

End of year report

Purpose of report

For information.

Summary

This report outlines the key outcomes and achievements of the CTS team and CTS Board since the last 'end of year' report in May 2021.

Is this report confidential? Yes No

Recommendation/s

The Board is invited to reflect on successes and identify areas of future or emerging work, to inform the draft workplan that will be presented at the first meeting of the new Board in Autumn 2022.

Action/s

Officers will draft a workplan for the next year, including budget proposals, ready for the next Board meeting on 12 October.

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End of year report

Background

1. The LGA has continued to advocate for the critical role of culture, tourism and sport services to communities during the pandemic, and in the recovery period.
2. In particular, the Board's push for engagement with DCMS has significantly strengthened our relationship compared to 2020, with lead members meeting the Secretary of State for DCMS, Minister for arts and culture, and the Minister for sport and tourism. Regular meetings also happen with Neil Mendoza, Commissioner for Cultural Recovery, and Ian Leete has been appointed to the Tourism Industry Council to provide a local government perspective.
3. Regular DCMS meetings at both Ministerial and officer level are now in place across each part of the portfolio, helping DCMS to understand the critical importance of councils to delivering their culture, tourism and sport objectives. We also hope this will strengthen DCMS' ability to advocate across government for investment in these services, which offer so many opportunities and benefits to our residents.
4. Recent announcements in the Levelling Up white paper and UK Shared Prosperity Fund prospectus give the clearest Government recognition of this in a long time, with both funds identifying culture, sport and heritage as one of the three objectives they aim to support. We are working with DCMS, the arm's length funding bodies, and sector stakeholders to develop practical support for councils to develop strong bids in these areas.
5. Key government or parliamentary strategies have been published, including new strategies from Sport England and Arts Council England, as well as a House of Lords report on a National Plan for Sport and the Independent Review of Destination Management Organisations. All four publications recognise the critical role of local government to delivering their objectives and make explicit mention of the LGA's role and recommendations.
6. The LGA has also begun work to outline a strategic vision for these services, identifying challenges and opportunities for these services over the next five to ten years. Our first priority has been ensuring the sustainability of our sporting and physical activity services, which have been particularly hit by loss of income and now by rising energy prices. Following on from our success in securing £100 million for the sector in 2020, we have influenced the developing of the [Moving Communities Platform](#) which for the first time captures usage of these facilities and places a social value on each visit, allowing significantly more informed local and national investment decisions. In particular, the

LGA was successful in securing the capture of diversity data as part of these returns, giving a better understanding of the demographic reach of these services.

7. Alongside this work, we have published the joint LGA, APSE and CLOA report [“Securing the future of public sport and leisure services”](#), which was launched in parliament on 14th Sept 2021. The report findings and recommendations are based on an extensive consultation with over 260 local government representatives, leisure providers, arms length bodies, national governing bodies and the Local Government Physical Activity Partnership (LGPAP). The recommendations reflect what the sector told us needs to change, in order to make public sport and leisure services sustainable, and to realise its potential to deliver on a wide range of national and local policy objectives. We have also produced a [slide deck to support local conversations and raise the profile of the service](#) and highlight its unique contribution to community wellbeing.
8. This work is being supplemented by additional sector-specific briefings on key issues such as reaching less active communities, diversifying funding sources and working across council boundaries. The Board has also influenced the design of new funds announced to support [public parks](#), [tennis courts](#), and [multi-sport pitches](#) so that councils can achieve a greater impact with the money available.
9. On the cultural and heritage side, we have launched the [Commission on Culture and Local Government](#). It is looking into the role locally funded culture can play in pandemic recovery and aims to raise the profile of the work councils and their partners do at a local level to support a thriving cultural ecosystem. Led by Baroness Lola Young and supported by 15 commissioners from across the culture, funding and local government sectors, it will be collecting evidence on four key themes - inclusive economic recovery; health inequalities; education skills and social mobility; and place - over the course of 2022 and reporting in December.
10. We have supported our members in their work with the creative industries, following on from our publication of our [Creative Places](#) guide in 2020. This included commissioning a report to help combined authorities and groups of councils working at a regional level to understand their role in maximising the growth of the sector and ways of working with their constituent authorities on this agenda. We engage regularly with the Creative Industries Council in relation to the upcoming Creative Sector Vision and have been working with equivalent teams at DCMS to support their work on the Create Growth programme so that it works for councils.”
11. Other culture-related activity during 2021/22 has focused on ensuring councils are able to play a full part in the many festivals and celebrations taking place in 2022, including the [Platinum Jubilee](#) and Unboxed festival. This includes briefing government and organisers on the role councils play in enabling local celebrations, and running online

