

# Culture, Tourism and Sport Board

Agenda

Thursday, 9 November 2017  
1.00 pm

Smith Square 3&4, Ground Floor, 18 Smith Square, London, SW1P 3HZ

**To:** Members of the Culture, Tourism and Sport Board  
**cc:** Named officers for briefing purposes

## **Guidance notes for members and visitors** **18 Smith Square, London SW1P 3HZ**

Please read these notes for your own safety and that of all visitors, staff and tenants.

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Culture, Tourism & Sport Board  
9 November 2017

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There will be a meeting of the Culture, Tourism & Sport Board at **1.00 pm on Thursday, 9 November 2017** Smith Square 3&4, Ground Floor, 18 Smith Square, London, SW1P 3HZ - 18 Smith Square.

A sandwich lunch will be available after the meeting.

**Attendance Sheet:**

Please ensure that you sign the attendance register, which will be available in the meeting room. It is the only record of your presence at the meeting.

**Political Group meetings:**

The group meetings will take place in advance of the meeting. Please contact your political group as outlined below for further details.

**Apologies:**

Please notify your political group office (see contact telephone numbers below) if you are unable to attend this meeting.

<b>Conservative:</b>	Group Office: 020 7664 3223	email: <a href="mailto:lgaconservatives@local.gov.uk">lgaconservatives@local.gov.uk</a>
<b>Labour:</b>	Group Office: 020 7664 3334	email: <a href="mailto:Labour.GroupLGA@local.gov.uk">Labour.GroupLGA@local.gov.uk</a>
<b>Independent:</b>	Group Office: 020 7664 3224	email: <a href="mailto:independent.grouplga@local.gov.uk">independent.grouplga@local.gov.uk</a>
<b>Liberal Democrat:</b>	Group Office: 020 7664 3235	email: <a href="mailto:libdem@local.gov.uk">libdem@local.gov.uk</a>

**Location:**

A map showing the location of 18 Smith Square is printed on the back cover.

**LGA Contact:**

Harry Parker  
0207 664 3007//[harry.parker@local.gov.uk](mailto:harry.parker@local.gov.uk)

**Carers' Allowance**

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The twitter hashtag for this meeting is #lgacts

## Culture, Tourism & Sport Board – Membership 2017/2018

Councillor	Authority
<b>Conservative ( 8 )</b>	
Cllr Peter Golds (Deputy Chairman)	Tower Hamlets Council
Cllr John Beesley	Bournemouth Borough Council
Cllr Geraldine Carter	Calderdale Metropolitan Borough Council
Cllr David Jeffels	North Yorkshire County Council
Cllr Barry Lewis	Derbyshire County Council
Cllr Michelle Tanfield	Fenland District Council
Cllr Tom Killen	Mendip District Council
Cllr Geoffrey Theobald OBE	Brighton & Hove City Council
<b>Substitutes</b>	
Andrew Bowles	Swale Borough Council
<b>Labour ( 7 )</b>	
Cllr Simon Henig CBE (Deputy Chair)	Durham County Council
Cllr Terry O'Neill	Warrington Council
Cllr Sonja Crisp	City of York Council
Cllr Faye Abbott	Coventry City Council
Cllr Muhammed Butt	Brent Council
Cllr Alice Perry	Islington Council
Cllr Richard Henry	Stevenage Borough Council
<b>Substitutes</b>	
Cllr Guy Nicholson	Hackney London Borough Council
<b>Liberal Democrat ( 2 )</b>	
Cllr Gerald Vernon-Jackson CBE (Chair)	Portsmouth City Council
Cllr Mike Bell	North Somerset Council
<b>Substitutes</b>	
Cllr Niall Hodson	Sunderland City Council
<b>Independent ( 1 )</b>	
Cllr Geoff Knight (Vice-Chair)	Lancaster City Council
<b>Substitutes</b>	
Cllr Tom Hollis	Nottinghamshire County Council

## LGA Culture, Tourism and Sport Board Attendance 2017-2018

<b>Councillors</b>	<b>8/9/17</b>	<b>9/11/17</b>	<b>18/1/18</b>	<b>19/3/18</b>	<b>4/6/18</b>
<b>Conservative Group</b>					
Cllr Peter Golds CBE	No				
Cllr John Beesley	Yes				
Cllr Geraldine Carter	Yes				
Cllr David Jeffels	Yes				
Cllr Barry Lewis	Yes				
Cllr Michelle Tanfield	Yes				
Cllr Tom Killen	Yes				
Geoffrey Theobald OBE	Yes				
<b>Labour Group</b>					
Cllr Simon Henig CBE	Yes				
Cllr Terry O'Neill	No				
Cllr Sonja Crisp	Yes				
Cllr Faye Abbott	Yes				
Cllr Muhammed Butt	Yes				
Cllr Alice Perry	Yes				
Cllr Richard Henry	Yes				
<b>Lib Dem Group</b>					
Cllr Gerald Vernon-Jackson CBE	Yes				
Cllr Mike Bell	No				
<b>Independent</b>					
Cllr Geoff Knight	Yes				
<b>Substitutes/Observer</b>					
Ian Brooke	Yes				

## Agenda

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### **Culture, Tourism & Sport Board**

Thursday 9 November 2017

1.00 pm

Smith Square 3&4, Ground Floor, 18 Smith Square, London, SW1P 3HZ - 18 Smith Square

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**Date of Next Meeting:** Thursday, 18 January 2018, 1.00 pm, TBC





## Tourism sector bid for the Industrial Strategy

### Purpose of report

For discussion and direction

### Summary

The industrial strategy invited industries to develop bids for a sector deal – bespoke support to help that sector to become more productive and thrive. The tourism sector consulted on its needs and launched a tourism sector bid on 12 October 2017.

