

Note of Decisions Taken and Actions Required

Item 1

Culture, Tourism and Sport Board

Tuesday 11 November 2008

Local Government House, Smith Square, London, SW1P 3HZ

Present:

Chair: Councillor Chris White (Hertfordshire) (Lib Dem)

Vice Chair:

Deputy Chairs: Councillor Stephen Castle (Essex CC) (Con); Councillor Collin Brewer (North Cornwall DC) (Lib Dem)

Members: Councillor Sir William Lawrence (Stratford-on-Avon DC); Councillor Ken Maddock (Mendip DC); Councillor Geraldine Carter (Calderdale MBC); Councillor Trevor Thorne (Alnwick BC); Councillor Bryony Rudkin (Ipswich); Councillor Mark Hackett (Manchester City Council); Councillor Paul Massey (Cheltenham BC); Councillor Kevin Carroll (Torbay) (Cons) (substituting for Cllr Henry Smith).

In attendance: LGA officers: Steven Skelton; Laura Caton and Neale Clark; Martyn Allison (IDeA)

Apologies: Councillor Sir Robin Wales (Vice Chair, Newham LB) (Lab); Councillor Henry Smith (West Sussex CC); Cllr Mahroof Hussain (Rotherham MDC); Councillor Paul Crossley (Bath & NE Somerset); Councillor Nilgun Canver (Haringey) (Labour substitute); Paul Raynes (LGA); Anne Gosse (CLOA).

1. Notes of previous meeting

Mark Hackett replaced Penny Otton (not Orton) on the Central Council for Physical Recreation.

Actions

- Note of last meeting to be amended. **Neale Clark**

2. Tourism and the regions

Members noted the revised Tourism and the Regions survey and agreed to the suggested actions. There was a general view that the survey methodology, and particularly the sample size, could have been improved, and that some questions did not get to the heart of the issues. Paragraphs noting this had been removed from the revised report and should be reinstated, in order that anomalous results were subject to this caveat. It was felt that the Board should move on from the survey details in order to further progress its work on Tourism. In particular it was thought that the restructuring of Visit Britain/Visit England presented a useful opportunity for the sector's voice to be heard, and there should be a substantial agenda item on this in the New Year.

Sir William Lawrence updated members on the Tourist Member Working Group which met on 5 November. Feedback included the meeting of the 2012 Ministerial Advisory Group where it had been suggested that Chris White represents local government on Visit Britain's *Welcome to Britain* steering group. It was also suggested that Geraldine Carter should be part of the Tourism Member Working Group, and it was made clear that the Group was also open for others members to attend as necessary.

The discussion moved onto the LGA Member Allowances Scheme and it was confirmed that expenses would not be paid by the LGA for attendance at Member Working Group meetings. It was agreed that the way expenses were currently paid did impact on the way the Board did its work and the Chair would try and raise this at the next LGA Executive. In the meantime, the Member Working Group would try and meet on the morning of the Board with the main meeting switching to the afternoon.

Decisions/Actions

- Substantial agenda item on Visit Britain/Visit England within the 2008/09 Board cycle; **Steve Skelton**
- Geraldine Carter to be a member of the Tourism Member Working Group; **Neale Clark**
- Member Working Group meetings to be held on the morning of the Board with the main meeting switching to early afternoon; **Steve Skelton/Neale Clark**
- Chris White to raise the reimbursement of member expenses for attendance at Member Working Groups and Conferences, including fees, at the LGA Executive on 13 November. **Chair**

3. Member feedback from outside bodies

Sir William Lawrence, Chris White, Geraldine Carter and Stephen Castle reported back on recent meetings as tabled in the report. The key points were as follows:

- **2012 Ministerial Advisory Group** – Barbara Follett, Minister of Culture, Creative Industries and Tourism, intended to make Tourism issues a priority.
- **Partners for England** – some renewed focus was perhaps needed to these meetings, but overall a very useful forum.
- **Meeting with Andy Burnham** – this had provided an opportunity to discuss free swimming.
- **Tourism Alliance and British Tourism Development Committee** – the minutes of both these meetings were tabled. Some concern that the Tourism industry, through regular meetings, was presenting itself better to ministers than local government.
- **Debrief on Beijing Olympic and Paralympic games** – a success for China, who had delivered on their agenda in terms of the athletics and the media. London would be totally different in terms of the spectator aspect with more emphasis placed on the spectator's experience (i.e. access, merchandise, order of play and rules/information on the different events). London will only have 70,000 official volunteers and local government had a key role to play in building additional volunteer networks beyond these 70,000.

Decisions/Action

It was agreed that oral member feedback on meetings with outside bodies should be a regular feature on the Board agenda. **Steve Skelton/Neale Clark**

4. Physical Activity

The Board received a presentation from Dr Will Cavendish, Director of Health and Wellbeing at the Department of Health. Dr Cavendish began by explaining that activity had many health benefits but the cost of inactivity was high with direct health care costs. He then ran through the CMO recommendations for active living and said that only 40% of men and 28% of women were achieving

these guidelines. Internationally, the Netherlands had been very successful in maintaining high levels of physical activity, but this had required long-term and sustained investment in infrastructure in order to, for example, encourage bicycle travel. As policy makers we should use all avenues, such as planning and development decisions, to help people build physical activity into their daily lives. There were already high profile initiatives being delivered by local authorities and

the Government will be investing further to deliver its Olympic Legacy Action Plan commitment to help at least two million people in England to be more active by 2012. Dr Cavendish reiterated that Local Government is a key partner in delivering a more active nation.

The presentation can be found on – www@lga.gov.uk

Key comments from members included:

- Concern over the future of the County Sports Partnerships, what the scale of investment might be, and the practical steps that would be taken from the additional resources;
- important that there are benchmarks but need to be careful not to complicate the measuring of physical activity;
- the social dimension – through clubs and teams – is often key to keeping engaged with physical activity. It can also increase peoples mental wellbeing, and should also be promoted;
- concern that only 28% women are meeting the CMO recommendations. This would increase if general activities like walking around a supermarket and housework were included;
- glad to see the investment being made but there should be more pressure on central government to ascertain why the levels of physical activity in children has not been rising;
- other examples of good marketing ploys included bike high schemes and the use of the private sector to get additional buy in to the scheme.

Decision

It was agreed that there should be a continuing dialogue between the Department of Health and the LGA to ensure there is full local government engagement in support of the shared priorities.

Action

Officers to have an ongoing dialogue with the Department of Health. **Steve Skelton**

5. Update on current issues

Libraries Review

There was a discussion on the methods of library funding and members thought it should be possible to develop and expand public facilities through partnerships rather than by using lottery grants.

2012 Games

Geraldine Carter referred to Sir Robin Wales's idea of twinning London Boroughs with other areas around the country and it was agreed that this should be an agenda item at the January meeting.

Free Swimming

The Chair referred to the unclaimed funding from the over-60s pot, and explained that this would be handed over to the Amateur Swimming Association. The LGA would continue to pursue this with Government.

Licensing and Gambling

The proliferation of betting shops is a new piece of business which Ministers were keen to discuss with the Chair.

Heritage Reform

Officers were asked to check whether or not the Heritage Protection Reform Bill would be included in the next Queens Speech.

CTS Conference

As this clashed with the Rural Commission officers were asked to investigate whether the date of the Commission could be changed.

Actions

- An item on twinning London Boroughs with other areas around the country in relation to the 2012 Games to feature at the next Board; **Laura Caton**
- Check the position of the Heritage Reform Bill in the next Queens Speech; **Steve Skelton**
- Try to change the date of the Rural Commission from 17 March. **Steve Skelton**

Date of the next meeting: Tuesday 13 January at 11am, Local Government House