



Cultural Services

Ensuring that there is a cultural heartbeat in every county area



About County Spotlight

At the County Councils Network (CCN) one our core objectives as a national representative body is to share the innovative work our councils are doing on a daily basis to provide vital frontline services, support local economies, and create thriving communities.

This regular publication seeks to shine the spotlight on the most recent best practice and innovative solutions being put forward by our member councils across a range of different policy areas. Alongside this, it provides an update on the national policy landscape and commentary from our lead members and strategic partners.

To find our more about future themes, or to recommend a case study, please contact ian.burbidge@local.gov.uk.

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CCN View

It may not seem immediately obvious, but local government funds the majority of the country's culture, heritage and arts. These frontline services play a vital role in building communities, boosting economic growth, and helping with wider health determinates.

Across four different areas of spend – libraries, museums, arts support, and tourism – local government spent over £1.1bn on arts and culture last year, with 38% of this expenditure in the 37 county areas represented by CCN.

Within this sector, we have seen some of the most dramatic service transformations over the last decade, with libraries in particular evolving from book or media borrowing to community hubs; hosting thousands of events each year and combining traditional library services with other provision, such as leisure centres and business and enterprise centre points.

Councils also recognise that not only do arts and culture boost creativity, but they also are a significant contributor to economic growth in local areas. Many have invested in their arts and creative industries support as well as tourism, working with local partners in imaginative ways to maximise value. This also includes significant restoration and refurbishment work of local heritage.

Clearly, councils have a good story to tell when it comes to supporting local culture. But we cannot escape the fact that this area of spend has been one of the most adversely impacted by the financial challenges that have faced local government over the last decade. Councils are spending almost £500m less on these services in than they were in 2010/11, with councils in CCN areas seeing the largest decrease in spend.

This has fostered a culture of innovation, inventiveness, and securing private investment. But with significant financial challenges remaining on the horizon, it is likely councils will have to continue to prioritise expenditure on statutory care services to the detriment of other services.

This is an issue we hope the next government will look into and address – because investing in local culture has multiple benefits, as this *County Spotlight* shows.

CIIr Sam CorcoranCCN Labour Vice-Chair

Latest Policy Landscape

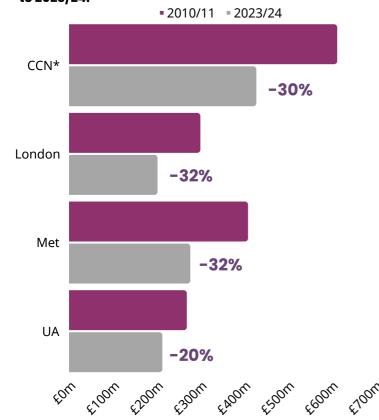


England's county areas are home to some of the most famous cultural attractions in the country: think Stonehenge, the Minack Theatre, the Ashmolean Gallery and the Cliffs of Dover.

But for many areas, it is perhaps the lesser known cultural attractions and services that are the heartbeat of the cities, towns and villages that make up England's counties: the libraries, museums, galleries and arts in those places.

They bring communities together, they educate and attract tourism. They are also popular: millions of people across England visit these public attractions each year.

Figure 1: Councils' budgeted cultural spend: 2010/11 to 2023/24:



Local authorities are essential in running these cultural assets: budgeting to spend over £1.1bn on libraries, culture, heritage, and tourism in 2023/24.

This makes them the largest funders of arts and culture in the country. Within this, county, unitary and district councils in England's 37 county areas represent 38% of all expenditure, some £428m.

In isolation, these are significant numbers. But there is another story to tell about England's publicly-funded cultural services over the last decade too. During the austerity years to the present day, local government in England has faced significant financial challenges, with declining core funding at a time when demand, particularly for care and special educational needs services, has risen exponentially. In the last 18 months, councils have also grappled with high inflation and rising interest rates.

