

## **Culture, Tourism and Sport annual conference and exhibition 2012 – *all to play for***

Wednesday 7 – Thursday 8 March 2012, Mercure Cardiff Holland House Hotel and Spa, Cardiff, CF24 0DD

### **Conference programme** (subject to change and further speakers to be confirmed)

#### **Wednesday 7 March 2012**

- 08.30** Conference registration opens
- 09.30** **Conference opening and Ministerial address**  
**Cllr Andrew Lewer**, Deputy Chairman, LGA Culture, Tourism and Sport Board  
**Hugh Robertson MP**, Minister for Sport and the Olympics
- 09.50** Questions and Discussion
- 10.15** **Study tours\* (ST)**
- ST1. Sport – the road to 2012**
  - ST2. Creative Industries**
  - ST3. 21st Century libraries**
  - ST4. Cultural Heritage – key to the Castle**
- 12.45** Lunch and exhibition viewing
- 13.30** **Welcome to Cardiff**
- Cllr Flick Rea**, Chair, LGA Culture, Tourism and Sport Board  
**Cllr Professor Delme Bowen**, Rt. Hon. The Lord Mayor of Cardiff
- 13.45** **Panel discussion 1. Culture, tourism and sport – all to play for?**  
This panel will debate the challenges and opportunities that are confronting culture, tourism and sport services.
- Panel Chair: **Richard Hunt**, Chair, Chief Culture and Leisure Officers Association  
**Jenifer Littman MBE**, Chief Executive, Tourism for All UK  
**Nick Capaldi**, Chief Executive, The Arts Council of Wales  
**Sean Holt**, Chief Executive, Chartered Institute for the Management of Sport and Physical Activity
- 14.45** Refreshments and exhibition viewing
- 15.15** Transfers to Workshops
- 15.30** **Good practice workshop session 1\***
- 1. Future Libraries**
- Chair: Cllr Florence Nosegbe**, Cabinet Member for Culture, Sport and 2012, London Borough of Lambeth and LGA Culture, Tourism and Sport Board Member

**Nicky Morgan**, Director, Libraries, Arts Council England

**Cllr David Pugh**, Leader, Isle of Wight Council

## **2. Boosting the visitor economy**

**Chair: Cllr Brendan Jameson**, Leader of South Lakeland District Council and LGA Culture, Tourism and Sport Board Member

**Louise Stewart**, Partnerships and Performance Director, VisitEngland and **Jason Freezer**, Head of Destination Management, VisitEngland

**Cllr Kevin Lynes**, Cabinet Member for Regeneration and Economic Development, Kent County Council

## **3. Working with the civil society**

**Chair: Cllr Caitlin Bisknell**, Leader, High Peak Borough Council and LGA Culture, Tourism and Sport Board Member

**Annemarie Naylor**, Head of Assets, Locality

**Svend Elkjaer**, Director, Sports Marketing Network

## **4. Innovation in local heritage**

**Chair: Cllr David Lloyd**, Hertfordshire County Council and LGA Culture, Tourism and Sport Board Member

**Cllr Andrew Lewer**, Deputy Chair, LGA Culture, Sport and Tourism Board and Leader of Derbyshire County Council

**Nigel Brown**, Head of Historic Environment Management, Essex County Council

**16.25** Transfers to Workshops

**16.35** **Good practice workshop session 2\***

## **5. Transforming services: superfast broadband and digital inclusion**

**Chair: Cllr Doreen Stephenson**, Leader, East Lindsey District Council and LGA Culture, Tourism and Sport Member

**Cllr Graham Powell**, Broadband Champion and Enterprise and Culture Cabinet Support Member, Herefordshire County Council

**Kevin McManus**, Director, Merseyside Arts, Culture and Media Enterprise

**Roz Lloyd**, Corporate Marketing Manager, Liverpool Vision

## **6. 2012 – A year of golden opportunity?**

**Chair: Cllr Simon Henig**, Leader, Durham County Council and Vice Chair, LGA Culture, Tourism and Sport Board

**Cllr Stephen Castle**, Cabinet Member for Education and the 2012 Games, Essex County Council and Chair, LGA 2012 Games Task and Finish Group

**Kathryn Richards**, Chief Communications Officer, Cardiff Council

**Chris Perks**, Director - Local Relationships, Sport England

## **7. Improving museums and archives**

**Chair: Cllr Ken Maddock**, Leader, Somerset County Council and LGA Culture, Tourism and Sport Board Member

**Oliver Morley**, Chief Executive, The National Archives  
**Headley Swain**, Director, Museums and Renaissance, Arts Council England

- 17.30**      **Close of Day One**
- 17.30**      **Political Group Meetings**
- 18.30**      **Drinks and Canapés Reception**

## **Thursday 8 March 2012**

- 08.30**      Registration and exhibition viewing
- 09.30**      **Conference welcome back**
- 09.35**      **Plenary 2**  
**David Moorcroft OBE**, Former Chief Executive of UK Athletics and Chair, West Midlands Leadership Group for the 2012 Games
- 10.10**      **Transfer to Workshop Rooms**
- 10.15**      **Leadership workshops\***
- 8. Political leadership in tough times**
- Facilitated by: Martyn Allison**, LGA Associate
- 9. Professional leadership in tough times**
- Facilitated by: Sharon Lea**, Strategic Director of Environment and Culture, Birmingham City Council and **Vincent Paliczka**, Director of Environment, Culture and Communities, Bracknell Forest Council
- 11.25**      Refreshments and exhibition viewing
- 11.55**      **Transfer to main auditorium**
- 12.00**      **Plenary 3**
- Rt Hon Harriet Harman MP**, Shadow Secretary of State for Culture, Media and Sport and Shadow Deputy Prime Minister
- 12.20**      Questions and discussion
- 12.30**      **Plenary 4**  
**Dame Jenny Abramsky CBE**, Chair, Heritage Lottery Fund
- 12.50**      Questions and discussion and final remarks
- 13.00**      **Close of conference**  
Lunch and exhibition viewing available on departure

