

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

### **Sport and physical activity**

1. I attended the Sport and Recreation Alliance meeting in April, setting out the importance of engaging with local councils and how that can be done effectively. This advice is being developed into a short guide for community groups, with the support of Lord Addington to engage various sporting groups.
2. I met with Martin Glenn, the Chair of the Football Association, where we discussed their partnership with the Premier League and DCMS who together have committed to making a major investment in local football over the next 10 years. They will work with every council in England to develop a local football facility plan (LFFP) and I will work to ensure every council benefits to the fullest extent from this investment offer.

### **Arts, Culture and Heritage**

3. I met with Emma Chaplin, Director of the Association of Independent Museums. We discussed the contribution that museums can make to a local areas, both in terms of health and cohesion for local residents and as attractors for visitors. We will be working together to enhance our support offer for council-run and -supported museums.
4. I met with Victoria Wallace, Director General of the Commonwealth War Graves Commission, and we discussed ways in which the LGA and the commission could work more closely in the future. Off the back of this, the board has helped them make some useful contacts to support their Intereg bid.
5. I met with the Rt. Hon Michael Ellis MP, the new Minister for Arts, Heritage and Tourism prior to the Tourism and Brexit debate in the Commons in April. We discussed Skills, Cultural Regeneration and lengthening the season, and rural tourism at length. We have set up regular meetings going forwards to ensure the LGA are at the heart of the conversations within the department.

### **Tourism**

6. Cllr Geraldine Carter attending the Tourism Alliance's March Board meeting on behalf of the CTS Board. Cllr Carter followed at the March CTS Board meeting by discussing the planned tourism skills research which will explore the Board's concern about the impact of Brexit on recruitment in the tourism and hospitality sectors. The loss European workers on this sector is unknown so the board are keen to examine ways of delivering skills training to ensure a pipeline of talent and skills for the hospitality and tourism sectors.
7. I had the pleasure of being invited to speak at the Tourism Alliance conference, and later attended their parliamentary Reception.
8. Councillor Muhammed Butt has been asked to sit on the LGA's new Skills Taskforce on behalf of the Board.
9. I also met with Kate Nicholls from UK Hospitality, the new representative body for the hospitality and licensed entertainment sector. Kate is also the new lead for the skills element

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of the tourism sector's bid for a deal under the Industrial Strategy. We discussed our support for that bid and our plans to commission in depth research into how councils can adopt a Work Local approach to supporting their local tourism industry in growing the skills base.

## Parks

10. I have attended meetings of the Parks Action group in May which was attended by the Parks Minister Rishi Sunak MP. The group continues to provide local government with a national voice on the future of parks, and continues to take action to safeguard and enhance parks and green spaces for future generations. I hope to inform and shape how future cross-government policy-making considers parks and green spaces and the multiple benefits they provide.
11. Our sold out Action on Parks conference took place on the 24 May and gave the Parks Action Group its first major public platform. It was opened by Clive Betts MP, discussing the findings of the select committee inquiry into public parks, followed by Rishi Sunak who has been appointed Minister of Parks at MHCLG. Workshops were led by the Action Group workstream leads, and councillors and officers were given the chance to influence national priorities for parks. It was a lively and thought-provoking day.
12. I met with two of our National Parks members to discuss how the LGA can effectively support them, particularly through the lens of culture, tourism and sport. We are planning to co-host a tourism conference with them in 2019, and Councillor Lewis has been appointed on behalf of CTS Board to sit on the programme board for their Arts Council/Visit England funded project to attract more visitors to the National Parks.

## Media

13. I had [an article published](#) in First Magazine explaining the role that Local Government plays in organising Christmas markets, which are attracting more visitors and becoming tourism destinations in their own right.
14. I also set out the importance of our parks in an article for the Countryside Management Association, which reaches frontline professionals involved with the management of all types of parks. In it, I stressed that we wanted to ensure that the Parks Actin Group addressed issues facing the parks in towns like Barnstaple as well as those in London or other cities.

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