This discussion will explore the proposals in the bid, and the contribution that councils can make to supporting tourism.

The discussion will open with short presentations from Anthony Pickles, Head of Tourism Affairs for VisitBritain, who are championing the bid, and Brigid Simmonds, Chief Executive of the British Beer and Pub Association, representing Tourism Alliance – a leading sector association.

### Recommendation

That members of the Culture, Tourism and Sport Board discuss and provide direction.

### Actions

Officers to progress as directed.

**Contact officer:** Ian Leete  
**Position:** Senior Adviser  
**Phone no:** 0207 664 3143  
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## Tourism Sector bid for the Industrial Strategy

### Background

1. The visitor economy is one of this country's fastest growing economic sectors. It was worth £126.9 billion to the UK economy in 2015; is Britain's seventh largest export industry; and Britain's third largest employer. It supports almost one in ten jobs, many of them acting as first jobs for school leavers and graduates.
2. 36.1 million overseas visitors came to the UK in 2015, spending £22.1 billion. Britain ranked eighth in the United Nations World Tourism Organisation's 2015 international tourists arrivals league table; and sixth in terms of tourist income. This is a slight decrease from 2014.
3. The UK's top three visitor markets were France, Germany and the USA, accounting for 30 per cent of all international visits. London accounts for 54 per cent of all inbound visitor spend, the rest of England 34 per cent, Scotland 8 per cent and Wales 2 per cent.
4. Britain runs a large tourism deficit mainly because the domicile population is much more likely to holiday abroad than other countries. Currently, less than 40 per cent of our total holiday spend goes on domestic tourism, meaning this is an area for significant growth.
5. Brexit will open up new challenges and opportunities for the visitor economy. The role of councils, VisitEngland and VisitBritain will be key in helping local economies maximise the potential benefits and work to mitigate potential downsides.
6. The LGA responded to the consultation on developing the bid, and this response is attached with Board papers. This submission is referred to several times in the bid, in relation streamlining of funding and support for SMEs, and assistance to help them modernise business models where the local market has changed character.

### Tourism sector bid

7. The document, as well as making the case for the tourism industry, contains four key asks:
  - 7.1. A 10-year tourism and hospitality skills campaign to boost recruitment, skills and long-term careers providing the industry with the workforce it needs;
  - 7.2. Boosting productivity by extending the tourism season year-round and increasing global market share in the business visits and events sector;
  - 7.3. Improve connections to increase inbound visits from more markets by 2030 by making it easier for overseas and domestic visitors to not only travel to the UK but explore more of it;

- 7.4. Creating 'tourism zones' to build quality tourism products that meet visitors needs and expectations, extending the tourism season and fixing localised transport issues to improve the visitor experience.
8. The aim of the bid document, in putting forward these asks, is to:
  - 8.1. Boost productivity by one per cent;
  - 8.2. Deliver an additional 70,000 jobs;
  - 8.3. Build the most competitive tourism market in Europe by 2025;
  - 8.4. Increase the value of Tourism to all corners of the UK.

### Analysis

8. The proposals are broadly positive and align to the ambitions, and concerns, that members authorities have raised in relation to Brexit. However, while the focus in the bid is understandably on tourism businesses, there are missed opportunities to recognise some of the areas where councils either have a direct interest in, or where they can contribute to the support offer for, the tourism sector. These mainly relate to the role that councils can play in providing infrastructure (roads, transport, broadband, cultural and leisure services), and in skills provision.

### Key opportunities and points for discussion

9. **Skills** - The LGA has long recognised that skills reform is needed in order to ensure that training for young people reflects the job market in the local area. We have recently developed the [Work Local](#) concept to devolve and rationalize skills funding. We believe there is a positive opportunity to scope out how this could benefit the tourism industry through some in-depth study in local areas. The British Hospitality Association, as the sector lead on skills, and Tourism Alliance have indicated an interest in exploring this with us.
10. **Tourism zones** - Building on the success of the Government's Enterprise Zones, areas will bid to central government to acquire status as a Tourism Zone. The bid proposes 5 zones are identified. We believe the LGA is well-placed to help with the promotion, identification, and short-listing of these areas, and can potentially align the support of leading learning and economic advisers programmes with them. Many aspects of the proposal respond to concerns raised by member authorities, such as difficulties relating to the final mile of travel to destinations.

11. However, there are some aspects of the tourism zones that would need to be discussed in detail to ensure that they worked for councils as well as businesses, although none are insurmountable issues. These include:

11.1. **Business rates** - Building on the success of Enterprise Zones, the bid proposes that all business rates growth generated by the Tourism Zone will be kept by the relevant local enterprise partnership and local authorities in the areas for 25 years. This is generally welcome, but will need to reflect live discussions about localisation of business rates and redistribution mechanisms.

