

Outside Bodies

Purpose of report

For discussion.

Summary

This report has two parts:

- A - CTS outside bodies background and appointments process 2021/22
- B - Report back on member meetings since 1 September 2021 and appointments to outside bodies.

Recommendation/s

That the Board Members:

1. note part A - CTS Outside Bodies Background and Appointments Process for 2021/22; and
2. note part B – Report back on member meetings since 1 September 2021 and appointments to outside bodies.

Action/s

Officers to take forward actions.

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Outside Bodies

A - CTS Outside Bodies Background and Appointments Process 2021/22

Background

- 1 The Board terms of references says the Culture, Tourism and Sport Board may:
 - 1.1 Appoint members to relevant outside bodies in accordance with the Political Conventions.
 - 1.2 Appoint member champions and spokespersons from the Board to lead on key issues.

Appointments process

- 2 Members may put themselves forward to represent the LGA on specific subjects or on outside bodies. Members wishing to do this should approach their lead member, who will be responsible for putting their name forward to the Board.
- 3 Lead members will discuss nominations at their first meeting. If there is more than one nomination for the role, a vote of the Lead members will be held, with a casting vote by the Board Chair if necessary.
- 4 Outside bodies and champion roles must, as far as possible, be split equally between parties, in accordance with the political conventions of the LGA. Where there are odd numbers of roles, or a new role is added during the Board year, first chance to fill the role will be offered to those parties that hold the fewest roles – although they may choose not to nominate to that role.
- 5 The Board may also choose to appoint someone to a role due to their particular expertise, irrespective of party; appointments made for this reason should be agreed by all lead members.
- 6 The LGA does not provide expenses for costs associated with Champion or outside body roles. Some outside bodies may cover these costs directly and members may recover their costs from these.

B – Report back on member meetings since 1 September 2021 and appointments to outside bodies

CTS Board Outside Body representation:

- Tourism Alliance – currently Cllr Gerald Vernon-Jackson (LIB DEM)
- London Marathon Charitable Trust – currently Cllr Richard Henry (LAB)
- Coastal SIG – currently Cllr David Jeffels (CON)
- Library champion – currently Cllr Tom Hollis (IND)
- Creative Industries Council – currently Phil Seeva (CON)

Updates from Outside Body appointees:

- 1. The Tourism Alliance (Cllr Vernon-Jackson)** – Cllr Vernon-Jackson had met with the Board of the Tourism Alliance on several occasions recently in relation to countrywide advice to tourism businesses on how to operate with local councils during the lockdown. Cllr Vernon-Jackson had also met with the APPG on Campsites and Campervans on the same issues. *(This update was provided on 28 Nov 2021)*
- 2. London Marathon Charitable Trust (LMCT) (Cllr Henry)** – The LMCT had now finalised the governance restructuring of both the Charity (LMCT) and the events organisation - London Marathon Events (LME). The LMCT met regularly as a Board of trustees, mainly virtually, and also held a joint, in-person – LMCT Board, LME Board Away Day – with key officers of both organisations. This was to discuss and agree new ways of working together to best meet the aims of the trust and the requirements of the Charities Commission. The London Marathon went ahead in October and was one of the largest mass participation events in the UK since Covid 19 restrictions in 2020. It was extremely successful with huge amounts being raised for charities around the country and a large surplus that will be paid to the trust to meet our own charitable objectives. *(This update was provided on 24 Nov 2021)*
- 3. Libraries (Cllr Hollis)** – A pilot version of the accreditation scheme took place over the summer, working with three local authorities (Suffolk, Reading and Northamptonshire). This included a self-assessment undertaken by the council, which was tested through a mini ‘peer challenge’ process – two experienced LGA peer councillors were involved in this ‘check and challenge’ process. The process worked well, although officers felt that the scheme itself needed to be clearer and more robust and the final report needed to demonstrate its use of evidence more clearly, this had been fed back and the draft scheme had been amended with this in mind. The scheme had been signed off and Ian Leete, Principal Policy Adviser, had attended a recent meeting to ensure that a number of amendments be made, including points related to fine-tuning the scheme and ensuring that it related to DCMS’s libraries work on statutory requirements. It was likely that there would be some kind of soft launch or ‘pathfinder’ approach to continue fine-tuning the scheme, but it would be substantively the same as the draft scheme. The ultimate responsibility for the scheme would sit with the Arts Council, as per museum accreditation. There would be a need for councillors to be involved in the ‘check and challenge’ elements of the programme, so there would be opportunities to be more actively involved once the scheme had been launched. Separately, the Arts Council had asked the LGA to look into setting up a councillor sounding board for libraries. This would be a group of councillors with lead responsibility for libraries who would meet with ACE on a cyclical basis to discuss national library initiatives and the view from the ground – ACE are keen to be able to test their thinking with elected representatives and better understand the work that was being undertaken within the sector so that they could ensure that they were offering appropriate support. *(This update was provided on 09 Nov 2021)*
- 4. British Destinations Conference Update (Cllr David Jeffels)** – The Annual Conference of British Destinations And Tourism Alliance was held at the Royal Overseas League in London on 15 November 2021 and there had been several key speakers at the conference. Each speaker focused on the tourist industry post-Covid and the effect that the Covid-19 pandemic had had since the first lockdown in March 2020. The following points had been raised by each of the speakers:

