

## **Culture, Tourism and Sport annual conference 2010**

### **Summary**

This paper is to make proposals to the Board in relation to the CTS annual Conference 2010, in particular those for the title, theme and programme structure.

Attached are appendices with the feedback received from the 2009 Conference for information (Appendix 1) and the proposed programme structure (Appendix 2)

### **Recommendations**

1. Members are asked to consider and comment on the proposals, and to feed in further suggestions for plenary speakers, discussion session topics etc
2. Members are asked to agree that the March 2010 board meeting take place in the Gateshead Hilton at 5pm on Monday 29 March 2010

### **Action**

Subject to comments from the Board, officers will commence planning for the event in order to commence marketing in September / October

Contact Officer: Cynthia Westley  
Phone No: 020 7664 3080  
Email: [cynthia.westley@lga.gov.uk](mailto:cynthia.westley@lga.gov.uk)

## **Culture tourism and sport annual conference 2010**

### **Background**

1. The 2009 CTS conference took place in Brighton in March, attracting approximately 270 attendees, including, amongst others, exhibitors and sponsors.
2. Following the conference, an online customer satisfaction survey was emailed to all delegates (for summary of the results see Appendix 1), staff de-brief/brainstorm meetings and a feedback meeting with CLOA were held, and these informed the proposals contained in this report.
3. After investigating the feasibility of a number of venues and locations, the venue and date for the next CTS conference has been agreed and confirmed with office-holders as the Gateshead Hilton, on Tues/Weds 30 & 31 March 2010.
4. A date-for-diary alert was sent out with information regarding the date and venue for 2010 on 17 June 2009 with a view to more detailed marketing commencing in September / October.

### **Proposals for the 2010 conference**

5. The proposed title for this event is '*Change or decay: a manifesto for culture, tourism and sport*'
6. The title and theme are proposed to reflect the changing political landscape, the changes in public finances, the new challenges that need to be met for culture, tourism and sport to bring benefits across the various sectors, and its contribution to economic recovery. The idea is that we can use the conference as a sounding board and forum in which to develop ideas to develop a manifesto for the future and feed into future LGA policies and priorities for culture, tourism and sport.
7. The proposed programme structure (see Appendix 2) is very similar to that of the 2009 conference, given that delegate feedback indicated overall customer satisfaction with the timings.
8. There are 8 x plenary sessions proposed, which include 3 x political speaker slots and 1 x NDPBs panel session, which worked well in 2009 and encouraged the "big hitters" to be represented at the conference, thereby giving delegates access to the main decision makers in culture, tourism, sport and the arts. The intention is to invite the Chief Executives of Arts Council, Sport England, English Heritage, MLA, and VisitEngland, along with a DCMS representative.
9. It is proposed that the 3 x discussion session slots will be streamed into 4

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subject areas 1) Arts/Culture/Heritage 2) tourism 3) Sport 4) Libraries/Archives. The first two slots for each subject area would have a theme, which might be strategic commissioning, the efficiency and improvement agenda, or partnership working within these areas. The intention is that each session will move forward the discussion, so that the final sessions will have no specific theme and will capture key action points that will inform our manifesto for culture. These points will be fed into the NDPBs panel session who will also take up these themes, to close the conference.

10. Officers have had an initial meeting with CLOA representatives to discuss ideas for the 2010 conference, and in order to facilitate collaboration on the event, CLOA have nominated a small group to maintain regular contact and attend further meetings and assist with the programme and marketing.

## **Financial Implications**

10. The income and expenditure for this event is provided for in the LGA CEM Budget for the 2009/10 financial year

## **Implications for Wales**

11. It is hoped that the conference will attract some delegates from Welsh Authorities, and where appropriate Welsh case studies and/or speakers will be included in the programme

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