

Note of Previous Meeting

Title:	Culture, Tourism and Sport Board
Date and time:	16 January 2013, 1.00pm
Venue:	Rathbone Rooms 1 & 2, Local Government House

Attendance

Position	Councillor	Council
Chair:	Flick Rea	Camden LB
Vice chair:	Simon Henig	Durham CC
Deputy chairman:	Andrew Lewer	Derbyshire CC
Members:	Roger Begy OBE	Rutland CC
	Sir William Lawrence	Stratford-on-Avon DC
	Doreen Stephenson	East Lindsey DC
	Ian Gillies	City of York
	Peter Golds	Tower Hamlets LB
	James Hockney	South Cambridgeshire DC
	Chris Knowles-Fitton	Craven DC
	Caitlin Bisknell	High Peak BC
	Richard Mordey	Sunderland
	Veronica Ward	Southwark LB
	Sonja Crisp	City of York
	Simon Blackburn	Blackpool
	Stewart Golton	Leeds
	Paul Crossley	Bath & NE Somerset
Guest:	Stephen Castle	Essex CC
Substitutes:	Philip Eades	Poole
	Steven Wilson	Sheffield City
	Peter Hickman	Surrey CC

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Apologies

David Phillips
Simon Henig
Geoff Knight
Stewart Golton

City & County of Swansea
Durham CC
Lancaster City
Leeds

Speakers:

Charles Johnston
Pete Ackerley
Paul Clark
Ufi Ibrahim

Sport England
Football Association
Netball Association
British Hospitality Association

Other Attendees:

Maria Reader (Sport England)

LGA Officers:

Laura Caton, Siraz Natha, Justine Wharton, Zoe Glacken

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Item Decisions and actions Action by

Councillor Flick Rea welcomed members, substitutes, speakers and guests to the meeting.

1 Note of last meeting and matters arising

The note from the last meeting on 21 November 2012 was approved.

Decision

All actions were noted as completed or in progress.

2 Achieving an Olympic and Paralympic legacy through improved local connectivity

Councillor Castle declared a non-prejudicial interest.

Members received a presentation from Charles Johnston, Director of Property at Sport England, who opened by highlighting that this was an opportunity for the LGA and Sport England to share thinking on delivering more for less in the current landscape.

Mr Johnston talked about the challenges and opportunities of encouraging those who do not play any sport to begin and in keeping up numbers of participation which were boosted by the Olympic and Paralympic Games.

He detailed the need for facilities to be efficient and the importance of fitting supply to demand by engaging in the commercial exercise of rationalising facilities and services in sport. Mr Johnston mentioned the potential in digital ways of working for making savings and increasing accessibility.

Mr Johnston also spoke about the benefits of sport participation, including the social and health benefits of exercise and team sport.

The Chair thanked Mr Johnston for his presentation and asked members and speakers to consider how local authorities and Sport England can work together to build on the successes of the Olympic and Paralympic Games.

Member were given the opportunity to ask questions and the following issues were discussed:

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- How to deal with participation decline during the time in between the closing of old and the opening of new facilities;
- Ensuring that local people can access national facilities;
- The potential positive effect of encouraging sport competitiveness amongst young people, particularly in schools;
- The need for joined up thinking by all parties involved in promoting sport participation; and
- Using digital communications to make it easier to participate.

The Chair welcomed representatives from the National Governing Bodies to speak.

Pete Ackerley, National Game Development Manager at The Football Association (FA), presented to members and opened by highlighting the FA's focus on encouraging increased participation in football by women, girls and those with disabilities and the potential for doing this by building on the profiles of successful female and Paralympic athletes during the Games.

Mr Ackerley described the importance of growth in participation at a grassroots level and how a lot of challenges can be solved locally through workforce and facility led projects. He mentioned the critical importance of volunteers, and the crucial challenge of drop-off in participation during teenage years.

