

## Note of last Culture, Tourism & Sport Board meeting

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**Title:** Culture, Tourism & Sport Board  
**Date:** Friday 4 October 2019  
**Venue:** Smith Square 1&2, Ground Floor, 18 Smith Square, London, SW1P 3HZ

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### Attendance

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

Item	Decisions and actions
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### 1 Welcome, declarations of interest and terms of reference

The Chair welcomed members to the first board of 2019/20 and asked members and officers to introduce themselves, highlighting their board specific interests.

### 2 Culture, Tourism and Sport Board: Terms of Reference

The Chair asked members to agree the Terms of Reference.

#### Decision

Members agreed the Board's Terms of Reference for 2019/20.

### 3 Policy work programme on culture, tourism and sport

Ian Leete set out the Board's priority areas of work during 2018/19 and highlighted elements that could be continued in 2019/20. Board members were asked to suggest new priorities for the board to engage with and highlight emerging issues.

Members made the following comments:

- Tourism is worth £1 billion, and is strongly linked with local culture. The board should consider a piece of work on the tourism levy and how it would be helpful for parts of the UK with heavy tourist traffic. Consideration should also be given to how tourism could be spread to all parts of the country, including outer London.
- Evidence is critical for all of the Board's service areas, but there is a lack of support on how to evidence the impact of local projects
- Councils need an understanding of what gentrification looks like and how to ensure it does not become an issue to local residents when cultural re-generation happens. If there are new housing developments, cultural foundations need to be applied to these new parts of cities and towns, and councils need to also articulate the positive outcomes of this for developers.
- The LGA should work closely with health teams and national health bodies to ensure the contribution of culture and sport to social prescribing is fully recognised and realised.
- Having a strong theme for the LGA Culture Tourism Sport Conference helped gain

support for key board work in previous years.

### **Decision**

Members noted the report and agreed the following priorities of the board:

- Articulating the value of tourism and what Government can do to champion it, including promoting a national conversation on a tourism levy
- Social prescribing, ensuring councils are prepared and equipped to connect on this agenda
- Developing the evidence base for the impact of investing in culture, tourism and sport, with a particular emphasis on cohesion and economic impact

### **Action**

Officers to develop a more detailed workplan to deliver on the identified priorities.

## **4 The National Forest**

Cllr Peter Golds introduced John Everitt, Chief Executive of the National Forest, before highlighting the work the National Forest has done in the area to involve local residents and create employment opportunities.

The National Forest is about green clean growth for the towns that surround it, responding to the legacy of declining industries in the area that used to create significant levels of pollution.

John Everitt gave a presentation on the work of the National Forest, how it was established and the cultural impact it has brought to the local area and nationally. The Forest has had 9 million visitors and helped create 5000 tourism jobs.

Members asked questions about and discussed:

- How the Forest has brought a significant range of new skills and employment opportunities to the area, making a major contribution to the reduction of local unemployment.
- The Forest's close work with private landowners, including training and seminars, and whether learning could be shared with councils on this. The Forest is currently working with farmers and showing the benefits of taking on parts of the forest, while building a community. Protection of 10 years is placed on any grant funding for land; after that period maintenance is voluntary but a good working relationship is usually maintained.
- The Forest's work with the community, particularly around community orchards, which are maintained by community groups and parish councils. The community orchards have positive biodiversity aspects for the Forest, and the Forest is hoping to take a more strategic approach to engagement.
- The balance between planting new trees and how much time is spent on the continued growth of the Forest, with a consideration of potential lessons for councils delivering on pledges such as London's commitment to tree planting.

### **Decision**

Members noted the presentation.

### **Action**

Officers to send the National Forrest presentation to members. The National Forest will be invited to present at the LGA's rural creativity conference on 11 February.

## **5 Government appointments and announcements**

Ian Leete outlined the interests and previous activity of key new Government figures in relation to the Culture, Tourism and Sport Board and gave an overview of relevant announcements for member's consideration.

### **Decision**

Members noted the report.

### **Action**

Lead members will make contact with their respective shadow ministers, in parallel with the Chair's meetings with Government ministers.

## **6 Improvement Update**

Cllr Peter Golds introduced the improvement update, highlighting the growth in member local authorities taking part in LGA improvement activities, with 63% of all councils participating in one or more of the offers.

Nicola Haymes highlighted the evaluation report of the improvement work to date, outlined the current improvement offer to the sector, and the LGA's ongoing partnerships with Sport England and Arts Council England.

Members made the following comments and observations:

- This has been a significant success for the Board and a major form of support for the sector.
- It would be helpful for the report to indicate proportions of councils attending eg 70 per cent of all districts, 30% of all county councils.
- The Board should explore further why some members have not engaged and whether additions or amendments to the improvement offer need to be considered.
- The LGA should attempt to capture information about effective interventions that make a big difference to local residents' participation in sport or culture. For instance, introducing gyms in parks can increase visitor numbers significantly, and some councils have been able to record this.

### **Decision**

Members noted the update.

## **7 Culture, Tourism and Sports forthcoming events**

Ian Leete set out the Board's conference programme for 2019/20; and the dates of future Board meetings. Members were invited to suggest speakers and identify possible sponsors for the events.