Facing these intense financial pressures, local authorities have had to prioritise scarce funding to statutory and life-critical care services. As valuable as cultural and library services are, few of them are statutory, and as a result, these services have felt the brunt of spending reductions. New CCN analysis for this report shows that councils across England have had to reduce their budgeted cultural spend by £472m – or 30% – between 2010/11 and 2023/24. Within this figure, CCN member council areas have overseen the largest monetary (£184m) reduction.

^{1.} Arts Council England: Working with local authorities

^{*} includes district councils in two-tier areas



In analysing the breakdown spend for each cultural service, libraries command the biggest resource and therefore have seen the largest drop in expenditure: with councils budgeting to spend, at the onset of austerity in 2010/11, £923m. This year, they have budgeted to spend £690m: a 25% reduction and over £232m.

Councils have had to significantly reduce culture and heritage spend too (which incorporates museums, cultural attractions, and arts support). They budgeted £555.7m in 2010/11 but this had dropped by £166m to £388.8m by 2023/24: a 30% drop.

Tourism has seen the sharpest percentage drop, albeit with local authorities spending a smaller amount on it compared to other service areas. Councils budgeted £115m on tourism in 2010/11, reducing this by £72.6m by 2023/24 to £42.6m: a 63% reduction.

Like other service areas, these funding pressures have meant councils have had to do things differently over the past decade; transforming the way they work and doing more with less. CCN member councils have done all they can to protect services, such as libraries, through transformation. While counties have witnessed an overall reduction in cultural spending of 30%, they have witnessed a smaller decrease in library expenditure (25%).

Libraries are arguably the most visible council service of this evolution over the last decade. Ten years ago, you would walk into a library with the core purpose of simply renting a book or a piece of media; today you would be faced with a host of different options.

Figure 2: Councils' budgeted cultural spend in 2010/11 by service area

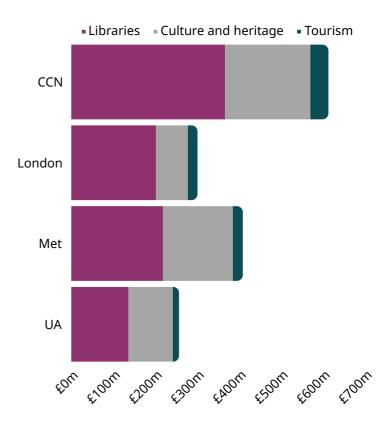
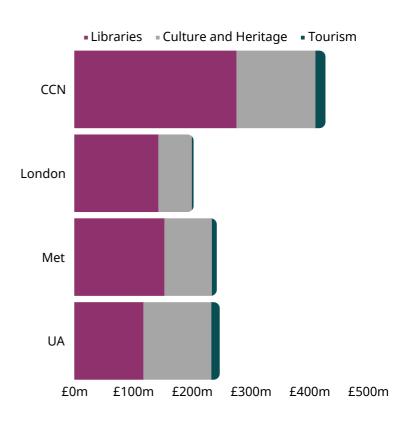


Figure 3: Councils' budgeted cultural spend in 2023/24 by service area





They have been transformed into community hubs: hosting events ranging from mother and baby groups to exercise and activity groups; to helping new business start-ups and hosting adult education classes; to offering mental health and wellbeing support. They not only bring people together, but offer early help within children's services, improve health outcomes for residents, and boost local economic growth.

Many councils have adopted new ways of delivering library services, including giving them autonomy to run outside of the council's direct control under a charitable organisations, or through volunteer networks.

Equally, local authorities play a vital role in shaping the future of local museums and galleries and recognise they can play a significant part in town centre regeneration projects. As this County Spotlight publication illustrates, councils are using capital funding to breathe new life into cultural assets, refurbishing them so they are fit for the future and recognise changing consumer and tourist habits.

By the same token, CCN's member councils have used their influence and convening capabilities to attract inward investment into arts and culture in their areas, building on what is already a vibrant hive of arts output, from Pinewood Film Studios to the Hastings 2066 project.