11.2. **Planning** – the bid proposes that Tourism Zones will have simplified planning rules through local development orders to ensure that destinations have enough accommodation and bed space to meet demand and the right mix of accommodation types (hotels, self-serviced apartments etc.) to attract overseas visitors. There has been significant change in the planning system recently, and it will be essential that any simplification is locally determined and designed to meet the local context, rather than national criteria. We would suggest that detailed discussions on this are undertaken with planning officers, and would be happy to help facilitate this.

12. **Primary authority** – The bid proposes that Primary Authority, where a business contracts with an individual council for assured advice accepted by all councils, is extended to a range of areas that are outside the current scope of the legislation where its inclusion would provide considerable benefit to tourism-related businesses. This includes regulation covering licensing, gambling and planning.

13. For example, Primary Authority could cover the licensing of businesses that sell very small amounts of alcohol (e.g. historic attractions and vineyards that provide tastings or B&Bs that would like to offer a drink with an evening meal for a small number of guests).

14. The LGA recognises that there are significant opportunities to improve the regulatory system and refocus it to supporting businesses to be compliant, and grow safely and responsibly. Primary Authority has a key role to play in this shift. However, we have concerns about removing some of these licences from local oversight, based on feedback from member authorities.

15. In 2013, we published Rewiring Licensing which set out alternative ways in which licensing systems could be reformed, and tested this approach with Cornwall Council. Feedback was positive, and the hospitality sector was felt to be the most significant beneficiary. We believe this approach, coupled with an extension of the Better Business for All scheme (run by Regulatory Delivery in BEIS) and the introduction of Community and Ancillary Sales Notices would be more appropriate mechanisms for simplifying the regulatory burden, and also more effective.

16. It is possible that Primary Authority would be appropriate for the more technical aspects of licensing conditions. For instance, not in determining whether or not CCTV was

required by the premise, but for determining the technical specifications of that CCTV system. The LGA has had some early conversation with Regulatory Delivery about this.

17. **Broadband** – the bid identifies improved broadband access and digital creativity as the key route to unlocking greater productivity in the sector. This coincides with the LGA's broadband campaign, and councils have a key role in challenging infrastructure providers to improve their offer – particularly in rural locations. We would be happy to work together with sector bodies to align our lobbying, as well as attempting to drive improvement in key locations.
18. **Tourism tax** – The bid makes no reference to the introduction of a local tax on tourism and hospitality businesses for reinvestment in the local area. The LGA accepts that UK accommodation already operates at a higher VAT level than many European counterparts and must remain competitive. However, it is important for key tourist destinations that money from the sector is reinvested in the local infrastructure and services that helps create destinations of choice.
19. There are other alternatives, although the tourism tax is the most familiar to visitors to Europe, such as Business Improvement Districts (BID). It could be a requirement of an Enterprise Zone that a BID is established. However, although this would have the positive impact of involving the businesses in where investment is targeted, the investment would be on top of their existing financial commitments.
20. There is little appetite among the sector to contemplate local tourism taxes. However, there is an industry campaign for the reduction of VAT on accommodation, which could be achieved after we have left the European Union. It is possible a compromise could be developed that would allow for local taxes if overall VAT were reduced, leaving businesses better off but also able to influence local investments. The LGA does not normally comment on tax issues unrelated to local government, so advocating this position would need to be cleared through wider LGA structures.

### Key asks

21. We suggest the following asks/offers are made of VisitBritain and Tourism Alliance, and the bodies they are working with on the bid:
  - 21.1. A general offer to publicly support the proposal and assist in lobbying for its acceptance
  - 21.2. A request of a place for a Board member on any stakeholder or discussion groups that are put in place to take the bid forward
  - 21.3. An offer to convene a roundtable between councils and sector bodies to discuss how tourism zones can be shaped, including the possible role of a local tourism tax or other financial investment mechanism; and assistance with advertising and shortlisting if they are taken forward



21.4. A technical roundtable with planning officers to explore the planning issues

21.5. A joint-research project to explore how Work Local could address some of the workforce and skills issues identified by the bid

### **Implications for Wales**

22. This an English debate and the WLGA lead on lobbying in Cardiff. However, a similar debate is being held and any learning will be transferrable.

### **Financial Implications**

23. There are no direct financial implications for this work.

### **Next steps**

24. Officers to progress as directed.

**ANNEX A**

**Organisation information**

**VisitEngland** is the country's national tourist board and as part of VisitBritain, is a Department for Culture Media and Sport non departmental executive body. Their role is to maintain distinct activities to develop and market English tourism.

The Spending Review 2015 announced that VisitEngland and VisitBritain will work more closely together. Technically, VisitEngland and VisitBritain have always been one organisation – the British Tourist Authority, but they have acted independently with separate governance and organisational structures. Until the Spending Review, Government policy was to formalise the separation.

The **Tourism Alliance** seeks to establish and maintain a favourable operating environment for all businesses involved in the delivery of tourism, particularly in England. Their main purpose is to lobby government, both in the UK and in Brussels, on the key strategic issues facing the industry.