events to help councils understand when and where they can contribute. The LGA also ensured that council representatives have helped design the route for the Queen's Baton Relay alongside the Commonwealth Games.

12. On tourism, we successfully influenced the [Independent review of destination management organisations](#), which adopted our recommendations for a tiered approach, similar to Arts Council England's National Portfolio Organisations. The review is currently with Government to consider the recommendations. However, the funding recommendation was not announced as part of the Spending Review 2022, so the LGA will need to continue to advocate for the effective implementation of the review. The LGA has also been contributing to a DCMS policy sprint in the North East, exploring ways to turbo-charge the regional visitor economy.
13. We have also continued to support specific services within our portfolio, such as libraries. In his role as Libraries Champion, Cllr Tom Hollis is representing the LGA Culture, Tourism and Sport Board as Co-Chair of a new Councillor Sounding Board for libraries, along with ACE Director, Libraries Sue Williamson. Members of the group will be updated on progress against the Single Digital Presence programme and asked for comment on other national library programmes, which could include library accreditation and the library 'assessment strategy', reviewing what information we need libraries to collect to really capture their impact on communities.
14. Board members continue to play an active role in engaging with key sector stakeholders, with updates and communications provided by:
 - 14.1. London Marathon Charitable Trust – Cllr Richard Henry
 - 14.2. Tourism Alliance – Cllr Gerald Vernon-Jackson (-16 March '22)/Cllr Chris White (March '22-current)
 - 14.3. Coastal Special Interest Group – Cllr David Jeffels
 - 14.4. Creative Industries Council – Cllr Phil Seeva
15. Finally, our [sector-led improvement programmes for councillors and officers](#), funded by Arts Council England and Sport England continue to go from strength to strength. Both agencies have committed further funding for 2022/23 and expanding some elements.
16. More detail on the number of conferences, media releases, parliamentary briefings and engagements is available in Annex A.
17. A monthly e-bulletin is also produced, summarising key developments in CTS policy and practice. Relevant items are also included in the Chairman and Chief Executive weekly bulletins.

18. The CTS team also maintain @LGAculturesport which has 2, 590 followers. It secured 178, 676 impressions during the past 12 months.

Issues

19. The over-arching challenge for the sector remains funding, with ongoing pressure on council budgets. Both sport and cultural facilities are on average seeing a reduced footfall compared to pre-pandemic levels and this is impacting on these services' ability to generate earned income. For sport, this also means that the previous surplus that could be used for other public services is no longer available, impacting council budgets more generally.

20. The cost-of-living increases are expected to challenge this ability to generate income still further, while many council staff will themselves be affected by rising costs. The LGA has recently written to a number of secretaries of state, including for DCMS, outlining the impact of these pressures on frontline staff. We expect this to be an issue that continues over to the work of the next Board in the 2022/23 cycle.

21. Sport is also particularly affected by rising energy costs and the LGA is working with partners to quantify this impact and engage with Government to seek support. A short-term briefing on improving management of energy costs has been produced but a long-term change programme is needed to ensure that facilities are energy-efficient and sustainable. This is a continuation and natural expansion of our existing campaign on refreshing the leisure estate.

Implications for Wales

22. The majority of work is England-focused, reflecting the devolution of all CTS policy in Wales and the existence of separate funding bodies. The CTS team meets regularly with Culture and Leisure Officers Wales (CLOW) to understand the Welsh landscape, and CTS best practice publications aim to either include Welsh examples or transferrable learning to support delivery across England and Wales.

Financial Implications

23. The Board's work has been delivered within budget.

Next steps

24. Officers will develop the issues outlined in paragraphs 19-21 into a draft workplan proposal, including budget proposals, for the new Board on 8 October 2022.