- 4.1** Nick de Bois, Chairman of Visit Britain, concentrated on a review which was being planned on Destination Management Organisations (DMOs), urging that they had a major role to play in the recovery of the tourist industry. Mr de Bois said commercial income was essential for the DMOs, and advocated them being focused on County Council areas and cities, although they needed to change and to have 15% to 20% of their core funding provided by local authorities or similar organisations, he added that local authorities and Local Enterprise Partnerships (LEPs) needed do more to recognise the value of the potential of the tourist economy. Currently, it was being “outdone” by France in the success of its tourist industry. Mr de Bois said tourism was now recognised as the. third largest contributor to the national economy.
- 4.2** Robin Baker, Head of the Tourism Management Institute, said that there had been no mention of tourism in the Chancellor’s Comprehensive Spending Review, adding *“It’s time the meeting Government put money where its mouth is.”* Mr Baker said that there was a need to level up tourist industry which currently received 0.004%, he also emphasised the need for all attendees to lobby their MPs.
- 4.3** Nigel Huddleston MP, Tourism Minister, said that the tourism industry would benefit from the Government’s £4.8 billion “levelling up” fund and it would be responding to the review of the DMO’S in the coming weeks. He was confident that there would be a rise in the number of overseas tourists shortly because Britain could open up safely. The Minister said he was keen to strengthen links with the tourist and hospitality industry and wanted to see co-ordination and collaboration with all Government departments. The aim, he said, was to make Britain the most sustainable holiday industry venue. Mr Huddleston also emphasised the importance of lobbying local MPs on the value of the tourist industry and what was happening in their constituencies. The Visa system was being simplified which would benefit the overseas market. Mr Huddleston added that he was particularly keen to encourage the Chinese markets to Britain, he urged delegates to come forward with evidence on the future scale of the tourist industry.
- 4.4** Lizzy Carlyle, of The National Trust, was upbeat about its future in the tourist industry pointing out that it had 250k hectares of land including 780 hectares around the UK coast as well as 500 gardens and mansions. It was opening a significant number of cafes and caravan sites as well as pubs. It was planting 20 million trees through volunteers between now and 2030.
- 4.5** Kurt Jurgens, Chairman of The National TRUST, criticised the government for not having a comprehensive strategy for the tourist industry and called for a building of the Educational tourism market and more money to attract international tourists. Mr Jurgens added that there was no alternative to the Government’s Recovery Plan.
- 4.6** Julie Simpson, CEO and President of The World Travel and Tourism Council, said that one in ten jobs globally now came from the tourist industry. Some 62 million jobs were provided by the industry, many of them for younger people. Ms Simpson said that there were several important issues needed to benefit the tourist industry - digital solutions, high quality health and safety standards, vaccine equality, simplified rules on international travel rules and recognition for international travel of all Covid-19 vaccines. The UK travel industry had slumped by 62% as a result of the Covid-19 pandemic, compared with the 2019 figures, a rate which was worse than such places as the USA, Europe and China. Ms Simpson said that the government’s ‘traffic light’ system had been largely to blame, adding *“It was a self-*

inflicted impact.” Ms Simpson warned that 180k jobs were at risk in the UK economy if new Covid-19 restrictions were imposed. The value of tourism to the UK economy had dropped from £738 billion in 2019 to £190 billion in 2021 due to the Covid-19 pandemic. Ms Simpson said that staff shortages in tourism in Britain were “critical” and concluded by calling for a Festival of Tourism and Travel.

- 4.7 Paul Slattery, Director of Otus & Co Ltd Travel Company, said that the next 30 years would be different from what we had seen previously in the tourist industry.