Their Members comprise leading trade association and destination management organisations within the sector. Together, they represent over 200,000 businesses. The TA also sits on the government's Tourism Council, which advises on tourism issues and opportunities.

The **British Beer and Pub Association** is the leading body representing Britain's brewers and pub companies. The Association is more than a century old and was originally founded as the Brewers' Society in 1904. Our members account for some 9 per cent of beer brewed in Britain today, and around half of the nation's pubs. These members are also diverse in their activity – from international brewers, to market-leading managed pub companies, the nation's largest tenanted pub companies and historic family brewers.





## **Festive cheer: The local impact of Christmas markets**

### **Purpose of report**

For information and discussion.

### **Summary**

The Board approved a research publication into Christmas markets at its last meeting. This paper sets out the specification for the work and the successful supplier.

### **Recommendation**

That the members of the Culture, Tourism and Sport board note the progress and provide a steer on direction.

### **Actions**

Officers to progress as directed.

**Contact officer:** Ian Leete  
**Position:** Senior Adviser  
**Phone no:** 0207 664 3143  
**Email:** [ian.leete@local.gov.uk](mailto:ian.leete@local.gov.uk)

## **Festive Cheer: The local impacts of Christmas markets**

### **Background**

1. Christmas markets have become an established feature of the UK festive period. They can attract jobs, activities and visitors into local economies at a time when the usual visitor economy is less active.
2. The Board has said that it wishes to capture some of the key benefits of these markets in a short case-study publication, including:
  - 2.1. the amount of income generated for the area;
  - 2.2. the number of extra visitors;
  - 2.3. the number of jobs (permanent and temporary);
  - 2.4. an extrapolated figure for the economic contribution of festive markets in England and Wales.
3. Working with the National Association of British Market Authorities (NABMA), and with the support of the LGA, the supplier will identify ten case study markets in England and Wales to explore and evidence the findings of the research.
4. These case studies will need to reflect the diversity of markets, including their size, location in urban or rural settings, any thematic elements (German, local, Victorian etc). The case studies will be agreed with the LGA before being developed in depth.
5. The findings of the work will be used to produce a short publication for the LGA website. In addition to the case studies, it will contain advice on setting up and running markets, including managing any risks, such as safety. This is in addition to the figures on the national economic benefit of Christmas markets.
6. The work will also be used to produce a press release in mid-December, drawing attention to Christmas markets as visitor attractions.
7. The full document will be published in January. This will help those authorities considering the establishment of, or improvement of, Christmas markets in 2018.

### **The supplier**

8. The specification was put out to tender and three bids were assessed. The successful supplier is NABMA Market Place. Market Place was an independent consultancy company that is now partnered with NABMA to provide advice to NABMA members on operating markets.

9. Since 2006 Market Place has been conducting Economic Surveys of its Markets; developing and identifying economic benefits, economic drivers in terms of tourism, social, leisure as well as retail footfall. It has gathered considerable research material which can demonstrate incremental growth patterns, provide information which enables continual improvements and identify pit falls and negatives outcomes.
10. Allan Hartwell founder Director of Market Place was also responsible for organising with Bath and North-East Somerset District Council the first Christmas Market in Bath and working alongside the Business Association and Galway City Council for the first Christmas Market in the City of Galway.
11. NABMA Market Place have undertaken strategic reviews of local markets for a number of councils, including Bassetlaw, Rugby, Wakefield, and Birmingham. They will use these insights to help develop the publication.

#### **Implications for Wales**

12. The publication will be available to Welsh authorities and we expect to include a Welsh market as a case study.

#### **Financial Implications**

13. This work is funded through the LGA policy budget.

#### **Next steps**

14. The supplier is working with NABMA and the LGA to identify suitable case study markets. These will have been contacted and case studies drafted by 23 November.
15. The final draft of the document will be submitted on 11 December, to allow for the LGA and NABMA press teams to develop the findings into a press release.
16. The fully designed publication will be published in mid-January.





## Board working groups

### Purpose of report

For discussion and direction.

### Summary

At the last Board meeting, the Board requested that four working groups be established to allow members to contribute to priority areas of work.

The groups will identify and draw on external resources, but will feed into and support the wider CTS workplan and LGA corporate agendas where relevant.

This paper sets out four proposed themed groups and draft terms of operation for the Board's consideration.

### Recommendations

That members of the Culture, Tourism and Sport Board:

1. Discuss the proposals and either approve or puts forward alternatives.
2. That members nominate themselves to the agreed groups.

### Actions

Officers to progress as directed.

**Contact officer:** Ian Leete  
**Position:** Senior Adviser  
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## Board working groups

### Background

1. At the last Board meeting, the Board requested that four working groups be established to allow members to contribute to priority areas of work.
2. The groups will operate under their own resources, but will feed into and support the wider CTS workplan and LGA corporate agendas where relevant.

