

## Notes of Decisions Taken and Action

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### Tourism Working Group

11 November 2009

Room 8.2, Local Government House, 11:00

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### Present

**Chairman:** Sir William Lawrence

**Members:** Cllr Kevin Carroll; Cllr Geoffrey Theobald; Cllr Mark Hackett

**In attendance:** Zohir Uddin, Dan Pillay, Graham Catt (DCMS); Steven Skelton, Paul Johnston (LGA)

#### 1. Note of last meeting

The note was agreed as a correct record of the last meeting by the Group.

#### 2. Discussion with DCMS tourism officials

The Group welcomed Zohir Uddin, Dan Pillay and Graham Catt to the meeting.

Zohir noted DCMS had launched *Winning*, its 2012 tourism strategy in 2007, which outlined 8 key priorities, and that the Department's work on tourism flowed from that strategy and those priorities. DCMS had also developed the 5 Asks industry priorities for government, and work was ongoing on this.

Zohir added that the 'Welcome to Britain' group had been revisited and reformed, with three component working groups, and that the Department planned to attach the strategy's core deliverables to this Group.

Zohir informed Members of the work Visit Britain was undertaking with the Nations and Regions Group on a 2012 opportunities portal, which would provide businesses and partners with useful information on maximising opportunities provided by the Games. The Smiles of Britain campaign was also mentioned to Members.

Discussions were held on the following points:

- The Chair noted that he had discussed LGA representation on the Welcome to Britain Group with DCMS. Zohir responded that the group was expected to be refreshed shortly, and that he expected the LGA to be invited on to it.

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- In response to Members' questions over DCMS tourism structures, Zohir explained that the Ministerial Advisory Group had been superseded by the Tourism Advisory Council, which Cllr Chris White attended for the LGA.
- Discussions were held over the implications of the 2012 Olympic and Paralympic Games on UK tourism. Members emphasised the importance of the Games as a catalyst for better working in the tourism sector, as well as the various legacy opportunities that the Games afford. Members also stressed the importance of the work to ensure a positive "welcome" to visitors for the Games, and the important role played by Councils in delivering this welcome.
- Discussions were held over the dissemination of information on tourism from DCMS to the local level. DCMS officials did indicate that there were numerous structures in place to ensure information sharing, but acknowledged that there was some confusion over the work covered by these numerous structures. DCMS officials also acknowledged that there were some gaps in the sector on delivery and stated that the Department was trying to plug these gaps, outlining the work undertaken on disability access to resorts and destinations via the travel survey and the new framework on sustainability, which would hopefully address some of the objectives set out by Local Authorities.

## **Actions**

DCMS to provide LGA with regular updates on the department's work in order to keep board members informed. **DCMS Officers**

LGA Officers to publish the note of the Tourism Working Group within the agenda and papers of the CTS Board. **Paul Johnston**

Officers to ensure that all Board members receive a copy of the Culture, Tourism and Sport News e-bulletin. **Paul Johnston**

Officers to distribute the Board paper on 2012 Welcome to DCMS officials. **Laura Caton**

Officers to continue discussions with DCMS on LGA involvement on the Welcome to Britain Group. **Steven Skelton**