

**Item 3**

## **2013 Culture, Tourism and Sport Conference**

### **Purpose of report**

For discussion and direction.

### **Summary**

The LGA's annual culture, tourism and sport conference is the definitive event for councillors and senior officers leading culture, tourism and sport locally. 144 delegates and exhibitors attended last year's event in Cardiff, which received very positive delegate feedback. This report invites Members to comment on the outline programme attached at **Annex A**.

### **Recommendation**

Members are asked to comment on the outline programme attached at **Annex A**.

### **Action**

To be taken forward by Officers as directed by Members.

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## **2013 Culture, Tourism and Sport Conference**

### **Background**

1. The LGA's annual culture, tourism and sport conference is the definitive event for councillors and senior officers leading culture, tourism and sport locally. It provides an unrivalled opportunity to hear from the biggest names in our sector and access leading edge thinking.
2. 144 delegates and exhibitors attended last year's event in Cardiff, which received very positive delegate feedback. 88% of respondents to the evaluation survey were satisfied with the event (compared to 70% in 2010), 78% of respondents said that they would attend the conference again (compared to 59% in 2010) and all of the plenary speakers achieved satisfaction ratings of 70% plus.
3. Feedback from delegates, CTS Board Members and CLOA highlighted the need for more delegate interaction, especially in workshops.

### **Overall theme**

4. The next conference will take place in March 2013. In terms of major policy developments, which we may want to reflect on the agenda, and bear in mind when inviting speakers and deciding workshop topics:
  - 4.1 The funding outlook for councils will of course still be a key concern and most councils will have agreed budgets for 2013/14.
  - 4.2 Economic growth and reducing the deficit is almost certain to still be the dominant driver of government policy. By March 2013, we should have more clarity on the future path of public spending from government and what this means for our sector.
  - 4.3 Local government will be about to become responsible for public health.
  - 4.4 We will have an early sense about the extent to which the 2012 Games are deemed to have spread sporting, social and economic benefits across the country.
  - 4.5 We will have greater clarity about the impact of the Localism Act on delivery models for culture and sport services and the trend towards community ownership of assets.

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- 4.6 We will have greater clarity about the impact of the National Planning Policy and neighbourhood planning on cultural and sporting provision.
  - 4.7 We will know whether community budgets will be rolled out more quickly than currently planned and to what extent culture and sport are featuring in local arrangements.
  - 4.8 We will know whether government has been receptive to our calls for a more place-based approach to public investment, which will impact upon local support for the visitor economy.
  - 4.9 The Arts Council England re-organisation will be nearly complete and a new chair about to take up post.
  - 4.10 We are likely to see a continued trend towards trusts and a bigger role for the voluntary and private sectors in delivering sport and culture services on behalf of, and in partnership with, local councils.
  - 4.11 We will know the government's direction of travel on regulated entertainment.
5. Taking all of this into account, an overall theme for the event could be how we are all "in it together". This conveys the importance of a united sector making a positive case for continued investment in culture, tourism and sport and a willingness to embrace the new ways of working that will position the sector as central to the achievement of political priorities – in particular economic growth.

### **Format**

- 6. CTS Lead Members discussed the format of the conference on 2 July. They agreed that the conference will be over two days and held at a significant cultural destination around which study tours and other learning opportunities can be developed. (Officers will update Members on options for the venue at the Board.)
- 7. In recognition of the financial pressures that councils are under, the event will be explicitly marketed as one or two-days with the first day focussing on interactive learning inspired by the host council and the second day focussing on plenary speakers and workshops.

### **Delegate Interaction**

- 8. In response to feedback that councils want the event to be more interactive, Members are invited to comment on the following suggestions:
  - 8.1 Involve the sector much more in the run-up to the conference. For example:

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- 8.1.1 identifying hot topics for the Open Sessions. We could encourage these to be more cross-cutting and less silo based;
- 8.1.2 posing key discussion questions that will feature throughout the event;
- 8.1.3 making better use of the CTS Twitter account in advance of and during the conference;
- 8.1.4 giving delegates a visible way of sharing their ideas / comments with other delegates during the conference, such as a rolling Twitter feed displayed on a big screen (with access to a computer for those who need it).
- 8.2 No more than two speakers in each workshop and at least 40 minutes discussion.
- 8.3 Work with an expert facilitator to provide some immediate feedback / observations to share at the end of the conference (a small-scale version of Alain de Botton's 'author in residence' experiments).
- 8.4 Produce a post-conference report that captures and shares the learning from the event.

### **Conclusion and next steps**

- 9. In order to secure the best possible deal and to maximise promotional time, it is suggested that we need to book a venue by the end of July at the very latest.
- 10. Further milestones are suggested as:
  - 10.2 Invite headline speakers – by end of July
  - 10.3 Promote outline programme – by end of July
  - 10.4 Promote full programme with speakers – by mid-September

### **Financial Implications**

- 11. The conference is projected to make a small surplus once costs are deducted. We are hoping to secure a headline sponsor this year.