunity to rejuvenate local democracy and 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. Cllr David Sparks OBE, LGA Chair, recently met Sir Robert Worcester, Chairman of the Magna Carta 800th Committee to reinforce our partnership approach. A Magna Carta resource on the LGA website signposts councils to the very latest planning information;
 - Members have kept the visitor economy high up on the LGA's and Ministers' agendas with the former LGA Chair 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 (LEPs), improving productivity and supporting destination management organisations. The former Board Chair also highlighted the role of councils in growing the visitor economy to the new tourism Minister;
 - We have continued to support councils on the issues that matter the most to them in conjunction with the Improvement and Innovation Board. Last year we supported over 100 portfolio holders to lead transformational change through leadership seminars and peer support covering sport and physical activity, culture, libraries and heritage. The events receive consistently positive feedback from portfolio holders. They are funded externally by Sport England and Arts Council England;
 - 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. 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; and

- 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, former LGA Chairman, had a very positive meeting with the new Secretary of State and agreed a shared focus on arts funding and making the most of digital opportunities.

Key Areas of Work for 2014/15

10. 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 100 Days campaign. The Business Plan includes specific objectives within the Board's remit as follows:
 - **Councils have the necessary levers to maximise the impact of their culture services as drivers of growth** – we will support councils in linking culture, planning and the visitor economy to build the heritage of the future; and
 - **Culture and sport sector led improvement** – to support councils with developing, implementing and sharing innovative approaches to challenges facing local culture and sport provision. Funded by Arts Council England and Sport England
11. The Board will be invited to consider a work programme at its meeting on 16 September and suggested headline priorities are below:

Transforming places through culture, tourism and sport

12. This could include a focus on the following six issues (A-F), and it is suggested that the Board aims to produce one product every quarter in support of the transformation theme. This will include a mixture of publications, learning products for councils, media releases and events.
 - A. A new constitutional settlement and Magna Carta anniversary**
13. A new constitutional settlement, the Magna Carta anniversary and an incoming government present us with a significant opportunity to set out a compelling vision for the future of publicly funded and supported local culture, tourism and sport – how it can shape future identity, rejuvenate democracy, and in the important context of continued austerity, how - with the right levers devolved from the centre - it can help to tackle the most intractable and costly economic and social challenges the country faces. This could provide a natural focus for our engagement with Ministers, agency chairs, the CTS annual conference and any cross-Board work that Members wish to pursue.
14. We might, for example, emphasise more how councils are leveraging their £2.8 billion annual investment in culture, tourism and sport to maximise growth, transform places and tackle costly pressures, especially poor health and inactivity. We might also want to show through impactful case studies how councils are responding to budget pressures by going beyond efficiency savings and developing radical new ways of working as well as practical policy proposals that would enable councils to achieve even more. In terms of our offer to Ministers and an incoming government, we have a strong pitch to make around councils convening powerful local conversations to ensure that investment in culture is directed to the front line, to what people really want and to

help unlock growth and transform places. This is powerfully illustrated by the culture and heritage-led transformation of Buxton into a high value destination and East Lindsey's culture-led approach to boosting the visitor economy. In both places the councils' leadership brought together residents, business, LEPs, local cultural organisations, and so on to develop and implement a shared vision of a place really worth living in and visiting.

15. The LGA will also continue to support councils and to represent councils' interests to the Magna Carta 800th Committee so that local government is fully engaged in the anniversary and we make the most of the opportunity to rejuvenate local democracy and leave a legacy of civic engagement, especially amongst young people. This will include working closely with Parliament and its 2015 stakeholder anniversary programme, which also commemorates the 750th anniversary of the De Montfort Parliament.

B. Public Libraries and Digital

16. William Sieghart will publish his review of public libraries at the end of the year and it will help to set the public discourse on library policy ahead of the general election. Building upon the Board's positive engagement with the review, it is suggested that through continued dialogue with the Review Team, the Board aims to secure recommendations that recognise the local accountability of public libraries, emphasise the importance of supporting libraries to be relevant to as many people as possible and that build upon existing good practice in the locally-led service. In particular, Members will want to explore further Mr. Sieghart's suggestion for a new national virtual network to help libraries achieve economies of scale on things like public Wi-Fi. The importance of public libraries – and other community settings – for public internet access has been the focus of the Board's work on the digital agenda. The gradual rolling out of Universal Credit means that it will be even more important that people are supported to develop digital skills, and the library provides a trusted space to do this.

C. Arts Funding

17. It is suggested that an early priority for the Board might be to develop the LGA's response to the debate about the geographic spread of arts funding. Drawing upon the results of the latest Arts Development UK funding survey, and new case studies, it is suggested that we demonstrate how councils and the local arts projects that councils fund and support are achieving extensive audience reach, as well as developing practical policy proposals to discuss with Ministers and ACE about how funders might further spread arts investment around the whole country. This would include new funding models and partnerships, for example LEPs and Universities. Arts funding might also be a lively topic for debate at the annual CTS Conference.

