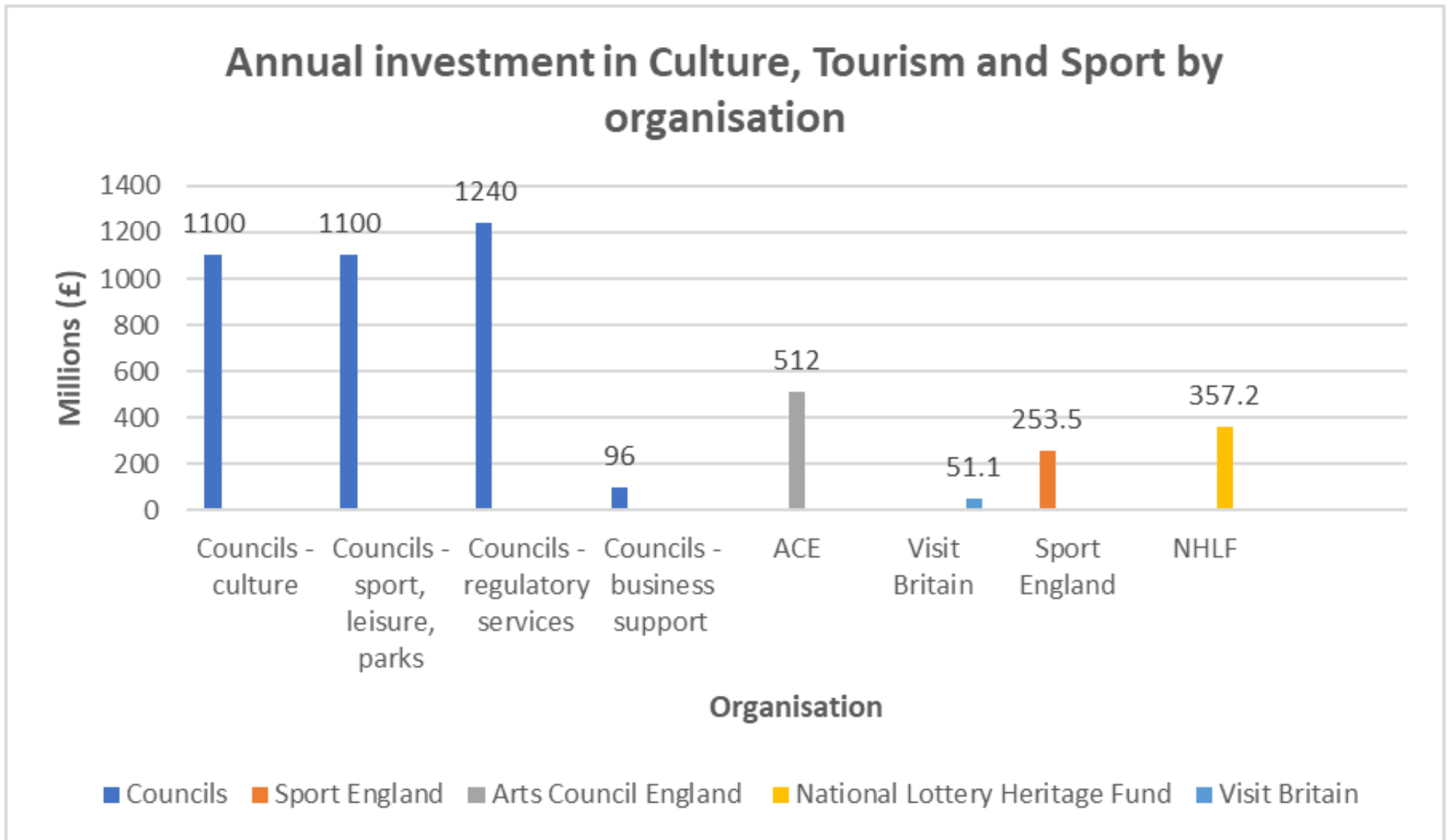


Culture, Tourism and Sport Board

13 September 2023

www.local.gov.uk

Councils: the largest public investor



English councils are responsible for:

- 3,000 libraries
- 350 museums
- 116 theatres (and provide core funding/own the building for many more)
- Numerous castles, amusement parks, monuments, historic buildings and heritage sites
- 27,000 parks and green spaces
- 2,727 leisure centres
- 33 per cent of all swimming pools
- 31 per cent of grass pitches
- 20 per cent of all health and fitness facilities
- 13 per cent of sports halls

In comparison, the Ambassador Theatre Group owns or runs 39 theatres in England and Wales.

