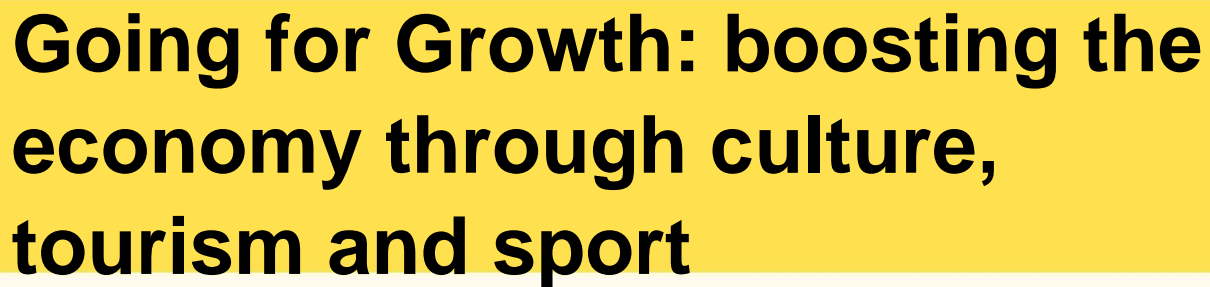


Going for Growth: boosting the economy through culture, tourism and sport

A yellow banner with a white silhouette of a person's head in profile on the right side, containing the main title text.

7/8 March 2013

With councils facing a likely funding gap of £16.5 billion a year by 2019/20, how can we ensure a sustainable future for libraries, sport, the arts, museums, tourism and heritage?

who should attend?

Members and officers responsible for:

- cultural services
- the arts
- libraries
- museums and archives
- tourism
- leisure
- heritage
- recreation
- economic development
- regeneration

Leaders

Chief executives

Going for Growth: boosting the economy through culture, tourism and sport

With councils facing a likely funding gap of £16.5 billion a year by 2019/20, how can we ensure a sustainable future for libraries, leisure centres, the arts, museums, tourism and heritage?

Culture and sport services are amongst the highest used and valued of all council services. Tourism is one of the few sectors of the economy still growing and the creative industries are crucial to the economic vitality of more and more places.

The funding outlook for councils means that efficiency is not enough to protect frontline services from drastic reductions. Now more than ever it is vital that we make the case for and evidence culture, tourism and sport's contribution to local political priorities – especially economic growth.

Our sector has huge potential to boost the economy by attracting visitors and creating jobs. Our uniquely positive and impactful offer on some of the biggest issues councils are dealing with, such as improving health and supporting vulnerable people, means that culture and sport can also help to reduce public expenditure and drive growth.

This event will bring together Members and Officers who are leading culture, tourism and sport to debate how we can respond to the challenging environment we face.

- How can we unlock the potential of libraries, sport, heritage and museums to drive growth and the visitor economy locally?
- How can we ensure that the contribution of culture, tourism and sport to growth is recognised at the top table?
- What is a sustainable funding model for discretionary services?

The LGA organise approximately 120 conferences, events and seminars every year attracting thousands of participants from local government and the business and voluntary sectors. Income from our conferences is ploughed back into the organisation in order to keep our subscriptions low and to benefit councils and communities.

To find out more about forthcoming LGA events, including booking online, signing up for our monthly e-bulletin, along with the latest updates on key developments in local government, please visit: www.local.gov.uk

Day 1 Going for Growth: boosting the economy through culture, tourism and sport

12:30 – 13:30 **Lunch and registration**

13.30 – 14:30 **Innovation sessions led by councillors**

Altogether Better: Encouraging growth through the Cheshire West and Chester Community Budget Pilot

Hear from Cheshire West and Chester about how culture, tourism and sport is featuring in their ground-breaking community budget pilot. 150 organisations are working together to ensure that a total funding pot of £3 – 4 billion is spent collectively and more efficiently in line with local priorities.

Speaker TBC

Growing the visitor economy

Hear from York, North Yorkshire and East Riding Local Enterprise Partnership, a national Tourism Pathfinder, about how they are growing the visitor economy locally and forging new partnerships with the private sector.

Speaker TBC

Future Councils: Birmingham City Council's Loyalty Reward Scheme

Hear from Birmingham City Council about how their incentivisation scheme will encourage behaviour change in leisure and cultural activities, reduce demand on high-cost services, release efficiencies and generate income for the council. Birmingham is part of the £150,000 Future Councils programme which is exploring radical new models

Speaker TBC

14:45 – 16:45 **Study tours**

As in previous years Cheshire West and Chester will organise four study tours that enable delegates to learn first-hand how the council is supporting different aspects of culture, tourism and sport. Each tour will include a refreshments break. We are currently discussing the tours with Cheshire West and Chester and will update the programme shortly.

16:45 – 17:00 Chair's welcome
Cllr Flick Rea, Chair, LGA CTS Board

17:00 – 17:30 **HRH The Prince of Wales** (invited)

18:00 – 18:30 **Political Group meetings**

18:30 – 19:30 **Drinks reception and networking**

LUNCH and NETWORKING

Day 2 Going for Growth: boosting the economy through culture, tourism and sport

09:30 – 10:30 **Registration for delegates arriving for Day 2**

09:15 – 10:15 **Innovation sessions** – repeat the three innovation sessions led by councillors on day 1. Short presentation followed by discussion and sharing of experiences. (Delegates who only attend on the second day and arrive early will of course be able to participate in the innovation sessions at 09:15. For other delegates the day starts at 10:30 with the Chair's welcome and they still participate in two workshops.)

10:15 – 10:30 Refreshments

10:30 – 10:40 Chair's Welcome
Cllr Flick Rea, Chair, LGA CTS Board

10:40 – 11:10 **Rt Hon George Osborne MP**, Chancellor of the Exchequer (invited)
with Q & A

11:10 – 11:40 **George Entwistle**, BBC Director General (invited)
with Q&A

11:45 – 12:45 **Open Sessions Round 1**

1. Breaking down silos: the single cultural conversation and growth
2. Beyond 2012: Securing an economic legacy from the Olympic and Paralympic Games
3. Supporting digital and creative industries
4. Achieving a healthier nation through culture and sport

12:45 – 13:45 Lunch and networking

13:45 – 14:25 **Beyond Culture, Tourism and Sport** – panel session

14:25 – 15:30 **Open Sessions Round 2** (repeat open sessions)

15:30 – 16:00 **Lord Coe**, Legacy Ambassador (to be invited after the Paralympic Games)

16:00 – 16:30 **Where next for Culture, Tourism and Sport?** Using feedback from Open Sessions discussion, questions posted at plenary sessions, Twitter feed etc. an expert facilitator offers a very brief analysis of key points from the conference, followed by final Q&A and closing remarks from the Chair.

16:30 **Conference close and refreshments**