D. Visitor economy and heritage

18. The visitor economy is the fifth largest industrial sector in the UK and one of the few experiencing strong growth - it accounts for £90 billion direct spend each year, contains over 200,000 businesses and provides 4.4% of the nation's jobs. However, with less than 40% of our total holiday spend on domestic tourism, it is also a potential area for growth by improving productivity through a higher value offer that persuades people to stay longer and spend more in destinations. It is suggested that next year's work programme proposes actions to drive further growth through:

- 18.1 Persuading domestic visitors to spend more and stay longer in destinations – in particular converting day visits into overnight stays; and
- 18.2 Re-balancing the English visitor economy by encouraging more inbound visitors to London to extend their stay and visit other destinations around the country.
19. This might include a focus on skills, quality of the experience and place, the role of LEPs and business, and welcome. It is likely to involve joint working with other Boards as the LGA's wider advocacy of further devolution of growth funding and localisation of skills policy will help to ensure that councils have the levers they need to address the productivity challenge in the visitor economy.
20. We anticipate that English Heritage will move towards implementing its "New Model" in 2014/15. Under the new arrangements, English Heritage's planning and regulatory functions will transfer to a new arms-length body – Historic England – while its responsibilities for the properties and assets in the National Collection will transfer to a new self-funding charity. These changes present the LGA with an opportunity to influence how Historic England works with councils in the planning system. It is also suggested that we continue to support councils to involve communities in the First World War centenary commemorations which will continue for the next four years.
21. As the Farrell Review of Good Design continues to implement its recommendations, we will want to build upon our positive engagement to keep up a regular dialogue with the Review Team and ensure that the follow-up actions are implemented in a way that is consistent with how elected councillors can work together with design professionals and residents to develop a vision for places really worth living in.

E. Physical activity and legacy

22. Building on the LGA's recent call for more investment in grassroots football, it is suggested that next year the Board continues to actively support Lord Coe's Move More Living More physical activity campaign. In particular, it is suggested that the Board continues to work with UK Active and Public Health England to convene conversations around the country between local decision-makers, health, sports clubs, industry, the voluntary sector and so on to embed legacy locally and strengthen further links with health. This project will be taken forward in partnership with the Community Wellbeing Board.

F. Licensing and gambling

23. Concerts, plays, community and fundraising events are a huge and important part of cultural life in this country and councils want to make it as easy as possible for people to hold them. Small events, festivals and cultural activities are also worth up to £2 billion each year to the UK economy, making them desirable to any area looking to support growth. The LGA supported the de-regulation of low-scale community events, which is now being implemented, but at the same we argued it remained important that councils were able to act upon residents' concerns about noise and safety.
24. The CTS Board is also represented on the LGA's Betting Commission. The Commission was convened - under the direction of the LGA's Community Safety Board - in response to significant concern among a number of LGA member councils about the impact of betting shop clustering and Fixed Odds Betting Terminals (FOBTs) on communities and individuals. Given the CTS Board's remit for gambling policy, the

Board has actively contributed towards the Review, including a session at the July Board.

25. At the end of April, the Government announced a series of measures aimed at addressing concerns about betting shop clustering and FOBTs. Government chose not to adopt some of the tougher measures that they were considering (for example, giving councils the power to limit the number of FOBTs in a premise). Nonetheless, the LGA welcomed the announcement as an acknowledgement of council and community concerns about betting shop clustering and FOBTs, and believes that they are a step in the right direction. Although they certainly do not give councils all the powers we have proposed, they will provide some scope for councils to take a tougher approach on clustering and FOBTs.
26. The Commission has met twice and its final meeting is September. The June meeting was an opportunity to discuss with industry the implications of the April announcement and the focus of the September meeting will be to agree with industry some principles for local engagement, and a mechanism on the industry side for councils to raise concerns at a senior, national level if they do not believe they are achieving the appropriate level of engagement at a local / area manager level.

Improvement support for councillors

27. Councils are at the forefront of transforming the delivery of culture, sport and heritage in response to budget reductions and in turn this is transforming places. For example, co-location of services, commissioning services from the independent and private sectors, rationalising the public estate and sharing services with other councils.
28. Over the last three years the LGA has developed a highly-regarded culture and sport improvement offer that enables councillors to access good practice, share ideas and develop collaborative working in order to lead the service transformation that is required to meet financial challenges and grasp the wider opportunities of public service reform for the culture and sport sector. Much of this activity is delivered in partnership with the DCMS agencies. We expect continued high demand for improvement support next year.
29. The 2014/15 programme of improvement activity (**Annex C**) will enable the Board to reach around 150 councillors through leadership academies, seminars, action learning sets and the annual conference. Topics covered will include libraries, culture (including museums, the arts and the visitor economy) and sport. The programmes for the improvement events will be updated and refreshed to reflect the Board's priorities and latest policy developments. All Board members are very welcome to attend any of the improvement events.

