

Outside bodies and partner updates

Purpose of Report

For information.

Is this report confidential? No

Summary

This standing report sets out updates from members on outside body activities and meetings with stakeholders.

LGA Plan Theme: Communications and events

Recommendation(s)

That the Board:

- Provide verbal updates of any partner meetings
- Note the appointment of the Board Equalities Champion
- Provide a response to Cllr Jeffels' questions in paragraph

Contact details

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Outside bodies and partner updates

Background

1. The CTS Board has representation on:
 - 1.1. Tourism Alliance – Cllr Chris White (LIB DEM)
 - 1.2. London Marathon Foundation – Cllr Richard Henry (LAB)
 - 1.3. Library champion – Cllr Julie Jones-Evans (IND)
 - 1.4. Creative Industries Council – Cllr Peter Golds
 - 1.5. Improvement Lead – Cllr Michael Graham (LAB)
 - 1.6. ‘Business In The Community’ Taskforce – Cllr Gary Ridley (CON)
2. Equalities Champions are appointed centrally by the political groups and Cllr Julie Jones-Evans has been appointed as the Culture, Tourism and Sport Board Equalities Champion for the year.
3. The role of the Champion is to:
 - 3.1. Encourage the Board to consider equality issues in all their work
 - 3.2. Challenge the Board to embed equalities into the work of the Board
 - 3.3. Hold the Board to account around equalities issues.

Partner updates

4. Cllr David Jeffels has provided the following update from [British Destinations](#), representing destination management organisations in the UK.
5. This organisation is a significant long standing voice in the tourism world with membership from local authorities and tourist destinations as well as coastal resorts – it was originally known as the British Resorts Association, and I served as its chairman and its successor some time ago.
6. Based in Southport, it works with Tourism Alliance and Visit England, and other organisations in the industry and has influence at government level as a sounding board.
7. The Director, Peter Hampson, says the experience of 2023 has been that while the volume of tourists has been fairly buoyant, their spending has been down..
8. His take on the 2024 season is that it will be “much of the same” though there are varying responses in different tourist areas.
9. With a General Election on the horizon he says one aim is to influence all the political parties as they create their manifestos. Generally speaking, he says, tourism has not ranked highly in previous GE manifestos, despite it being a big benefit to the national economy and in job creation.
10. There is evidence of spending down in restaurants and hotels, and a major concern is that as more people feel confident about travelling abroad the overseas market will

improve at the expense of the British one which has worked hard to encourage the stay-cation aspect.

11. There is in existence a government fund which is available to help marginal coastal communities, says Peter and perhaps this is one which could be expanded to aid the tourist industry as a whole.
12. With the Chancellor holding his annual Budget Day in March (6th I believe) this could be an opportune time to press the government for more support for the British tourist industry.
13. Questions:
 - 13.1. With a General election on the horizon, what could an incoming government do to boost the tourist industry in the UK?
 - 13.2. Should the government make grants available to aid the industry with such funding being used to upgrade hotels and tourist attractions?
 - 13.3. With the potential to exploit the stay-cation trend and the likelihood of traditional overseas holiday destinations becoming warmer, should local authorities with tourist accommodation and attractions be encouraged with the aid of grants, to capitalise on the potential, working with such organisations as Visit England and Tourism Alliance?
 - 13.4. Should the new government when elected, give a higher priority in general to the promotion and funding of the holiday industry to create employment and boost local economies?

Implications for Wales

14. None.

Financial Implications

15. There are no implication for the Board budget.

Equalities implications

16. Cllr Julie Jones-Evans has been appointed Equalities Champion for the Board.

Next steps

17. Officers will provide a response to Cllr Jeffels' questions in line with the Board's discussion.