

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

### **LGA responses**

1. Cllr Gerald Vernon-Jackson responded to the launch of the 'We are Undefeatable' Campaign by Sport England and sixteen national health charities. The campaign aims to raise awareness of the value of physical activity to those with long-term health conditions; and the LGA has agreed to support the campaign. Cllr Vernon-Jackson also responded to new research into the value of public parks to our communities.
2. The announcement that the Department for Digital, Culture, Media and Sport will invest £250 million in cultural infrastructure, Chairman of the Local Government Association's Culture, Tourism and Sport Board, Cllr Gerald Vernon-Jackson responded saying the Government is right to recognise that culture is one of the key things that places need if they are to thrive.
3. Responding to the Government's new fund for local organisations tackling loneliness, Chairman of the Local Government Association's Culture, Tourism and Sport Board, Cllr Gerald Vernon-Jackson, said Councils are ideally placed to lead on social prescribing and tackling loneliness in partnership with voluntary sector organisations, and this funding will help them deliver these vital services.
4. As the Government announced its heritage preservation campaign, announced today, Cllr Gerald Vernon-Jackson, Chair of the Local Government Association's Culture, Tourism and Sport Board, said We are pleased that the Government has recognised the importance of local heritage. Preserving heritage sites – war memorials, ancient castles and houses - contributes to local priorities by boosting economies, attracting visitors, developing workforce skills and fostering community cohesion. They also play an important role in the regeneration of our town centers and high streets, which councils across the country are leading on.

### **Tourism Alliance**

5. Cllr David Jeffels represented the LGA at a meeting of Tourism Alliance, discussing the implementation of the tourism sector deal.

### **Board Publications**

6. At the LGA annual conference, the Board launched two publications:
  - 6.1. Making the most of your museums' provides advice and best practice for councils wishing to ensure their local museums are delivering against corporate objectives such as economic growth and wellbeing, as well as being entrepreneurial and efficient.

6.2. 'Supplying skills for the visitor economy' sets out the role of councils in creating a pipeline of skills for the local visitor economy, as well as making recommendations for Government, LEPs, and local education providers for taking a 'Work Local' approach to skills provision. The recommendations are illustrated by case studies of six areas with an important local visitor economy.

**Contact officer:** Ian Leete  
**Position:** Senior Adviser  
**Phone number:** 02076643143  
**E-mail:** [Ian.Leete@local.gov.uk](mailto:Ian.Leete@local.gov.uk)