Councils recognise that having a cultural sector that is buoyant and attractive – through the large projects such as those mentioned above, but also local arts groups too. This can can boost local growth: not only in encouraging residents to spend locally but attracting more inward investment and tourism.

England's counties contain some of our nation's most dramatic and beautiful landscapes, world class museums and cultural attractions, and every CCN member council area has a thriving tourist industry.

CCN members, in partnership with district councils in two-tier areas, play a vital role in helping to maintain and boost tourist numbers and take advantage of the recent focus on 'staycations' as an after-effect of the Coronavirus pandemic.

As this report shows, they have set out ambitious strategies to boost visitor numbers, have organised local events, and have secured funding for specific projects.

But looking ahead, public funding for cultural services will continue to be tight.

The current Government has put in place a Cultural Development Fund, which totals £200m and has been distributed by Arts Council England in three tranches since 2019. Funds are available in three different streams to enhance existing projects or create new ones, for libraries, museums, and cultural services.²



This fund is important. Despite this, however, ongoing pressures on council core budgets mean that authorities will continue to have little choice but to prioritise scarce resources into social care services. Without further funding, this unfortunately means cultural spending is likely to be squeezed further.

Recent CCN research shows our member authorities face in-year overspends of £639m, and a £4bn funding shortfall over the next three years.³

At the time of writing, local authorities are beginning to publish their budget proposals for 2023/24 and such is the financial challenge that many have reluctantly had to put forward significant reductions in arts and culture spend.

However, the government's announcement last month of £500m for upper-tier authorities to address ⁴ pressures on children's services and in adult social care, could stave off some of the most difficult decisions for local authorities.

By having more funding to address their social care pressures, this could potentially mean councils' library and cultural services reductions are less than originally put forward. But with CCN member councils still facing significant funding pressures (their 2024/25 deficit is forecast at £611m) some reductions to services will still be, unfortunately, inevitable.

In the longer-term, and with a new government on the horizon, CCN will make the case for adequate, long-term, funding beyond next year. In doing so, CCN strongly supports the key financial recommendations of the Local Government Association's Culture Commission, especially over capacity and multi-year funding. In addition, the competitive bidding process should be streamlined so county areas in all four corners of the country receive a fair and proportionate amount of any funds.

The new government should also consider place-based cultural budgets as part of wider economic growth and social mobility initiatives, such is the role cultural regeneration can play.⁵

However, when looking at the present, councils' cultural services, culture in county areas is anything but in a state of managed decline - despite financial pressures. Councils have adapted over a difficult period and have transformed their offer so they are fit for purpose in the 21st century.

This County Spotlight shines a light on some of the best practice within county areas.

^{3.} CCN Analysis: Budget Pressures - Autumn 2023

^{4.} CCN: Local authorities welcome £500m funding announcement

^{5.} Local Government Association: Culture Key to Recovery and Prosperity (December 2022)

COUNTY SPCTLIGHT

Theme 1: Revolutionising library services

Library services across England have seen some of the most dramatic transformations over the last decade. In part this has been enforced due to budget pressures described in the policy section prior, but CCN members have been agile and innovative, and have embraced new forms of delivery – such as devolving the running of some libraries to communities and charities.

Therefore, what a library is in 2024 is a lot different to what it was a decade ago. Counties recognise that they are a focal point of their communities, and many have combined 'traditional' book borrowing with other services, such as hosting mother and baby groups, business and enterprise hubs, and the charity and voluntary sector. In this they not only enrich an area's cultural offer, but they play an important preventative role in children's services and health as well as an economic growth role, as this section illustrates.

Other CCN members have combined library services with other provision, such as leisure centres, in the same building: creating efficiencies of scale.

County authorities have also made the best use of limited resources by ultising new and emerging technology to increase opening hours around working lives, increasing usage by offering more flexible opening times for residents.