In comparison, PureGym owns 294 sites and David Lloyd owns 99 sites.

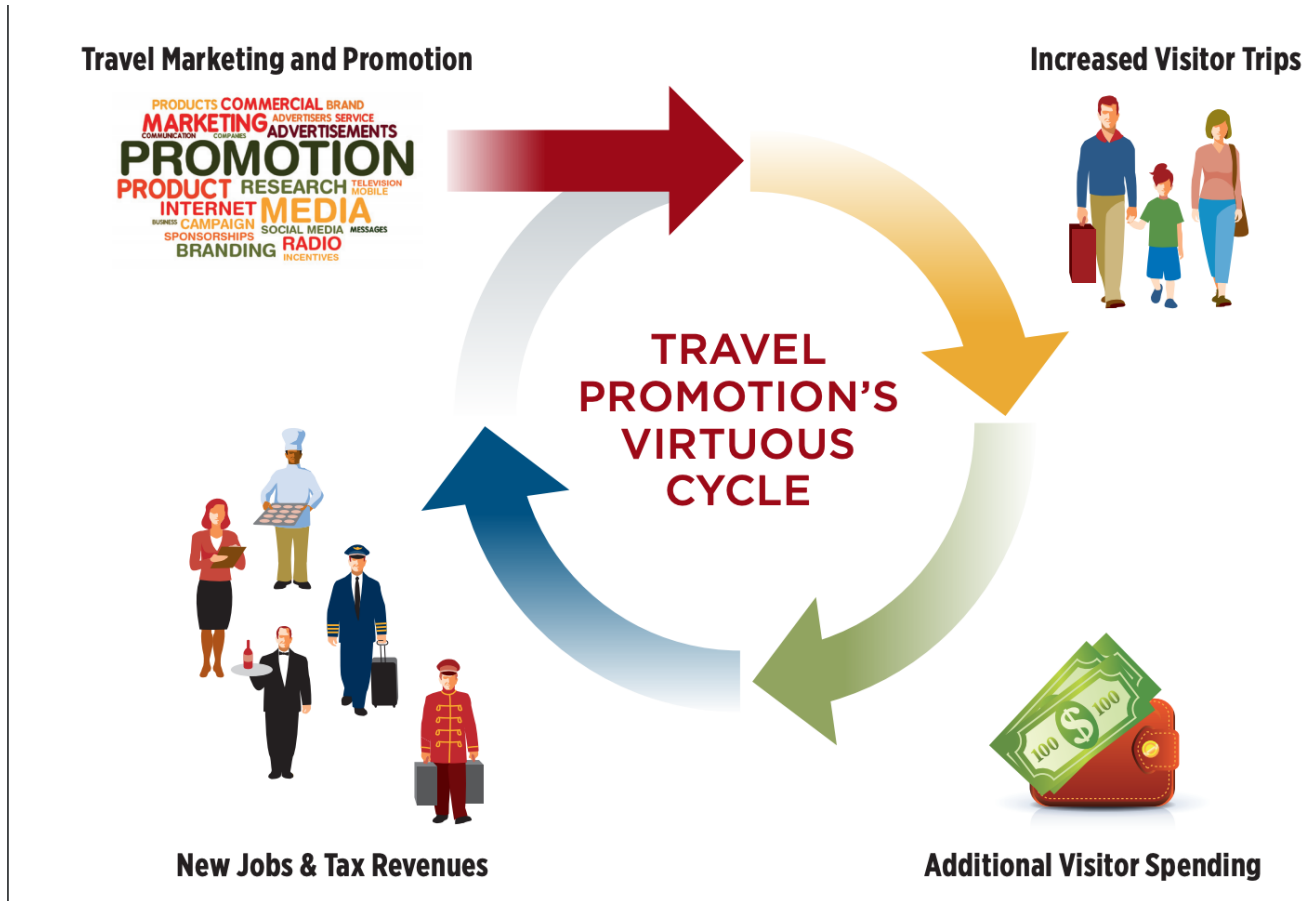
What we cover: Culture & Creativity



What we cover: Physical activity



What we cover: Visitor economy



What else we cover: Heritage



What we don't cover:

- Media and the BBC
- Digital and broadband (People and Places)
- Pubs and restaurants (Safer Communities)
- Gambling (Safer Communities)
- Artificial Intelligence (Improvement)

CTS Board Wins

- Strengthened strategic relationships with DCMS
- 2023 £63m Swimming Pool Support Fund
- Recommendations associated with the LGA Culture Commission (Creative Industries Clusters Programme, Cultural Compacts)
- Progress on measures to address issues with short-term lets
- Influencing the upcoming Library Strategy

Cross-cutting impact



Commission on Culture and Local Government

Recommendations

The Commission called for local government, regional bodies, cultural arms-length bodies and national government to work together with cultural organisations and communities to deliver the following (detailed recommendations under each in full report)

- 1. Access and inclusion.** Locally accessible and inclusive cultural infrastructure for all, addressing the structural inequalities exacerbated by the pandemic.
- 2. Creative growth.** Removal of barriers to growth of creative industry clusters and micro-clusters to support the development of the creative sector as an engine of post-pandemic growth.
- 3. Cultural education and pathways to creative employment.** Access for all in all places to a high-quality cultural education and routes into the burgeoning creative industries from schools through to Further and Higher Education and employment.
- 4. Health and wellbeing.** A strategic approach to health and wellbeing in place that recognises the preventative and health benefits of culture in supporting our national recovery.

Build
Back

Local

building back better

Economic recovery

Securing the future of public sport and leisure services

Opportunities

Integration

- Influence partners so PSLs are seen as a key strategic & delivery partner across a range of policy objectives.
- Integrate PSLs with new Integrated Care Systems and public health teams to align and support priorities.
- Use social prescribing opportunities, GP referral programmes & community development to tackle inequalities &

Decarbonisation

- Investment in decarbonising leisure assets can help to meet net-zero targets
- Reduce running costs in the longer term.

Social value

- Build in additional social value to communities in new contracts.
- Opportunities incl. purchasing from local businesses, apprenticeships, outreach work & activities targeted at less active groups.
- Expand community development prog. to increase reach & address

Key workstream: Improvement



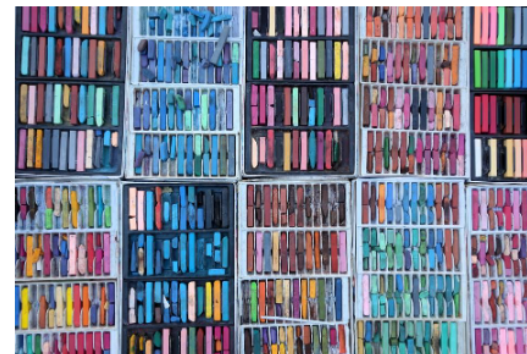
Visitor Economy Leadership Programme for officers

The LGA is delighted to be offering 20 free places on a pilot leadership offer for council officers with strategic responsibility for developing and supporting the visitor economy.



Sport and physical activity 2022-23

Physical activity is an important part of mental and physical wellbeing. Communities are now facing complex challenges resulting from increased living costs and the impact of COVID-19. The LGA is working with Sport England to support councils to co-create approaches with communities to help tackle health inequalities and encourage participation in the context on financial pressures.



Arts, culture and libraries 2023

The LGA's important partnership with Arts Council England enables us to provide critical support to our member councils by developing the knowledge and skills of both councillors and officers to champion cultural activity in their local areas during a period of rebuilding, where leadership is needed most.

CTS Events

- Annual culture, tourism and sport conference
- LGA annual conference sessions
- Standalone events on key policy issues as needed
- Training events



Key partners



Historic England



HM Government

A. Master (portrait)



More people
More active
More often



The library
and information
association



Department for
Digital, Culture
Media & Sport



**SPORT
ENGLAND**



**Libraries
Connected**



VisitBritain



VisitEngland

CLOA
CHIEF CULTURAL & LEISURE OFFICERS ASSOCIATION

**Community
Leisure UK**

TourismAlliance
the voice of tourism