

Evaluation of 2013 Culture, Tourism and Sport Conference

Purpose of report

For discussion and direction.

Summary

Over 150 councillors and senior officers attended the LGA's annual culture, tourism and sport conference in Chester on 7/8 March 2013, organised in partnership with CLOA. It was the most successful conference in recent years, with more delegates, more exhibitors and very high satisfaction ratings for plenary speakers and workshops. Key to its success was the very successful partnership between LGA and Cheshire West and Chester Council, who were committed to using the conference as a platform to showcase their work and Chester.

Recommendations:

That Members:

- Note the delegate feedback from the 2013 conference; and
- Confirm Portsmouth as next year's venue.

Action

To be taken forward by officers, as directed by members.

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Evaluation of 2013 Culture, Tourism and Sport Conference

Background

1. Over 150 councillors and senior officers attended the LGA's annual culture, tourism and sport conference in Chester on 7/8 March 2013, organised in partnership with CLOA. It was the most successful conference in recent years, with more delegates, more exhibitors and very high satisfaction ratings for plenary speakers and workshops. Key to its success was the very successful partnership between LGA and Cheshire West and Chester Council, who were committed to using the conference as a platform to showcase their work and Chester.
2. The conference also provided delegates and the CTS Board with an unrivalled opportunity to strengthen further the relationship between local government and key partners.
3. In particular, we were delighted that Sir Peter Bazalgette, the new Chair of Arts Council England, gave his first public speech at the conference. He made an open and positive offer to engage with councils who are facing very tough funding decisions. The LGA launched a new publication showcasing how councils are driving growth through the arts, and both Sir Peter and Ed Vaizey MP, the Arts Minister, endorsed it in their conference speeches.
4. We also launched the results of a new survey which showed that participation in sport is enjoying a post-Games boost. The arts and growth publication and the sport participation survey achieved widespread national media coverage in print, radio and television.

Summary of attendance

5.

	<u>2013</u>	<u>2012</u>	<u>Difference</u>
Total attendance:	154	144	10
Paying delegates:			
Entire conference	101	91	10
One day	5		5
Total	106	91	15
LGA Members:	97	88	9
Non-LGA members:	9	3	6
Exhibition stands:	10	6	4
Exhibitors/Sponsors:	20	11	9
Speakers:	20	39	-19
Guests:	8	0	8

Delegate online survey – summary of main points

Respondents:

6. We have a good feedback level – 29%. Below are some highlights of responses received:

Overall satisfaction:

7. The overall satisfaction level was 88%. Only 6% were dissatisfied. The remaining were neither satisfied nor dissatisfied. This is similar to last year's satisfaction levels.
8. About 39% of respondents attended the conference for the first time while 61% had attended it twice or more before.
9. 81% of respondents would attend the conference again. This is favourable compared to last year when 78% of respondents said that they would attend the conference again.

Plenary speakers:

10. Sir Peter Bazalgette and Miranda McKearney OBE achieved the highest satisfaction ratings – both in excess of 90%, but all plenary speakers scored well.

Study Tours:

11. Feedback was excellent from the vast majority of delegates.

Workshops:

12. Workshop feedback was positive with the Future Councils and Community Budgets sessions being particularly well-received.

Conference content, organisation and exhibition:

13. 94% of respondents were very or fairly satisfied with the organisation and running of the event, and nobody was dissatisfied.
14. 84% of respondents were satisfied with the content and structure of the programme for the conference and no one was dissatisfied. This is much better than last year's 64% satisfaction level.
15. 87% of respondents visited the exhibition stands and of these 72% were satisfied with the exhibition; again, much better than last year's 38% satisfaction levels.

Venue and Drinks reception:

16. Chester was deemed a successful destination to hold the conference with 94% of respondents indicating that they were either fairly satisfied or very satisfied and 6% being neutral. 93% rated the Crowne Plaza as a satisfactory venue/location for the conference.

17. 82% were satisfied with the hotel as an accommodation venue.
18. Just over half of delegates were satisfied with the drinks reception.

Conclusion and next steps

19. Lead Members would like to recommend to the Board that the 2014 Culture, Tourism and Sport Conference is held in the city of Portsmouth. Portsmouth (jointly with Southampton) is bidding to become the next UK City of Culture, and has much to showcase, including: the new Mary Rose Museum, the refurbished Theatre Royal, the transfer of the Guildhall to Portsmouth Cultural Trust and the work of Pompey in the Community.

Financial Implications

20. None.