Finally, mobile libraries continue to play an important role, particularly in large rural county areas which have a significant elderly population – bringing services to residents who otherwise may not be able to access them.



Suffolk County Council

Library services supporting mental health and wellbeing

Libraries in Suffolk provide a comprehensive range of mental health and wellbeing services as part of a diverse offer alongside traditional library functions.

New Chapters is a dedicated service, funded by Suffolk County Council and Suffolk and North Essex Integrated Care System, which has seen staff at all 45 of the county's libraries trained to support people with mental health needs, as well as running dedicated programmes. These include weekly sessions to address perinatal mental health and weekly drop-in groups to help combat loneliness.

Moving away from offering just core library functions, the service runs over 10,000 events a year across Suffolk, ranging from exercise and activity sessions to tackling period poverty by offering free menstrual products. Libraries in Suffolk are managed by a charity, Suffolk Libraries, but Suffolk County Council remains the statutory library authority.

Read more here

Oxfordshire County Council

A CONTENT

Hosting a business start-up hub that has helped hundreds

A service that supports new business start-ups – with a particular focus on young people – in Oxfordshire County Library based in Oxford has helped over 1,500 people over the last year.

The Business and Intellectual Property Centre Oxfordshire runs at the city's library, offering advice, one-on-one support, workshops, training, databases - and more - to help people start and run a business or to protect ideas.

The service also focuses on inspiring the county's young people. It has partnered with Oxfordshire Young Enterprise to host the annual showcase and last year had 75 students from 14 schools all over the county attend a special learning event where they pitched, exhibited and were interviewed on their projects. The service also hosts individual school visits, including special schools. For this work with young people, the service received a 'Children's Promise Award' from Libraries Connected, a body that represents libraries in England.

Worcestershire County Council

Using tech to increase library opening hours

Recognising that people's work and leisure patterns have shifted, Worcestershire County Council has invested in new technology at libraries in Droitwich and Stourport, increasing their opening hours by 85%.

Customers who have upgraded to Libraries Unlocked membership are able to use their card to visit the library outside of normal opening hours, when staff are not present. People can use a free computer, study space, or even hire a meeting room or take part in an adult education course.

Since it launched last year, the scheme has seen 13,600 library visits on the two sites, including over 3,600 computer sessions. The extended hours have enabled community groups such as Citizen's Advice, cancer support and Ukraine Connections to host events. Worcestershire's Library Strategy 2020 - 2025 makes a commitment to increase community use of libraries, invest in new technology and new service delivery models to future-proof the library network.

Read more here



Bringing library services to rural residents

Cambridgeshire County Council's three mobile libraries visit 388 locations in 98 of the county's villages each month, bringing the service to people who live in rural and remote locations and would find it hard to travel to a physical library.

The service stops at the likes of care homes, primary schools, day centres, and housing shelters, and alongside the core offer of borrowing books, users can also lend CDs, magazines and jigsaws, as well as buy stamps, reading glasses, and collect free walking stick ferrules. It has more than 6,400 regular users.

Economists have estimated that this mobile library service produces over £300,000 in social value each year, using a methodology that includes the financial impact on individuals. The study was commissioned by Libraries Connected East with the analysis conducted by the University of East Anglia.

COUNTY SPCTLIGHT

Investing in state-of-the-art attractions

Cultural attractions such as museums, art galleries, and historic buildings are often the heartbeat of local places: they help tell that area's story and history, they inspire and they create economic growth.

Theme 2:

Whilst organisations such as English Heritage run many cultural and historic attractions, local authorities operate a significant amount of local attractions and buildings in their areas, with responsibility in two-tier areas shared between county and district councils.

CCN members have taken the lead in significant cultural restoration and refurbishment projects, recognising the heritage and economic potential such undertakings can bring. They have put forward ambitious regeneration projects – often tying these in with wider economic growth initiatives – and then they have used their size and scale to successively bid for funding, as well as using their own capital funds to complete proposals.