- **Full descriptions available at the end of this programme**

# Study Tours and Workshop Descriptions

## Study Tours, Wednesday 7 March, 10.15 – 12.45

### **ST1. Sport - the road to 2012**

Cardiff has firmly established itself as a leading city for sport, offering state of the art facilities including the Millennium Stadium, SWALEC Stadium and Cardiff City Stadium. The City is the European Capital of Sport 2014.

Delegates will be given a tour of the Millennium Stadium as it gears up to host Olympic football matches. The visit will demonstrate how Cardiff has developed its sporting events programme to improve the quality of life and wellbeing of its citizens.

Venue: Millennium Stadium  
Host: Steve Morris  
Sport Cardiff Manager

### **ST2. Creative Industries**

The Creative Industries sector is key to Cardiff's economic growth. Cardiff Business School has ranked the city as 9<sup>th</sup> out of 20 UK cities in terms of the proportion of the local economy contributed to by the creative sector.

The Porth Teigr scheme in Cardiff Bay will become a focal point for the creative industries in Wales. In partnership with the Welsh Assembly Government a 38 acre site will be transformed.

An anchor development will be a BBC drama production village. BBC Wales have already taken Doctor Who and Torchwood to a worldwide audience.

The study tour will examine how Cardiff Council is supporting the ambitions and creativity of local businesses.

Venue: Wales Millennium Centre  
Host: Pat Thompson  
Commercial Development Manager

### **ST3. 21st Century libraries**

Cardiff Central Library has been given the fantastic accolade by the Sunday Times of being one of the six best libraries in the world.

The library strikes the perfect balance between traditional library services and modern technology. It was officially opened in June 2009 by the Manic Street Preachers and is viewed as a vibrant cultural venue with a regular events programme.

It achieves the highest ratings for sustainable development and is one of Wales' greenest buildings.

The study visit will highlight the new and exciting ways for Cardiff residents to access library services.

Venue: Cardiff Central Library  
Host: Elspeth Morris  
Operational Manager

### **ST4. Cultural Heritage – key to the Castle**

Cardiff Castle is one of Wales' leading heritage attractions and a city centre site of international significance.

The Castle site has seen a £15 million refurbishment and restoration programme to open up new development opportunities with the regeneration of the commercial heart of the city.

If you live or work in Cardiff you can then apply for a Castle key which gives you free admission to the world class attraction.

The study visit will examine how in the 21<sup>st</sup> century you can operate an international tourist attraction and still maintain strong community links.

Venue: Cardiff Castle  
Host: Kevin Burt  
Castle Manager

## **Good practice workshop session 1, Wednesday 7 March, 15.30 – 16.25**

### **1. Future Libraries**

This workshop will give you the opportunity to access the innovative thinking that is emerging from councils modernising and re-designing their library services in the face of unprecedented budget pressures. We will also consider the implications of Arts Council England's new responsibilities for libraries.

### **2. Boosting the visitor economy**

Tourism contributes £115 billion every year to the UK economy. As we get ready to welcome the world for the 2012 Games, this workshop will explore innovative approaches to destination management, the role of local enterprise partnerships and the opportunities presented by Tourism Business Improvement Districts.

### **3. Working with the civil society**

The culture and sport sector has pioneered new models of service delivery and closer working with the voluntary and community sector. Is this the answer to dealing with budget pressures? What does the Localism Bill mean for our sector?

### **4. Innovation in local heritage**

UK heritage tourism directly accounts for £4.3 billion of GDP and creates employment for 113,000 people. As local government budgets continue to be under pressure, this workshop will hear from councils who are forging new partnerships, streamlining processes and engaging communities and civic societies more effectively to support local heritage services.

## **Good practice workshop session 2, Wednesday 7 March, 16.35 – 17.30**

### **5. Transforming services: superfast broadband and digital inclusion**

The government wants to bring superfast broadband to all parts of the UK and create the best broadband network in Europe by 2015. This digital revolution has huge potential to improve people's quality of life, grow our economy and increase choice in public services. Explore how councils are leading the rollout of superfast broadband and supporting people to get online.

### **6. 2012 – A year of golden opportunity?**

With only four months to go until the start of the Olympic and Paralympic Games, this workshop is an opportunity to discuss final preparations. We will also hear from councils about how they are

using the Games as a catalyst to achieve local priorities well beyond 2012 and maximising the opportunities for a sporting legacy presented by local government's bigger role in public health.

## **7. Improving museums and archives**

This workshop will explore cutting edge thinking in modernising museums and archives within the context of Arts Council England and The National Archives taking on new national responsibilities.

**Leadership workshops, Thursday 8 March, 10.15 – 11.25**

## **8. Political leadership in tough times**

Political leadership has never been more important as the culture, tourism and sport sector confronts key challenges and opportunities. How can we best support local decision makers to make the case for investment in culture, tourism and sport? Councillors are encouraged to attend this workshop.

## **9. Professional leadership in tough times**

Culture, tourism and sport services are led by committed and expert professionals. How can we ensure that those running frontline services have the skills needed to radically transform the way in which culture, tourism and sport is delivered locally? Officers are encouraged to attend this workshop.