

Note of last Culture, Tourism & Sport Board meeting

Title:	Culture, Tourism & Sport Board
Date:	Monday 12 December 2016
Venue:	5th Floor Conference Suite, 5th Floor (South side), Layden House, 76-86 Turnmill Street,. London, EC1M 5LG

Attendance

An attendance list is attached as **Appendix A** to this note

Item	Decisions and actions
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1	Welcome, Apologies and Declarations of Interest
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The Chair welcomed members and listed apologies.

There were no declarations of interest.

2	Visit Britain/ Visit England (Viscountess Cobham CBE and Patricia Yates)
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The Chair welcomed Viscountess Penelope Cobham (VisitEngland) and Patricia Yates (VisitBritain) to the meeting.

Viscountess Cobham outlined recent changes for VisitEngland following the merge with VisitBritain, advising members that VisitEngland retained an independent advisory board.

Although both organisations had retained core funding, they were now supported by 'Great' funding for marketing work. VisitBritain's OMGB digital campaign was outlined; next year's campaign theme will be Literary Heroes.

Members were advised of the organisations' action/business plan, and that both were liaising with the Tourism Industry Council on issues such as skills and the impact of Brexit. As a result, tourism is expected to be included in the forthcoming Industrial Strategy.

The recent increase in the number of tourists visiting in Britain was briefly discussed. Transport was highlighted as a major barrier preventing visitors from exploring areas outside of London, particularly the 'last mile' from the station to the destination.

The following points were made:

- There was a discussion around marketing campaigns abroad to encouraging foreign tourists to visit Britain. The recent campaign in Britain on German Christmas Markets was highlighted by board members as a successful example by another country. VisitBritain

gave examples of their own approach in other countries.

- Recent survey results had indicated that holiday visits to Britain had declined. Members were advised that many inbound holiday visitors had been included in another category in this survey, affecting the figure.
- The Discover England Fund has supported a variety of projects across the country. A key question when approving bids was replicability and how learning would be shared with others. Three regional events are planned to share what has worked.
- There was a discussion on what VisitEngland/VisitBritain could do to work in partnership with councils/other organisations. It was acknowledged that councils should be included in consultation, alongside local destination management organisations.
- There was concern that London accounted for 54% of inbound visitors. Although London will continue to be a major attraction for many overseas visitors, the organisations were promoting other areas of Britain abroad and were working with regional airports and tour operators to encourage movement.
- The marketing plan was discussed and members asked if information on successful events could be shared to help different regions benefit from tourism.
- Members discussed the community of international students in Britain and asked what was being done to engage them.
- Transport was discussed as a major barrier to exploring Britain. Members asked if it was possible to work with the government on improving this area.
- Problems with skilled staff shortages in the hospitality industry were highlighted, and members suggested that the organisations consider lobbying the government on the issue.

Decision:

The Culture, Tourism and Sport Board:

1. **Noted** the presentation.

3 Tourism Alliance (Kurt Janson)

The Chair welcomed Kurt Janson, Director of the Tourism Alliance, to the meeting.

The Tourism Alliance is an umbrella association, bringing together tourism associations and business representatives from across the country. The Alliance has a seat on the DCMS Tourism Industry Council.

The Alliance had recently carried out two surveys to measure the impact of Brexit. Although there were differences between inward and domestic bodies in the first survey, these had aligned along the same set of priorities in the second survey.

These were:

- retaining EU travel arrangements
- EU travel/work permits
- Access to EU structural funds

Lack of clarity over these issues is affecting investment strategies, with many businesses placing investment on hold until they are clarified. The Alliance plans to continue its survey work and develop a post-Brexit strategy, which would be published in March.

The Alliance is also working with the Tourism Industry Council on a Brexit-focused paper, which it was agreed would be shared with board members when available.

The following points were made:

- The strategy for leaving the EU and retaining laws, regulations and directives needed to be realistic as there will be financial and time constraints on what is possible.
- Members asked what progress had been made with the 2015 document the Alliance had published on delivering growth and employment with councils. Members were advised this had been published to target the 2015 political party manifestos, with some success.

Decision:

The Culture, Tourism and Sport Board:

1. **Noted** the presentation.

Action:

1. Officers to distribute the Tourism Alliance presentation to members.

4 Brexit and the Implications for the Arts, Culture and Tourism

Ian Leete, Senior Adviser, introduced the item.

Decision:

The Culture, Tourism and Sport Board:

1. **Noted** the report.

Action:

1. Officers to proceed with work in line with members' steer.

5 Outside Bodies and Recent Activity

The Chair introduced the item.

Cllr Faye Abbott and Cllr Greg Smith fed back to the board from the National Archives Expert Panel sessions they attended on the 29th and 30th November. Members were advised that this was part of a wider National Archives consultation and were asked to submit any views.

Members were also advised that officers were seeking advice from the LGA legal team on the LGA becoming a trustee of London Marathon Events Limited.

Decision:

The Culture, Tourism and Sport Board:

1. **Noted** the report.

6 Notes of the Last Meeting

The notes of the last meeting were **agreed** as an accurate summary of the discussion.

7 Sport England Strategy Update

Siraz Natha, Adviser, updated members on recent progress with Sport England's Strategy.

Decision:

The Culture, Tourism and Sport Board:

1. **Noted** the update.

8 CTS Conference Update

Decision:

The Culture, Tourism and Sport Board:

1. **Noted** the report.

9 AOB

Appendix A -Attendance

Position/Role	Councillor	Authority
Chairman	Cllr Ian Stephens	Isle of Wight Council
Vice-Chairman		
Deputy-chairman	Cllr Mike Bell	North Somerset Council
Members	Cllr Paul Bettison OBE	Bracknell Forest Borough Council
	Cllr Geraldine Carter	Calderdale Metropolitan Borough Council
	Cllr Tom Fitzpatrick	North Norfolk District Council
	Cllr Peter Golds	Tower Hamlets Council
	Cllr Colin Organ	Gloucester City Council
	Cllr Greg Smith	Hammersmith and Fulham London Borough Council
	Cllr Sonja Crisp	City of York Council
	Cllr Faye Abbott	Coventry City Council
	Cllr Richard Henry	Stevenage Borough Council
	Cllr Geoff Knight	Lancaster City Council
	Cllr Stewart Golton	Leeds City Council
Apologies	Cllr Barry Lewis	Derbyshire County Council
	Cllr Simon Henig CBE	Durham County Council
	Cllr Terry O'Neill	Warrington Council
	Cllr Muhammed Butt	Brent Council
	Cllr Alice Perry	Islington Council
	Mark Allman	