In this section, the examples shown range from an ambitious multi-million project to refurbish a museum as a state-of-the-art attraction, showcasing a regionally-significant treasure find. Others include popular plans to restore much-loved museums, bringing them into the twenty-first century with fresh technology.

Counties have successfully embedded cultural restoration programmes into wider town centre regeneration projects to create a focal point for an are, improve tourism and footfall. And in an unusual example – we can see how a local authority, as the custodian of an historic pub, has stepped in to carry out vital works so it can continue to be enjoyed for years to come.



Herefordshire Council

Leading £18m regeneration proposals for museum

Herefordshire Council is progressing with an ambitious £18m proposal to refurbish and re-launch Hereford Museum and Art gallery into a state-of-the-art cultural building of national and regional significance.

The project is a key part of the council's city regeneration plans, with the unitary committing £8m to the refurbishment. Another £10m has been secured £5m from the government's Stronger Towns Fund and £5m from the National Lottery Heritage Fund. Once opened in 2025/26, the museum will include new galleries and display spaces, and will display the Herefordshire Hoard, a Viking treasure dating back over 1,100 years, which the council recently <u>acquired</u> after a successful fundraising campaign.

The council estimates the new attraction will bring in £2.5m to the local economy each year, and will also feature a rooftop café, viewing beacon, and events and education space. The council submitted a planning application for the project earlier this year.

Read more here

Cumberland Council

Regeneration plans for town's historic building

Cumberland Council is progressing with plans to refurbish one of Maryport's most historic buildings into a new maritime museum.

Christ Church on King Street dates back to 1872 and has links to artist LS Lowry. The Grade II listed building had been empty for years until the former Allerdale Borough Council bought the site in 2020. Successor authority Cumberland Council is now progressing with plans to turn the building into a museum and visitor experience after securing £1m in government funding for the restoration.

The new maritime museum will showcase the town's sea-faring heritage as well as containing space for displays and exhibitions. The council hopes it will become a significant visitor attraction when it opens next year and will put Maryport on the map.

Durham County Council

Reopening popular museum as innovative attraction

Durham County Council is reopening a museum and art gallery in Durham City as an innovative new cultural attraction.

Plans to revamp and extend the Durham Light Infantry (DLI) Museum and Art Gallery, which have been approved by a planning committee, will see the creation of a multi-use destination bringing together arts, culture, heritage and technology.

It is hoped that the new-look venue will become a cultural and social destination, offering gallery spaces as well a meeting place providing food and drink. It will also make the most of the site's parkland setting.

Read more here

Westmorland and Furness Council

Council steps in to help restore historic pub

Westmorland and Furness Council has stepped in to carry out restoration works on a unique pub that is located on an island off Furness Peninsula.

The unitary authority is the custodian of the 50-acre island – Piel Island – which is a significant tourist attraction in the area. The council is funding vital repair work to the exterior of the historically-important pub to ensure it remains in the best-possible shape for years to come. The pub is historically significant and has been welcoming people for hundreds of years.

The works include limewash to protect its walls from the harsh coastal winters on the island. The island also includes Piel Castle, a derelict structure dating back to the 14th century.

COUNTY

Theme 3: Incubating county creative industries

Creative industries and the arts change lives, support individuality and have resulted in some of the country's most famous cultural icons. But they also have a significant economic impact too: providing jobs, boosting tourism, and supporting local growth.

Local authorities play a key role in incubating and encouraging local creative industries and are the biggest funders of arts and culture in England. Despite challenging financial environments, councils spent over £80m on creative industries and arts in 2021/22. This is less than what they were able to spend a decade ago, but still represents a significant level of investment. Over the last few years, councils are responding to these financial challenges with imaginative solutions to ensure they can continue fostering local arts.

