

Delegate profile and summary of Delegate survey: Culture, tourism and sport conference 2009

Total numbers of fee-paying Delegates

	<u>2009</u>	<u>2008</u>	<u>2007</u>
Members:	205	205	158
Non-members:	<u>10</u>	<u>6</u>	<u>14</u>
	215	211	172

The above figures represent paying delegates only

These figures indicate that the previous decline in the number of paying delegates has been arrested since the conferences in Liverpool and Brighton this year.

In addition to the 215 paying delegates in 2009, there were approximately 55 free places which account for exhibitors, sponsors, press, LGA CTS board members and some attendees from DCMS and NDPB's, which gave added value to the event in terms of

- greater weight and representation given to the conference by their presence
- in turn, the free places encouraged these bodies to send paying delegates** and also to agree to high profile speakers we had invited from these organisations.

*** (This did not lead to a significant overall increase in paying delegate figures as MLA were unable to send the usual group of approximately 10 delegates)*

Total Attendees Profile:

	<u>2009</u>	<u>2008</u>	<u>2007</u>
Officers:	189	155	110
Cllrs:	<u>64</u>	<u>65</u>	<u>62</u>
	253*	220*	172*

*** figures do not include press/exhibitors/sponsors attendees*

These figures indicate that the number of members attending is fairly constant, whilst the numbers of officers attending (if you include free places) has increased. Within this the officer breakdown by type is fairly similar to previous years as follows:

	<u>2009</u>	<u>2008</u>	<u>2007</u>
Chief Exec's / Dep. Chief Exec's:	4	6	5
Directors/asst directors:	35	31	22
Heads	52	45	37
Managers, policy officers etc	57	73	46
NDPB's, government staff	<u>41</u>	<u>inc above</u>	<u>inc above</u>
	189	155	110

Looking at a geographical profile, nearly 100 councils sent 1 or more representatives, with roughly one third from northern authorities, one third from London and the South, and one

third from Midlands, east and west England, which is a similar breakdown to previous years, indicating that as long as the conference is accessible by rail, holding it in the south does not deter attendees from the north, and vice versa.

Delegate online survey – summary of main points:

Respondents:

- 57 respondents, so a representative sample of delegates (22%) and the breakdown of the respondents suggests a representative sample (11 x members, 46 officers of whom 4 were CEX/Dep CEX, 10 were Directors/deputy directors, 15 were Heads of service and 17 were managers/policy officers)

Overall satisfaction:

- 88% of respondents were either fairly satisfied or very satisfied with the event overall, with only 12% neither satisfied nor dissatisfied or don't know, no respondents stating that they were dissatisfied. This compares favourably with the 2008 conference where 34% of respondents were not satisfied, or totally unsatisfied overall.
- The average number of times that respondents had attended the conference previously was two
- 79% of respondents would attend the conference again. Of those who said no, or they didn't know, cost and having an exciting programme were the main factors which would influence the decision.

Venue and Location:

- 97% of respondents rated Brighton either fairly satisfied or very satisfied as a destination, and 88% rated the Thistle hotel very highly as a location for the conference. 15% of the respondents expressed dissatisfaction with the venue's facilities – lack of air conditioning in bedrooms as well as some of the conference rooms being a major factor.
- The venue's day catering got high satisfaction ratings from 85% of respondents, but 74% for the dinner. However, 84% of respondents found the dinner either a useful or very useful opportunity for networking.

Speakers and programme:

- Plenary speakers who were highly rated – by above 60% of the respondents – were Germaine Greer (even if they did not agree with the content), Peter Barron and the Panel session with Alan Davey, Jennie Price, Roy Clare and Deborah Lamb. As is usual there were lower ratings for the political speakers and the sponsor/host speakers

Study Tours:

- 32% and 30% of the respondents had gone on Study tours 1 & 4 respectively, which were the most popular, but they all received virtually 100% high satisfaction ratings, the main complaint was that the groups were too large, so they couldn't always hear the tour leaders.

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Appendix 1

Discussion Sessions:

- There was more variation in the ratings for the discussion sessions, less of the respondents had attended the heritage protection session, the measuring participation session, and the archives session. There were above 60% respondents giving high satisfaction ratings (either very or fairly satisfied) for the libraries session and the Arts Council session with Alan Davey on Day 1, and on Day 2 for the festivals session and the Post Hodge review in the morning and for the archives session in the final slot.
- Comments as to the sessions were mostly relating to the fact that time was too short, speakers not disciplined to keep to time, therefore reducing amount of time for discussion, speakers not inspiring/spoke too fast/too basic
- There were less of the respondents attended the early discussion session at 9am on Wednesday, but these numbers were not as low as those attending the after lunch discussion sessions the previous year

Conference structure and timing:

- This year, delegates were asked what one element of the conference they feel more time should be spent on, and almost half of the respondents listed discussion sessions. A significant number answered networking time, with plenaries and study tours coming almost equal third.
- Delegates were then asked if they had to sacrifice one element of the programme to do this, what would it be, and the response was more or less even out of plenaries, discussion sessions and study tours, less respondents wanting to sacrifice networking time.
- 80% of the respondents voted the timing of the conference from 10.30am on Day 1 – 2.30pm on Day 2 as just right (14% said too short and only 5% said too long), so this was overall approval for the earlier finish time ending with late lunch.

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