### Proposed groups

3. **Skills and the local economy in a post-Brexit Britain** – Our member authorities have highlighted possible shortages of workers in particular industries and sectors post-Brexit. We also know that VisitBritain reveals that three million people across the UK are employed in jobs linked to tourism and that KPMG believes the hospitality sector would need to replace approximately 65,000 jobs annually if it could not rely on the contribution of EU nationals post Brexit. What is also clear from discussions is that there are considerable local and sector variations so the effects of Brexit will be very different.
4. Ensuring the local workforce has the appropriate skills will require a major rethink of how we commission and deliver skills training. The LGA's Work Local proposals, led by the People and Places/City Regions Board have highlighted the inadequacies of the current centralised system and proposed a devolved model for how a skills system could work better for individuals, places and the economy. We would like to explore how in the context of the tourism sector's bid under the Industrial Strategy, and working with the British Hospitality Association as the lead body for the skills element of that bid, we can develop some useful insights into what this could mean for different places.
5. **Rural tourism** – Our rural areas offer some of our most attractive countryside and heritage, but can be hard to reach for tourists using public transport. They also suffer from a restricted seasonal offer, meaning many workers experience impoverished conditions during the low season. The EFRA select committee was conducting an inquiry into rural tourism, to which the LGA contributed, but that was interrupted by the last election. This group could engage with the select committee to explore the possibility of resuming the inquiry, as well as developing local government-led solutions.
6. **Culture-led regeneration** – As a priority issue for the Board, this group could assist in identifying councils that have effectively used culture to regenerate their areas, and distilling some of the key learning from councillors, officers, and experts involved. Known areas for investigation include Newcastle, Weston-super-Mare, and Waltham Forest, but further examples are required, including rural councils. The group can provide scrutiny and comment on the development of the culture-led regeneration publication being developed.

7. **Physical activity** – Our sporting and leisure offer is well-understood, but the role of councils in embedding physical activity in local lifestyles – through active walking and cycling schemes, use of public parks, or alternative cultural provision such as guided walks or dance groups – is less understood. This group could identify innovative approaches among councils and partners, as well as act as a sounding board for our role on the new Parks Action Group established by DCLG.

### **Draft terms of reference**

#### Objectives

8. These groups are established to support the work of the culture, tourism and sport board on specific subjects agreed by the board.

#### Membership

9. Members will be appointed to the groups by the Board, and may co-opt other board members as necessary. Due to the smaller nature of the groups, it is not necessary to reflect the political balance of the board, but groups must ensure that their work is consistent with a cross-party approach.

#### Ways of working

10. Groups must keep LGA officers up to date with their work and activities, including meetings and conversations with external stakeholders. However, groups will not be able to commit LGA officers to deliver activities outside of the CTS board workplan without the full agreement of the culture, tourism and sport lead members or wider board.
11. Groups may secure their own resources to support the group, whether officers from councils or secondees from other organisations, subject to restrictions in paragraph 14.
12. The groups have full discretion to explore their remit. However, in doing so, the group must give full consideration to, and maintain public LGA lines. The group may not make any public comments to press, media or conferences without having first cleared those comments with LGA officers and all political parties.
13. The groups may wish to publish documents, case studies or research on their specialist subject. Before doing so, they must first secure the cross-party agreement of the culture, tourism and sport lead members.

#### Finances

14. The LGA will not be liable for any costs incurred by the group relating to staffing costs or member travel, beyond those already agreed in relation to attending outside bodies.
15. Groups may make use of LGA meeting room facilities, subject to availability.



Lifespan

16. The groups are overseen by the CTS board and will be reviewed in accordance with the annual board cycle. The group or the CTS board may also choose to end the group early.

**Next steps**

17. The groups will be established as agreed.



## **Outside Bodies**

### **Purpose of report**

For information.

### **Summary**

This report has four parts:

- A - CTS Outside Bodies 2017/18;
- B - Report back on member meetings since 8 September 2017;
- C - Forthcoming meetings;
- D - Latest Chair's Report from Cllr Gerald Vernon-Jackson CBE.

### **Recommendation**

That members of the Culture, Tourism and Sport Board note the report.

### **Action**

Subject to comments from members, officers to take forward any actions.

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## Outside Bodies

### A - CTS Outside Bodies 2017/18

Organisation	Background	Representative For 2017/2018	Dates of Future Meetings
<b>British Board of Film Classification Consultative Council</b>	The British Board of Film Classification classifies films on behalf of Local Authorities and videos / DVDs under the terms of the Video Recordings Act. Its "Consultative Council" is a requirement of the Board's designation under the Video Recordings Act.	CTS currently does not have a representative at the BBFC.	TBC
<b>Tourism Alliance</b>	The TA seeks to establish and maintain a favourable operating environment for all businesses involved in the delivery of tourism, particularly in England. The LGA has a non-voting place on the Board.	Cllr Geraldine Carter	11:00-13:00, 22 Nov 2017
<b>British Destinations</b>	British Destinations operates as a trade association representing the	Cllr Geoff Knight	TBC

	wider interest of local authority sponsored tourism. Membership includes local government authorities of all types and sizes from across the UK, regional and local tourist boards and commercial organisations.		
<b>London Marathon Events Limited</b>	The London Marathon Charitable Trust primarily provides capital funding for building or facilities projects that inspire increased participation in physical activity, sport and play. It prioritises projects that target individuals or groups that currently have low levels of activity and children and young people outside of school hours.	Cllr Sonja Crisp	13:30-15:30, 24 January 2018
<b>Libraries Taskforce</b>	Leadership for Libraries Taskforce was set up by the Department for Culture, Media and Sport (DCMS) and the Local Government	Cllr Mike Bell	7 December 2017, Storyhouse, Chester  7 February 2018, 18 Smith Square

