

Helen Grant, MP  
Minister for Sport, Tourism and Equalities  
Department for Culture, Media and Sport  
4<sup>th</sup> Floor  
100 Parliament Street  
London  
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13 January 2015

Dear Minister

We are very pleased that Central Government and the tourism industry have joined forces to set up the new Tourism Council. The Council has real potential to raise the profile of the visitor economy and help drive even more growth.

The visitor economy is all about supporting and developing authentic and high quality destinations. Given this vital local dimension, we suggest that the impact of the Tourism Council could be further strengthened by local government representation.

Councils help to ensure the quality and development of the core infrastructure of places, such as transport facilities, superfast broadband and clean, safe and attractive public spaces. We invest £2.8 billion every year in culture and heritage and support major cultural, business and sporting events, all of which are key attractions for tourists. Local government also provides strategic leadership on the spatial planning, skills, regulation and infrastructure that underpins a thriving visitor economy.

In a rapidly changing economic landscape, councils connect-up Destination Management Organisations to Local Enterprise Partnerships, and the wider local economic landscape. Our views are set out in more detail in the enclosed submission to the Culture, Media and Sport Committee's Inquiry into the visitor economy.

Councils' leadership is central to unlocking future growth. We are at your disposal and look forward to continuing to work with you and industry.

Yours sincerely



Cllr Ian Stephens  
Chair LGA Culture, Tourism and Sport Board