Paul Clark, Chief Executive of England Netball (EN), presented to members on EN's objectives and explained how they cannot be achieved without joined up working. He too described how a key challenge is dealing with a drop-off in participation with young teenagers and how there is a necessity of a needs-driven offer that attracts maximum participants.

Mr Clark emphasised the importance of sustainability in participation programmes and the need to encourage engagement in rural and urban locations where facilities are critical. He mentioned using social media and other digital communications to market sport to a wider audience.

Members were given the opportunity to ask questions and the following issues were discussed:

- The potential of joined up working between local authorities and NGBs;
- The importance of working with other boards, such as the Children and Young People Board at the LGA;
- The need for more rural support for sport; and
- Reaching a balance between supporting popular sports and those less popular sports which could have large growth potential.

The Chair thanked the speakers for their interesting and thought-provoking presentations.

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Decision

Members noted the report and the presentations.

Action

To be taken forward as set out in the report.

Siraz Natha

3 Supporting growth of the visitor economy through the hospitality industry

The Chair welcomed Ufi Ibrahim, Chief Executive of the British Hospitality Association (BHA).

Ms Ibrahim spoke about the work the BHA does and its close links with the visitor economy and therefore welcomed the Board's prioritisation of the promotion of boosting local growth through the visitor economy and mentioned the potential of working more closely with the LGA .

Ms Ibrahim detailed how the industry accounts for 2.4 million jobs UK wide and is the fifth largest industry in the UK. The BHA's goals for the coming years are to create 236,000 jobs by 2015 and 475,000 jobs by 2020. She explained how this is important for local authorities as in most local authority areas the hospitality industry represents 5 per cent of jobs, and in some cases more.

The Big Conversation is an initiative which the BHA is working on to tackle youth unemployment consisting of events across the country from February to June where chief executives and other employers in the industry pledge to create jobs, apprenticeships or structured work placements for young people. The aim is to create 50,000 jobs for 18 – 24 year olds by 11 June. Ms Ibrahim explained how the BHA hopes to bottle the opportunity the industry presents in that it is one of a few sectors where young people, or others, can be brought in at a low skills level. This makes the hospitality sector a key industry for tackling youth unemployment in the current economic climate. For this to be successful, Ms Ibrahim emphasised the need for genuine partnership with the public sector.

The Chair thanked Ms Ibrahim for her presentation and discussed how the visitor economy is a cross-cutting issue across the LGA but also across the public and private sector, highlighting the importance of joined up

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working.

Members were given the opportunity to ask questions and the following issues were discussed:

- The BHA's relationship with marketing organisations;
- Affiliations of regional hospitality associations with the BHA; and
- Potential in working with the Department for Work and Pensions to make apprenticeships more flexible.

Decision

Members noted the report of Ufi Ibrahim's presentation.

**Laura Caton /
Justine Wharton**

Actions

Circulate a list of Big Conversation dates to board members.

Officers

4 Culture, Tourism and Sport conference update

Officers updated members on the programme and Councillor Rea invited all members to sign up to attend.

Officers

Action

Officers to confirm the date and time of the Board meeting to take place during conference.

**Laura Caton /
Prashant Parekh**

5 Outside Bodies feedback from members

Councillor Rea updated Members on the latest Outside Body activity.

Decision

Members noted the update.

6 Update on current issues

- Members received an update on current issues including:
- The Autumn Statement and Provision Local Government Funding Settlement 2013 – 14 and 2015 – 16;
- Superfast Broadband; and
- Libraries.

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Decision

Members noted the update.

7 cCLOA Case studies

Members received a paper presenting case studies about councils' working with National Governing Bodies to achieve a sporting legacy from the 2012 Games.

Decision

Members noted the case studies.

8 Any other business

None.

9 Any other business

None.

**Date of the next meeting: 5:30pm Wednesday 7 March, Crowne Plaza Hotel, Chester
Culture, Tourism and Sport Conference**