	<p>Association (LGA) in 2015. The Taskforce's role is to provide leadership and help to reinvigorate the public library network in England.</p>		
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**Proposed Outside Body:**

<p><b>Theatre Champion role</b></p>	<p>This opportunity for a CTS Board member is to act as a Theatre Champion. The representative will attend regular meetings and act as a link back to the CTS Board, and generally act as a consultant on local government issues. In addition, the representative will take part in stakeholder groups that advise the organisation.</p>	<p>TBC</p>	<p>TBC</p>
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**B – Report back on member meetings since 8 September 2017**

<b>Purpose</b>	<b>Key Points Discussed</b>	<b>Outcome</b>
<b>Cllr Gerald Vernon-Jackson met with Sir Nicholas Serota, Arts Council England, 11 October 2017</b>		
Introductory meeting between the Chair and the Arts Council England Chairman.	The discussion covered councils as the largest investor in culture alongside the Arts Council, the LGA's memorandum of understanding with ACE, our joint improvement offer and key issues facing the sector.	The LGA and Arts Council England will keep in touch on key issues and will share good practice.
<b>Cllr Gerald Vernon-Jackson met with Kurt Janson, Tourism Alliance, 12 October</b>		
Introductory meeting between the Chair and the Tourism Alliance director.	The discussion covered the tourism industry and a number of key issues currently impacting on this.	The LGA and Tourism Alliance will keep in touch on key issues and will share good practice.
<b>Cllr Gerald Vernon-Jackson met with Ufi Ibrahim, British Hospitality Association, 12 October</b>		
Introductory meeting between the Chair and British Hospitality Association Chief Executive.	The discussion covered the tourism industry and a number of key issues currently impacting on this.	The LGA and British Hospitality Association will keep in touch on key issues and will share good practice.
<b>Cllr Peter Golds attended UK Theatre Awards 2017, 15 October</b>		
To represent the LGA.	Awards to honour and celebrate outstanding achievements in regional theatre and performing arts.	Representing the LGA.
<b>Cllr Sonja Crisp attended London Marathon Community Trust meeting, 25 October</b>		
To represent the Culture, Tourism and Sport Board at the event as the board's appointment to the body.	Trustees discussed the need to take positive action to encourage more female entrants to the cycle races.  We also received a report on the tragic deaths of one rider and one pedestrian during the Ride London.  In the financial report, Trustees were informed that it is anticipated that in 2018/19, the LMCT will have	Representing the LGA.

Purpose	Key Points Discussed	Outcome
	<p>approximately £10 million to give away in grants.</p> <p>Trustees were asked to confirm recommended grants to several organisations, Boroughs and voluntary sports groups and received an extensive updated list of all monies granted and progress or results of the spends of those grants.</p>	
<b>Cllr Peter Golds attended National Forest Company Parliamentary Event, 1 November</b>		
To represent the LGA.	Event to mark the launch of the National Forest's new <i>Tourism Growth Plan</i> . Which set out the challenges and opportunities that the National Forest now offers both for the region and the wider sector.	Representing the LGA.
<b>Cllr Peter Golds attended UK Theatre Business Resilience Conference, 2 November</b>		
To represent the LGA and sit on a panel discussion.	Discussion revolved around local councillors and people who have worked in new ways with their LAs or thought innovatively around cultural provision.	Representing the LGA.
<b>Cllr Gerald Vernon-Jackson presented at UK Theatre Board, 8 November</b>		
To represent the Culture, Tourism and Sport Board and to outline the work plan for 2017/18.	The general direction and efforts the CTS Board is undertaking.	The LGA and UK Theatre will keep in touch on key issues and will share good practice.

**C – Forthcoming meetings at the time of writing**

<b>Title</b>	<b>Date</b>	<b>Attendees</b>
Leadership Essentials Sport Event	16/17 November	Cllr Peter Golds
Meeting with Nick Bitel, Chair Sport England	21 November	Cllr Gerald Vernon-Jackson
Meeting with Julian Bird, Chief Executive, and Cassie Chadderton, Head of UK Theatre	21 November	Cllr Gerald Vernon-Jackson
Meeting with Ashley Brown, Chief Executive, Supporters Direct	21 November	Cllr Gerald Vernon-Jackson
Meeting with Denis Wormwell, Chair Visit England	21 November	Cllr Gerald Vernon-Jackson
Meeting with Kim Bromley-Derry, Chair, and Kathy Settle Chief Executive, Libraries Taskforce	27 November	Cllr Gerald Vernon-Jackson
Sport/Physical activity Conference	5 December	Cllr Peter Golds
Leadership Essentials Culture Event	7/8 December	Cllr Simon Henig
Meeting with John Glen MP	17 January	Cllr Gerald Vernon-Jackson
Meeting with Iain Watson, Director National Museums Directors' Council	23 January	Cllr Gerald Vernon-Jackson
Meeting with David Fleming, President and Sharon Heal, Director Museums Association	25 January	Cllr Gerald Vernon-Jackson
Meeting with Martin Glenn, Chair FA	25 January	Cllr Gerald Vernon-Jackson
Leadership Essentials Sport Event	1/2 February	Cllr Gerald Vernon-Jackson
Culture, Tourism and Sports Conference 2018	8 March	All board and John Glen MP
Leadership Essentials Sport Event	22/23 March	Cllr Gerald Vernon-Jackson

