

18 January 2018

## **2018 Culture, Tourism and Sport Conference**

### **Summary**

The LGA's annual Culture, Tourism and Sport Conference will be held on Wednesday 7 March – Thursday 8 March at The Hilton, Hull.

1. Hosting the conference in an iconic cultural, historic and sporting destination, with networking and study tours organised around showcasing the host city remains the unique selling point of CTS Conference.
2. We are delighted that the 2018 CTS Conference will be in Hull 2017 UK City of Culture on Wednesday 7 – Thursday 8 March. Hull City Council has a strong track record of putting culture, tourism and sport at the heart of its plans to grow the economy, improve wellbeing and strengthen cohesion. We are discussing with the City Council how they would like to showcase their excellent work on the study tours.
3. The 2018 Conference will take place at an important time for our sector. As well as sharing the latest innovation in delivering culture, tourism and sport services, there are exciting new strategic developments arising from the DCMS Culture is Digital consultation, the industrial strategy, new research into the impact of arts and culture on health and wellbeing, and the accelerating campaigns to be the next nominations for EU Capital of Culture and UK City of Culture.
4. Current delegate numbers are at 31 – which is lower than average. We will continue to market the event via the following means: bulletins/tweets/ first adverts and via hard copy promotion.

### **Recommendations**

Culture, Tourism and Sport Board Members are invited to note the report and provide comments.

### **Action**

Officers will take forward actions identified.

**Contact officer:** Jade Nimmo  
**Position:** Event Manager  
**Phone no:** 020 7664 3014  
**E-mail:** [Jade.nimmo@local.gov.uk](mailto:Jade.nimmo@local.gov.uk)

7.00-8.00pm Registration

---

8.00pm Conference dinner, Hilton Hotel (Conference venue)  
**Lord Mayor**, Hull City Council

---

**Day 2**

---

8.00 Registration (for new delegates), refreshments and networking

---

9.00 Walking study tours

**ST1. Destination Hull – Transforming our city  
(Walking distance less than 2 miles)**

Tour of new public realm work that has transformed many areas of the city centre in the last two years due to major investment from Hull City Council. The public realm programme includes a wide range of work from new paving and lighting schemes to the installation of new public art and water fountains. Hull City Council have also invested £36 million in a brand new concert and conference facility to seat 3,500 people which is due to open Autumn 2018 and have recently announced a £27.5 million Maritime visitor destination project which will include major refurbishment of the Maritime Museum.

**ST2. Development of key venues (Walking distance less than 1 miles)**

Including the Ferens Art Gallery and Hull New Theatre which have both undergone major refurbishment recently. Plus the £10 million purpose built Hull History Centre which is a joint venture between Hull City Council and the University of Hull and is home to the Hull Archives.

**ST3. Hull Old Town (Walking distance less than 1 miles)**

A programme is well under way to re-energise the old town including redevelopment of the Trinity Indoor Market, Trinity Square and Market Place. Hull City Council are working with independent businesses and encouraging new businesses into the area through the Old Town Grant Scheme

**ST4. Cultural Quarter (Walking distance less than 1 miles)**

New development in the old Fruit Market, now the home to galleries, museums, restaurants, entertainment venues and a micro-brewery alongside a residential Scheme and closely linked to the emerging digital hub in the city. This area has been transformed with major investment from both Hull City Council and private sector partners.

10.00 **ST5: Developing leisure space to create healthy communities (in-house session)**  
**Paul Cluett**, Managing Director at Alliance Leisure, will discuss how to transform local community leisure facilities into modern fit-for-purpose activity centres that help to improve the health and wellbeing of local residents and visitors. Drawing on experience from delivering over 100 developments and investing over £125 million into local authority sport and leisure centre Alliance will share some ideas for your next development.

---

10.30 Refreshments and networking

---

10.45 Chair's welcome

**Cllr Gerald Vernon-Jackson**, Chair, LGA Culture, Tourism and Sport Board

- 11.05      **Economic impact: Creative industries role in regeneration**  
**Rosie Millard**, Deputy CEO, Creative Industries Federation  
Question and discussion
- 
- 11.30      **Workshop sessions round 1**  
**WS1 Tourism and destination-making**  
UK tourism numbers continue to grow, both from international tourists and staycationers. But while the attraction of places like London and Bath are well-established, how do we attract visitors to other, equally exciting destinations. This session will introduce you to some new marketing techniques developed by Visit Kent and delivered in other UK destinations.  
**Sinead Hanna**, Acting Head of Marketing, Visit Kent  
**Jacqui Gay**, Head of Communications, Hull City Council
- WS2 Local Delivery Pilots**  
Sport England’s local delivery pilots will be testing bold new approaches to physical activity that are designed to attract people who don’t already take part, taking a whole systems approach beyond the sport and physical activity sector.
- WS3 Cultural investment, and cultural return**  
Economic growth remains a core priority for councils, and the Government’s Industrial strategy offers an opportunity to drive growth in particular sectors. But to make the case for the cultural sectors, we need to be able to evidence the impact investment in these services can make – both economically and socially. This workshop will explore how we can capture the economic and social impact, and how we embed the necessary skills in our organisations.  
**Dr Beverley Hawkins**, Senior Lecturer in Leadership / Organisation Studies, University of Exeter  
**Ciara Eastell OBE**, Chief Executive, Libraries Unlimited  
**Stuart Merali-Younger**, Associate Director, Regeneris
- 
- 12.20      Lunch and networking
- 
- 1.20      Keynote address – **unfortunately John Glen has been reshuffled. Policy colleagues are trying to reconfirm meetings with the new Minister.**  
Question and discussion
- 
- 1.50      The funding landscape and our partnership with councils  
**Ros Kerslake OBE**, Chief Executive, Heritage Lottery Fund  
Question and discussion
- 
- 2.20      **Workshop sessions round 2 (repeated)**
- 
- 3.15      Plenary session – **an invitation has been sent to Meera Syal**
- 
- 3.35      The All-party parliamentary group for arts and wellbeing report  
**The Rt Hon. the Lord Howarth of Newport CBE**
- 
- 4.00      Conference close