Members made the following comments:

- Members asked to be informed of the costs related to hosting these events

- Cllr Lewis invited the Board to hold a meeting in Derbyshire to see the Festival of Derbyshire and the refurbishment of Buxton Crescent.
- Members requested speakers from Sport England (facilities), English Heritage (blue plaques), VisitBritain, the LEP network, and Community Leisure UK be invited to future meetings.

#### **Decision**

Members confirmed they wish to hold a Board meeting outside of London.

#### **Action**

Officers to follow up offers by members to host conferences and board meetings.

### **8 Outside Bodies**

The chair asked members to approve the outside bodies and the members appointed to them. See **Appendix B**

#### **Decision**

Members agreed the outside body appointments.

### **9 Any other business**

Members agreed for the chair to write to all member councils about sky lanterns, highlighting the environmental and fire risks related to their release at events.

### **10 Minutes of the last meeting**

The minutes of the last meeting were agreed as a correct record.

## Appendix A - Attendance

Position/Role	Councillor	Authority
Chairman	Cllr Gerald Vernon-Jackson CBE	Portsmouth City Council
Vice-Chairman	Cllr Julian German	Cornwall Council
Deputy-chairman	Cllr Peter Golds CBE Cllr Clare Coghill	Tower Hamlets Council Waltham Forest London Borough Council
Members	Cllr Derek Bastiman Cllr Matthew Lee Cllr Cath Homer Cllr Barry Lewis Cllr Phil Seeva Cllr Nick Worth Cllr Peter Kelly Cllr Brigid Jones Cllr Richard Henry Cllr Muhammed Butt Cllr Dhanisha Patel Cllr Jane Black Cllr Chris White Cllr Tom Hollis	Scarborough Borough Council South Kesteven District Council Northumberland Council Derbyshire County Council Cornwall Council South Holland District Council Preston City Council Birmingham City Council Stevenage Borough Council Brent Council Bridgend County Borough Council Bury Metropolitan Borough Council Hertfordshire County Council Ashfield District Council

## Appendix B – Outside Bodies

Organisation	Background	Representatives
<b>British Board of Film Classification – Consultative Council</b>	The British Board of Film Classification classifies films on behalf of Local Authorities and videos / DVDs under the terms of the Video Recordings Act. Its "Consultative Council" is a requirement of the Board's designation under the Video Recordings Act.	<b>1 place</b> <ul style="list-style-type: none"> <li>Cllr Jane Black (Lab), Bury Metropolitan Borough Council</li> </ul>
<b>Tourism Alliance</b>	The TA seeks to establish and maintain a favourable operating environment for all businesses involved in the delivery of tourism, particularly in England. The LGA has a non-voting place on the Board.	<b>1 place</b> <ul style="list-style-type: none"> <li>Cllr Gerald Vernon-Jackson CBE (Lib), Portsmouth City Council</li> </ul>
<b>London Marathon Events Limited</b>	The London Marathon Charitable Trust primarily provides capital funding for building or facilities projects that inspire increased participation in physical activity, sport and play. It prioritises projects that target individuals or groups that currently have low levels of activity and children and young people outside of school hours. Since its founding in 1981, The Trust has awarded in excess of £66.5 million to more than 1,200 projects in London and beyond.	<b>1 Place</b> <ul style="list-style-type: none"> <li>Cllr Richard Henry (Lab) Stevenage Borough Council</li> </ul>

<p><b>Theatres Champion (UK Theatre)</b></p>	<p>UK Theatre is the UK's leading theatre and performing arts membership organisation. They promote excellence, professional development, and campaign to improve resilience and increase audiences across the sector. UK Theatre supports organisations and individuals in the performing arts at any stage of their career, through a range of training, events and other professional services. Whether it's through sharing knowledge, bringing you together with the right people or providing practical advice, UK Theatre provides support.</p>	<p><b>1 Place</b></p> <ul style="list-style-type: none"> <li>• Cllr Matthew Lee (Con), South Kesteven District Council</li> </ul>
<p><b>Libraries Taskforce</b></p>	<p>Leadership for Libraries Taskforce was set up by the Department for Culture, Media and Sport (DCMS) and the Local Government Association (LGA) in 2015. The Taskforce's role is to provide leadership and help to reinvigorate the public library network in England.</p> <p>The Taskforce was set up to enable libraries in England to exploit their potential and be recognised as a vital resource for all.</p>	<p><b>1 Place</b></p> <ul style="list-style-type: none"> <li>• Cllr Tom Hollis (Ind), Ashfield District Council</li> </ul>
<p><b>National Park Authority Tourism project</b></p>	<p>This is an opportunity for a CTS Board member to represent the LGA on the Authorities programme board which looks at delivery, strategic direction, and key issues relating to the development of the visitor economy in rural England.</p>	<p><b>1 Place</b></p> <ul style="list-style-type: none"> <li>• Cllr Barry Lewis (Con), Derbyshire County Council</li> </ul>
<p><b>LGA Coastal SIG</b></p>	<p>This is an opportunity for a CTS Board member to champion and represent the board's areas of interest in relation to coastal, estuarine and maritime communities. The Coastal SIG seeks to increase awareness and debate on environmental, economic and social issues at all levels in relation to the coast.</p>	<p><b>1 Place</b></p> <ul style="list-style-type: none"> <li>• Cllr David Jeffels (Con) North Yorkshire County Council</li> </ul>