**D - Culture, Tourism and Sport Board – report from Cllr Gerald Vernon-Jackson CBE  
(Chair)**

**Introduction**

1. I have recently taken over as chairman of the Culture, Tourism and Sport Board from Cllr Ian Stephens. At our first meeting, the Board identified its priorities for this political cycle. Firstly, culture-led regeneration, secondly enabling councils to meet the challenges and opportunities of growing the visitor economy with particular regards to Brexit and relatedly third how to make the visitor economy 12 months through. I have arranged meetings with a number of key outside bodies to take these objectives forward and develop the working relationship the LGA has with them.
2. I am very grateful for the support of the vice-chair Cllr Simon Henig and the two deputy chairs Cllr Peter Golds and Cllr Geoff Knight.
3. On 12 September I met with John Glen MP, Minister for Arts, Heritage and Tourism, where we discussed the LGA Culture, Tourism and Sport Board's new priorities and how we can continue our excellent working relationship with the Department for Culture, Media and Sport. The Minister has agreed to deliver a keynote address at our annual Culture, Tourism and Sports Conference 2018 on Thursday 8 March 2018 in Hull.

**Sport and Physical Activity**

4. Lead Member Cllr Peter Golds will be hosting our Leadership Essential Sports event on 16 and 17 November in Loughborough. We have also confirmed Tracey Crouch MP, Minister for Sport, as the keynote speaker at our Sports and Physical Activity conference on 5 December.

**Tourism and culture**

5. On the 11 October, I met with Sir Nicholas Serota the chairman of Arts Council England. We discussed the ties between our organisations at a time when local government, which is the biggest public sector investor in culture is under increasing financial pressures. We will focus our joint efforts on supporting the cultural offer in rural areas, in addition to our regular leadership offer.
6. On the 12 October, I met with Kurt Janson of the Tourism Alliance. We discussed key issues affecting the tourism sector; such as the impact of Brexit and the effect this will have on the sectors access to workers with the skills it requires to thrive.
7. Also, on the 12 October I met with Ufi Ibrahim, the Chief Executive of the British Hospitality Association. We discussed how we can champion the UK hospitality and tourism industry as the best in the world, including ways to reinvest money raised from tourism businesses in tackling tourism-related pressures in local areas.
8. The following appointments were made at the Culture, Tourism and Sport's last Board meeting on 8 September 2017:



- a. Cllr Geraldine Carter [CON, Calderdale] was appointed as the board's representative for the Tourism Alliance.
- b. Cllr Geoff Knight [IND, Lancaster] was retained as the board's representative for British Destinations.
- c. Cllr Mike Bell [Lib Dem, North Somerset] was retained as the board's representative for the Libraries Taskforce.
- d. Cllr Sonja Crisp [LAB, York] was retained as the board's representative for the London Marathon Charitable Trust.



## Note of last Culture, Tourism & Sport Board meeting

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<b>Title:</b>	Culture, Tourism & Sport Board
<b>Date:</b>	Friday 8 September 2017
<b>Venue:</b>	5th Floor Conference Suite, 5th Floor (South side), Layden House, 76-86 Turnmill Street, London, EC1M 5LG

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### Attendance

An attendance list is attached as **Appendix A** to this note

Item	Decisions and actions
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### 1 Welcome, Introductions, Apologies and Declarations of Interest

The Chair listed apologies received and welcomed members to the first .

Members then introduced themselves and particular interests they have relating to Culture, Tourism and Sport.

### 2 The CTS Board's Remit (presentation)

Ian Leete, Senior Adviser, presented on the key service areas and issues that fall within the board's remit. He also outlined key achievements over the past years, possible workstreams for the future, and likely issues in 2017/18 that the board might wish to respond to.

The board noted the presentation and the Chair invited members to comment on the proposed work programme for 2017/18 (Item 3).

### 3 Culture, Tourism and Sport Work Programme 2017/18

Members agreed two overarching priorities as:

- Culture-led regeneration.
- Enabling councils to meet the challenges and opportunities of growing the visitor economy with particular regards to Brexit.

In a wide-ranging discussion, members introduced areas of interest and concern for the Board in the coming year. It was agreed that officers would work with Lead Members to develop a work programme informed by this discussion and shaped by the agreed priorities:

- Sharing of best practice;

- Working with museums to increase the sharing of collections between local and national museums;
- Working with supporters of football clubs;
- Recognising and promoting the value of volunteering to culture, tourism and sport;
- Developing advice on managing the visitor economy, including for those areas where high numbers are now presenting issues;
- Supporting cycle and walking routes to help generate tourism, as well as integrated transport solutions;
- Effective management of community assets and heritage assets, including local theatres;
- Responding to opportunities offered by major infrastructure projects or national events.