These range from significant projects, harnessing the major cultural assets in some county areas, such as the world-famous Pinewood Studios. To capitalise on growth opportunities, one CCN member has set up its own film office to try and attract inward investment from the film and TV sector by making it easier to find filming locations and secure permits. Another authority was a key player in a consortium of public and private organisations which successfully bid for a new research and development facility.

Other examples in this section show how councils play an important role in fostering local arts, including setting up a new events and mixed used space as part of a wider regeneration project, and distributing tens of thousands in funding to help boost local arts and creative industry groups.



Buckinghamshire County Council

Capturing growth opportunities from Pinewood

Buckinghamshire is a key location for the British film industry – and the council is keen to play a key role in capturing the growth opportunities from the world-famous Pinewood Film Studios and other creative industries.

Buckinghamshire Council approved plans for expansion of Pinewood Studios earlier this year, which will create an extra 8,000 jobs. The site has produced films ranging from Alien, to The Dark Knight, to Star Wars: The Force Awakens. The council also approved an application for a new eight-stage Wycombe Film Studios.

Buckinghamshire Council established its own film office in the last year to support priorities around growth in the creative industries and the county's ambitions to significantly increase inward investment in the film and highend TV sector. It supports production companies to find locations, secure permits and offers production guidance and advice.

Read more here

Dorset Council

Boosting community and arts groups

Dorset Council has a long-running Culture and Community Fund, which aims to boost community and charity groups alongside supporting local arts and cultural projects.

In round four of the fund, distributed earlier this year, the unitary council awarded over £120,000 to local causes, with half of this being distributed to arts, heritage, and museums across Dorset.

The cultural grants will support a range of activities for children, young people, and adults, including arts and crafts, physical activities, support for local festivals and other local projects such as a creative hub space for local people of Portland and creative workshops in Dorset's isolated rural communities to name a few. In all, 20 cultural organisations benefitted from grants in this tranche of funding.

Surrey County Council

Successful bid to bring new research site to Surrey

Surrey is to be the home of brand new state-of-the art facilities for the UK's creative industry sector, thanks to a successful bid involving Surrey County Council.

The county council was part of a consortium of public and private organisations who put in a £51m funding application to establish a new research and development site at nearby Pinewood Film Studios, focusing on cutting-edge film technologies and offering skills opportunities.

The council's contribution includes a commitment of £3m to co-fund the establishment of a CoSTAR satellite studio and incubator space on the Royal Holloway University of London campus in Surrey. It's hoped these facilities will provide a sizeable boost to Surrey-based creative industry businesses, with over 200 expected to benefit, and with the creation of 300 jobs over six years and an estimated net GVA contribution locally of £29.6m.

Read more here

Cheshire East Council

Helping to deliver new events and performance space

Cheshire East Council has helped deliver a new events and performance space in Crewe, with last summer seeing hundreds use the new area.

The centre of the town's Lyceum Space has been transformed into a mixed-use space called Ly2 to host events, festivals, performances, and activities throughout the year. The council also helped to fund the Creative Connections programme – which has seen arts activity at Ly2 every Saturday throughout last summer. As well as a new events stage, the scheme includes colourful and multi-functional street furniture and improvements to key gateways.

The vision for Ly2 was developed by the Crewe Cultural Forum – a collaboration of more than 100 residents, organisations and businesses in Crewe – and it aims to enhance the setting of the Lyceum Theatre and Crewe Market Hall and create a cultural heart for the town centre.

SPCTLIGHT

Theme 4: Putting counties on the tourism map

Counties contain some of England's most significant landmarks and some of its best beauty spots: from sandy beaches, to historic cities, to industrial heritage. CCN member councils recognise that boosting tourism in turn aids local growth.

This is especially pertinent in the postpandemic era of 'staycations' where people are choosing to holiday inside the UK rather than travelling abroad. Equally, investing in tourism means promoting a specific area – helping put in on the map and opening it up to fresh investment opportunities.