Relationships

30. The CTS Board maintains a series of key relationships that help to ensure the LGA is able to effectively represent councils' interests to Ministers and national agencies in order to positively influence the national policy agenda, and form effective alliances with other organisations that can help the Board to achieve its priorities. These relationships were key to the LGA's ability to influence the various policy reviews last year.
31. **DCMS** - it is suggested that the Board builds upon the former LGA Chairman's positive

introductory meeting with the new Secretary of State to seek a further meeting by the end of the calendar year. We will also continue regular dialogue with the Culture and Sport Ministers.

32. **Non-Departmental Public Bodies** - it is suggested that the Board maintains its very positive relationships with the Chairs and Chief Executives of Arts Council England, English Heritage, Sport England and VisitEngland. The Board's work on the role of culture, tourism and sport in a new constitutional settlement and maximising the potential of culture, heritage and sport to transform places offers a natural focus for this. Members might also want to pursue the conversation started at last year's CTS annual conference on the contribution of culture, tourism and sport to a shared story and identity, and what this might mean for funding patterns. We should seek to make the most of opportunities for joint work where there is a good fit with our priorities, such as improvement events.
33. **Culture and sport professional organisations** - the Board has continued to work closely with the Society of Chief Librarians (SCL). It is suggested that we continue joint advocacy on key issues for public libraries, including the impact of Universal Credit, professional skills and involving communities. The Chair of the Chief Culture and Leisure Officers' Association (CLOA) continues to sit on the CTS Board and in the context of the LGA's own capacity it is even more important that our advocacy work is informed by robust intelligence from professionals working on the ground. The National Culture and Leisure Forum will continue to be a key group for accessing other professional networks in one place.

2015 Culture, Tourism and Sport Conference

34. The LGA's annual Culture, Tourism and Sport conference continues to be the definitive event for councillors and senior officers leading local government culture, tourism and sport services. Next year's conference will be in Durham 3 – 4 March, which is very timely given the city's central role in the Magna 800th anniversary celebrations.
35. It is also inevitable that the sector will look to the Board for leadership on a number of significant issues that will be topical over the next year.

Further information

36. Please visit the CTS section of the LGA website for links to our most recent publications and improvement tools for councils:

<http://www.local.gov.uk/culture-tourism-and-sport>

Annex C: Improvement Programme 2014/15

Event	Date	Location
LGA/ Arts Council England Libraries seminar for portfolio holders	18.09.14	Manchester Central Library
LGA/Sport England Leadership essentials: Sport. London event.	04.10.14 - 05-10.14	Roffey Park, Sussex
LGA/Sport England Leadership essentials: Sport	15.10.14- 16.10.14	Scarman House, Coventry
LGA/ Arts Council England Leadership essentials: Culture	04.11.14- 05.11.14	Scarman House, Coventry
LGA session at English Heritage Heritage Champions conference	12.11.14	London
LGA/ Arts Council England Leadership essentials: Culture	04.12.14- 05.12.14	Scarman house, Coventry
LGA/Sport England Leadership Essentials: Sport	11.02.15- 12.02.15	Venue to be confirmed in North.
LGA/ Arts Council England Libraries seminar for portfolio holders	February 2015 – date to be confirmed	Venue to be confirmed

In addition, we are providing a library mini-peer challenge in West Sussex, Dudley and Bath and North East Somerset.

Members can view background information about the events, agendas and booking details on the LGA website:

www.local.gov.uk/culture-tourism-and-sport

Annex D: CTS Member Champions: Key areas of interest

To inform and better enable Lead Members to invite board members to take forward work on priority issues, and to help Lead Members and officers direct invitations and correspondence to the most appropriate board members, please complete this short questionnaire.

An electronic version will be sent as a separate document with the Board papers.

Please identify your top 3 areas of interest from the list below

- a. Public libraries.
- b. Culture and the arts
- c. Heritage, archives and historic anniversaries, (including Magna Carta)
- d. The visitor economy
- e. Good design and the built environment
- f. Sport and physical activity
- g. Digital Skills and Growth
- h. Regulated entertainment and gambling

If completing electronically, please click on “Choose an item” to make your selection

Name of CTS Board member:	
Which is your first key area of interest	Choose an item.
Which is your second key area of interest	Choose an item.
Which is your second key area of interest	Choose an item.

Please Return to Siraz Natha: Siraz.natha@local.gov.uk

or to:

Local Government House
Smith Square
London,
SW1A 3PZ