

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

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<b>Title:</b>	Culture, Tourism & Sport Board
<b>Date:</b>	Thursday 9 November 2017
<b>Venue:</b>	Smith Square 3&4, Ground Floor, 18 Smith Square, London, SW1P 3HZ

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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, Apologies and Declarations of Interest

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

There were no declarations of interest.

#### 2 Tourism Sector bid for the Industrial Strategy

The Chair welcomed Brigid Simmonds OBE, Chief Executive British Beer and Pub Association, representing the Tourism Alliance and Anthony Pickles, Head of Tourism Affairs, Visit Britain who presented on the tourism sector deal and the industrial strategy.

The presentation explored the proposals in the bid, and the contribution that councils can make to supporting tourism. They highlighted four facets of the tourism industry deal; skills, productivity, tourism zones and connectivity:

- Skills - a ten year plan to recruit UK workers, and change perceptions of the tourism industry as a place to work. KPMG estimates that the sector requires 62,500 overseas workers per annum.
- Productivity - targeted productivity to increase by 1 per cent, including through prolonging the season.
- Tourism zones - outlined the initial plan for five pilot tourism zones over five years. Tourism zones will look at areas where tourism is the dominant area but where there are structural issues and how it could be developed more effectively.
- Connectivity - stressed the importance of connecting visitors and workforce with tourism businesses, including Visa-free access for overseas visitors.

In addition to supporting the overall bid, the LGA was asked to:

- Work with destination management organisations
- Help influence LEPs to include tourism in their plans
- When building new housing, recognise the value of tourism businesses and assets in creating places where people want to live.
- Recognise the role of high streets as attractors of people.

### **Discussion**

Members made the following points:

- Members were concerned about the lack of clarity of tourism zones and how they would work, in particular with proposals relating to business rates, planning, and licensing. Members expressed their desire to be involved in developing these further.
- Members raised concerns with the industrial strategy roundtables that they were entirely concentrated in large cities; London, Manchester and Birmingham. Overlying concern that the industrial strategy is too city focused. Anthony Pickles responded agreeing that was a fair criticism, the roundtables should be far more representative of England.
- Concerns were also raised with Visit England's strategy of encouraging visitors outside of London.
- The skills proposals in the bid were welcomed. Concerns were raised about generally low wage levels in the tourism sector. This poses a challenge to establishing the sector as a desirable career.
- Members asked what else local authorities could do to turn pubs into valuable community assets. Brigid Simmonds responded stressing that it was about diversification and working with community leaders to establish a true community hub.

### **Decision**

The decision of the Board was to support the bid in principle but in line with the LGA consultation response.

The Board asked the Chair to write the Secretary of State for BEIS to express the Board's concerns about aspects of the bid, and request involvement in the further development of the proposal.

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

LGA Senior Adviser, Ian Leete, introduced the report, which set out progress on research into the local impact of Christmas markets and the related publication..

#### **Discussion**

Members made the following comments:

- It was noted that Christmas markets are worth an annual €6 billion to the German economy, outlining the potential for growth in the UK market. Especially as Europe's largest Christmas market is in Birmingham.
- Members asked for the research to also explore the impact of Christmas markets on existing street markets.

#### **Decision**

The Culture, Tourism and Sport board noted the progress and provided a steer on direction.

### **4 Board working groups**

LGA Senior Adviser, Ian Leete, introduced the item which suggested establishing four working groups on:

- skills and the local economy in a post-Brexit Britain;
- rural tourism;
- culture-led regeneration and;
- physical activity.

#### **Discussion**

Members agreed an alternative proposal of starting board meetings at 11am to allow for pre-meeting discussions to take place. These discussions will be arranged and facilitated by Board members, with officers providing support with booking facilities.

#### **Decision**

Discussed the proposal and proposed alternatives.

#### **Actions**

Schedule Board meetings to begin at 11, following further discussions at lead member meeting.

## 5 Outside Bodies

Members fed back on meetings they had attended. The forthcoming annual Culture, Tourism and Sport conference was also discussed, with particular consideration of member's attendance and participation.

### Decision

- Cllr Faye Abbott was appointed as the Board's representative on the BBFC.
- Cllr Michelle Tanfield was appointed as the Board's Theatres Champion.
- Cllr Geraldine Carter agreed to act as a judge for the Hearts for the Arts awards.
- Members noted the report.

## 6 Minutes of the last meeting

The minutes of the previous meeting were approved.

### 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 Peter Golds	Tower Hamlets Council
	Cllr Simon Henig CBE	Durham County Council
Members	Cllr John Beesley	Bournemouth Borough Council
	Cllr Geraldine Carter	Calderdale Metropolitan Borough Council
	Cllr Chris Saint	Stratford-Upon-Avon District Council
	Cllr David Jeffels	North Yorkshire County Council
	Cllr Tom Killen	Mendip District Council
	Cllr Geoffrey Theobald	Brighton & Hove City Council
	OBE	
	Cllr Terry O'Neill	Warrington Council
	Cllr Faye Abbott	Coventry City Council
	Cllr Muhammed Butt	Brent Council
	Cllr Richard Henry	Stevenage Borough Council
	Cllr Guy Nicholson	Hackney Borough Council
	Cllr Mike Bell	North Somerset Council
	Ian Brooke	cCloa
Apologies	Cllr Barry Lewis	Derbyshire County Council
	Cllr Michelle Tanfield	Fenland District Council
	Cllr Sonja Crisp	City of York Council

18 January 2018

Cllr Alice Perry

Islington Council

In Attendance

LGA Officers

Alex Thomson  
Ian Leete  
Siraz Natha  
Harry Parker

Principal Policy Adviser  
Senior Adviser  
Adviser  
Member Services Officer