CCN members play an important role in enabling the tourist industry to thrive, as this section highlights. Many have put together ambitious strategies to boost their visitor economies and have set out clear visions for how this can be achieved, working with local partners. Others work on specific projects, such as festivals, to drive tourism and boost business.

As this report has alluded to, councils are facing significant financial challenges so their ability to leverage public and private investment into tourism is more crucial than ever. To that end, CCN member councils have used their influence and scale to successfully bid for funds for specific tourism projects, linking this in with wider economic growth and regeneration.

At the same time, tourism does not necessary mean attracting people from outside of a county – the visitor economy is as much about an area's residents as it is for those outside of the area. Therefore, CCN member councils work hard to promote their cultural heritage and tourist attractions to their local residents too, including working directly with schools.



Somerset Council

Organising the county's inagural coastal festival

Somerset Council wanted to boost local business and tourism by organising the county's first-ever coastal festival, with numerous events showcasing the area to residents and visitors. Organised by the council's King Charles III England Coast Path team, the nine-day Somerset & Exmoor Coast Festival last month centred around walks on the county's famous coast.

The festival complemented other events that took place in the same period and some 79 events were organised throughout the nine days, including volunteering events, beach cleans, music and performances, events focused on nature and ecology, food and drink, plus the walking festival itself which saw more than 50 people take part. A second festival will take place next year.

The festival is one of several initiatives commissioned by Somerset Council and is funded by the Hinkley Tourism Action Partnership.

Read more here

East Sussex County Council

Leading a successful tourism funding bid

East Sussex County Council led a successful bid to secure £2.5m from the government's pilot UK Community Renewal Fund in 2021, with the bulk of the money for projects to boost tourism.

A large slice of the fund – over £630,000 – went to the Hastings 2066 initiative, which aimed to boost interest and tourism in the town which is famous for the 1066 battle.

This digital initiative included plans for a new immersive studio and digital overlay, allowing people to discover artistry and history through augmented reality, and those unable to visit in person could explore the town through it's 'Digital Twin' using virtual reality technology. The county council has also worked with Lewes District Council and local partners on a high-impact tourism campaign including pilots and research to create a global brand for wine and cultural tourism – with a focus on sustainable tourism. This project received over £700,000 from government.

Kent County Council

Inspiring young people to connect with their county

Visit Kent worked closely with Kent County Council as part of the authority's Reconnect Programme to engage Key Stage 2 pupils to help fill the educational gaps left by the Coronavirus pandemic and to reconnect them to local attractions.

The <u>Reconnect Programme</u> ran until autumn 2022 to help young people reconnect with their pre-pandemic lives, but various initiatives have continued. One of them is Visit Kent's 'Lesson in a Box', which focuses on, transforming children in Years 4 and 5 into professional engineers tasked with solving a hypothetical problem faced by one of Kent's top visitor attractions. This programme was launched following local research which found that after the height of the pandemic, 84% of residents had seen their participation in activities reduce. Therefore, the county council and Visit Kent created this programme to re-engage young people and their families in learning and local Kent attractions.

Read more here

Shropshire Council

Ambitious strategy to boost tourism each year

Shropshire Council has put together an ambitious tourism strategy which focuses on growing the visitor economy at a rate of 5% every year.

The Shropshire Destination Management Plan 2023-25 received cabinet approval this summer, with partnership working at the centre of this approach, with the council set to deepen its collaboration with local businesses and organisations such as Visit Shropshire.

The new strategy aims to promote Shropshire as a destination that can leverage resources to boost tourism, creating a sustainable model of development that includes longer stays, value over volume, addressing seasonality, and by showcasing more of Shropshire to new audiences.

The council said a key part of the strategy will be on encouraging tourists to stay overnight in the county and to stay in more than one location.





THE VOICE OF COUNTIES

Founded in 1997, the County Councils Network is a network of 20 county councils and 17 unitary authorities that serve county areas.

The network is a cross party organisation, expressing the views of member councils to the Local Government Association and to the government.

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