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2013 Culture, Tourism and Sport Conference

Purpose of report

For information.

Summary

The 2013 Culture, Tourism and Sport (CTS) Conference will be at the Crowne Plaza Hotel, Trinity Street, Chester, CH1 2BD on Thursday 7 and Friday 8 March 2013.

The latest programme is attached at **Annex A**.

As requested at the last CTS Board, this report suggests the main learning, campaigning and networking outcomes that the conference will deliver and against which Members can judge its success.

Recommendation

Members are asked to note the latest conference programme and to comment upon the suggested outcomes.

Action

To be taken 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. 144 delegates and exhibitors attended last year's event in Cardiff, which received very positive delegate feedback.
2. The 2013 Conference will be at the Crowne Plaza Hotel, Trinity Street, Chester, CH1 2BD on Thursday 7 and Friday 8 March. Members have agreed that the theme of the 2013 conference will be boosting the economy through culture, tourism and sport.
3. The latest programme is attached at **Annex A**.

Outcomes

4. At the last Board Members requested further information about the anticipated outcomes from the conference. These are suggested below and Members are invited to comment.

Learning

5. This year's conference has an even greater focus on sharing learning and supporting councillors and officers to lead service transformation at a time of significant change and challenge for culture, tourism and sport. The main learning outcomes at the conference are suggested as:
 - 5.1 Opportunity to access three examples of cutting edge service delivery through **new innovation sessions** led by councillors;
 - 5.2 Opportunity to **learn in-depth about how Cheshire West and Chester** is using culture, tourism and sport to drive economic growth through four study tours;
 - 5.3 Opportunity to debate the **four biggest issues facing culture, tourism and sport** in Open Sessions with much more time for discussion and a focus on feeding into an overall vision for where the sector goes next and how we get there; and
 - 5.4 Giving delegates **access to perspectives beyond CTS**, such as a European view.
6. In addition, a series of learning products will be developed and disseminated widely after the Conference to enable delegates and those unable to attend to share learning, including:
 - 6.1 A suite of **on-line case studies** available through relevant K-Hub communities showcasing the innovation that was shared at the conference. The case studies will encourage greater use of the CTS K-Hub communities and will enable councils to interact with the information, spark debate and encourage other councils to post examples from their areas;

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- 6.2 An **article in first magazine** will focus on the high level learning points and draw out the connections with other policy agendas to maximise relevance, in particular economic growth; and
 - 6.3 A **special edition of the Culture, Tourism and Sport e-bulletin** will give portfolio holders and heads of service a more detailed summary of the key learning points and link to the on-line case studies.
7. The Board will also be able to use the case studies, intelligence and new contacts with councils to enrich its advocacy work and get a deeper understanding about how it can best support councils to improve and deliver better value for money services in a radically different landscape. The learning will inform relevant publications, planning for events and provide powerful first hand evidence that can be used in briefings for meetings with Ministers and others. It will also help shape the further development of the Board's improvement tools, the peer and leadership support offer.

Campaigning

8. The conference is an unrivalled opportunity to raise the profile of the Board's key influencing activity to Member councils, Ministers and others through press releases and launching publications and other products. Whilst Members will want to agree the detail of this nearer the time to reflect the current situation, it is likely that the following key issues will feature prominently at the conference and in associated media activity:
- 8.1 The role of councils in leading economic growth and the contribution of culture, tourism and sport to this;
 - 8.2 The role of councils in spreading the economic, sporting and cultural benefits of the 2012 Olympic and Paralympic Games across the whole country; and
 - 8.3 The updating of the 1964 Public Libraries and Museums Act.

Networking

9. As the premiere event for councillors and senior officers leading culture, tourism and sport, the conference is the definitive annual networking opportunity for our sector. Members have highlighted the value of providing a space where councillors and senior officers can reinforce partnerships with councils, make new contacts and share learning and experiences.

Evaluation

10. Officers will ensure that the conference evaluation form measures delegates' views on to what extent the event met the learning, campaigning and networking outcomes outlined in this report.

Financial Implications

11. None.

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ANNEX A – LATEST CONFERENCE PROGRAMME