

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

### **Culture-led regeneration**

1. I spoke in the culture-led regeneration workshop at the LGA annual conference alongside Gordon Seabright (CEO, Eden Project), Cllr Clare Coghill (Leader, London Borough of Waltham Forest) and Cllr Abi Brown (Deputy Leader, Stoke-on-Trent Council). The session was chaired by Broadcaster Samira Ahmed and proved popular with conference delegates and on social media.
2. We used the session to promote our [research on culture-led regeneration](#) and for the panellists to share their experiences of using arts to help communities thrive. Questions from the audience covered topics including funding, community engagement and volunteer retention.

### **Museums handbook**

3. The Board launched the [museums handbook](#) at the culture-led regeneration workshop. The document, produced with Arts Council England in response to the Mendoza review, provides guidance and case studies to local authorities responsible for running museums, including best practice and possible delivery models. It has been received well by the sector and so far been downloaded over 270 times.
4. I met with Iain Watson, the Director of Tyne & Wear Archives & Museums, in light of the publication to discuss the future of civic museums and how we can redefine what it means to be a public museum.

### **Tourism skills research**

5. The Board launched its research on [supplying skills for the visitor economy](#) at the conference as part of the plenary session on skills reform. The report focuses on six council areas with a strong tourism sector and explores how a practical application of Work Local principles could work for the tourism and hospitality sectors.

### **Tourism sector deal**

6. I responded on behalf of the Board to the [tourism sector deal](#) announced by the Prime Minister at the end of June. I emphasised the role of local government in helping the visitor economy thrive and called on the Government to adopt the LGA's Work Local approach to support the development of the tourism and hospitality industries.
7. The Tourism Zone proposal was amended to reflect the Board's concerns, and following our work did not include any elements affecting planning regulations or business rates. We will continue to work with DCMS and industry representatives to discuss delivery of the sector deal.

### **Social prescribing**

8. In our June meeting, the Board approved a programme of work to support councils to use their culture and sport services to deliver social prescribing. The programme, which will include the creation of a guidance handbook for councils and a conference, is now being actioned by officers.

### **Improvement support**

9. We have finalised this year's programme of Sports and Physical Activities Leadership Essential events for officers and councillors, delivered in partnership with Sports England and Leadership Essentials events for cultural portfolio holders in partnership with the Arts Council England. All programmes are currently open for bookings with the officer events proving particularly popular.
10. We have successfully delivered a further five library and two culture peer challenges funded by our contract with Arts Council England. All received positive feedback from the participating councils.

### **FA grassroots campaign**

11. The Board is supporting the FA's campaign to transform grassroots football. The campaign aims to promote the social and economic value of adult football, and to ensure everyone has access to great places to play football.
12. Cllr Peter Golds, the Board's Deputy Chair, attended the FA's Grassroots Reception on 9 July, which saw the launch of the campaign together with other partners including Mind, Rethink and Women in Sport.

**Contact officer:** Ian Leete

**Position:** Senior Adviser

**Phone number:** 02076643143

**Email:** Ian.Leete@local.gov.uk