The board also noted that there had been intensive work on libraries recently and that this work could now form a lesser focus for the board.

Members requested a paper on recent LGA work on sport, and with Sport England.

#### **4 Culture, Tourism and Sport Annual Conference 2018**

Ian Leete, Senior Adviser, introduced this paper.

The board welcomed the change in conference date to avoid budget setting, but noted that the date coincided with the LGA Executive for some members. Officers would bear this in mind when setting the date for the next conference.

Members raised a concern that there is only limited coverage of sport within the draft agenda. Ian Leete clarified that there would also be a sport-led morning session.

Members also noted the following points:

- It remains challenging for some councils to pay for members to attend the conference, especially for those for whom Culture, Tourism or Sport is not under their portfolio.
- It was suggested that a theme for the conference would give it additional coherence.
- Members noted that the three workshops planned – tourism, sport and libraries – were covering everything, but asked whether the content could be made more dynamic
- Members asked if it would be possible to hold the evening dinner at the Guildhall. Officers will explore if the contract permits this.

The board also suggested potential speakers:

- Andrew Comben, Chief Executive of Brighton Festival,
- Sir Gary Verity – Chair of Welcome to Yorkshire.

Officers will continue to refine the conference programme to respond to members' suggestions.

## **5 Outside Bodies**

The Chair invited nominations to represent the Board on its outside bodies.

Councillor Geraldine Carter was appointed as the board's representative for the Tourism Alliance.

Councillor Geoff Knight was retained as the board's representative for British Destinations.

Councillor Mike Bell was retained as the board's representative for the Libraries Taskforce.

Councillor Sonja Crisp was retained as the board's representative for the London Marathon Charitable Trust. Charitable trust have been awarded grants totalling £635,000.

Lead members will determine the nomination to the British Board of Film Classification Consultative Council following two candidates coming forward.

It was noted that the Board used to have an observer on VisitEngland's structures. The Board requested that this role be resumed if the relevant structure still existed. Officers will explore the possibility with VisitEngland.

## **6 Membership and Terms of Reference**

Membership and terms of reference were agreed.

## **7 Minutes of the last meeting**

The minutes of the previous meeting were approved.

## **8 Any Other Business**

It was agreed that a future meeting will be held outside of London, subject to a suitable date and venue being agreed with the board.

**Appendix A -Attendance**

Position/Role	Councillor	Authority
Chairman	Cllr Gerald Vernon-Jackson CBE	Portsmouth City Council
Vice-Chairman	Cllr Geoff Knight	Lancaster City Council
Deputy-chairman	Cllr Simon Henig CBE	Durham County Council
Members	Cllr John Beesley	Bournemouth Borough Council
	Cllr Geraldine Carter	Calderdale Metropolitan Borough Council
	Cllr David Jeffels	North Yorkshire County Council
	Cllr Barry Lewis	Derbyshire County Council
	Cllr Michelle Tanfield	Fenland District Council
	Cllr Tom Killen	Mendip District Council
	Cllr Geoffrey Theobald OBE	Brighton & Hove City Council
	Cllr Sonja Crisp	City of York Council
	Cllr Faye Abbott	Coventry City Council
	Cllr Muhammed Butt	Brent Council
	Cllr Alice Perry	Islington Council
	Cllr Richard Henry	Stevenage Borough Council
Apologies	Cllr Peter Golds	Tower Hamlets Council
	Cllr Terry O'Neill	Warrington Council
	Cllr Mike Bell	North Somerset Council



# LGA location map

## Local Government Association

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## Public transport

Local Government House is well served by public transport. The nearest mainline stations are: Victoria and Waterloo: the local underground stations are **St James's Park** (Circle and District Lines), **Westminster** (Circle, District and Jubilee Lines), and **Pimlico** (Victoria Line) - all about 10 minutes walk away.

Buses 3 and 87 travel along Millbank, and the 507 between Victoria and Waterloo stops in Horseferry Road close to Dean Bradley Street.

## Bus routes – Horseferry Road

- 507** Waterloo - Victoria
- C10** Canada Water - Pimlico - Victoria
- 88** Camden Town - Whitehall - Westminster - Pimlico - Clapham Common

## Bus routes – Millbank

- 87** Wandsworth - Aldwych
- 3** Crystal Palace - Brixton - Oxford Circus

For further information, visit the Transport for London website at [www.tfl.gov.uk](http://www.tfl.gov.uk)

## Cycling facilities

The nearest Barclays cycle hire racks are in Smith Square. Cycle racks are also available at Local Government House. Please telephone the LGA on 020 7664 3131.

## Central London Congestion Charging Zone

Local Government House is located within the congestion charging zone.

For further details, please call 0845 900 1234 or visit the website at [www.cclondon.com](http://www.cclondon.com)

## Car parks

Abingdon Street Car Park (off Great College Street)

Horseferry Road Car Park  
 Horseferry Road/Arneway Street. Visit the website at [www.westminster.gov.uk/parking](http://www.westminster.gov.uk/parking)

