

## LGA Fire Conference 2010

### Summary

1. This paper sets out the programme for the LGA's Annual Fire Conference 2010 which is taking place on the 9<sup>th</sup> and 10<sup>th</sup> March in Manchester.
2. Following the success of last year's conference, the Committee is asked to consider how the 2010 event should be marketed to ensure a similarly high level of elected members attend.
3. Attached at **Appendix A** is an outline of how the Fire Conference was marketed last year and how we are currently marketing it for 2010. There are currently **60** delegates booked to attend the conference, compared with **47** who were booked at this stage last year to attend the 2009 conference.
4. Members are also asked to agree to hold the Fire Services Management Committee meeting scheduled for Monday the 8<sup>th</sup> March in Manchester.

### Recommendations

Members are asked to suggest how they can contribute to the successful marketing of the 2010 conference to elected members.

### Actions

Officers to take forward Member's suggestions as appropriate.

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## Appendix A

### 2009 Direct Mail Marketing:

- 'Date for your diary' to all Local Authorities and Fire Authorities' Chief Executives May 08
- LGA 'Alert' to all Local Authorities and Fire Authorities' Chief Executives Oct 08
- Brochure mailing to 735 contacts Nov 08
- Brochure Mailing to past delegates to 304 contacts Nov 08
- Tailored letter and brochures sent to 34 FA yet not booked on conference Dec 08
- Tailored letter and brochures sent to 38 other Fire organisations yet not booked Dec 08

### 2009 Adverts:

- Fire Times full page advert Jan 09
- Advert on "First" read by 28,000 members Feb 09

### Web listings

- Fire Times May 08
- LGA website events listing May 08
- LGA website front page Feb 09

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### 2010 Direct Mail Marketing:

- 'Date for your diary' to all Local Authorities and Fire Authorities' Chief Executives July 09
- E-flyer Sep 09
- LGA 'Alert' to all Local Authorities and Fire Authorities' Chief Executives Oct 09
- Brochure mailing to 824 contacts Nov 09
- Brochure Mailing to past delegates to 613 contacts Nov 09

### 2009 Adverts:

- Fire Times full page advert Jan 10
- Advert on "First" read by 28,000 members Feb 10

### Web listings

- Fire Times May 09
- LGA website events listing May 09
- LGA website front page Feb 10

## LGA Fire annual conference and exhibition - improvement in changing times

Tuesday 9, Wednesday 10 March 2010, Hilton Deansgate, Manchester

### DAY ONE: Tuesday 9 March

Time	Session
09.30–10.30	Registration, refreshments and exhibition viewing
10.30–10.45	Conference opening <b>Cllr Brian Coleman</b> , Chairman, Fire Services Management Committee, Local Government Association Manchester City Council Spokesperson to be confirmed
10.45 – 11.45	<b>Panel discussion 1: current and future issues in the fire and rescue service</b> <b>John Ransford</b> , Chief Executive, Local Government Association Speaker: <b>John Bonney</b> , , President, Chief Fire Officers' Association <b>Sir Ken Knight CBE</b> , Chief Fire and Rescue Adviser, CLG <b>Malcolm Tarling</b> , Media Relations Officer, Association of British Insurers
11.45 – 12.10	Refreshments and exhibition viewing
12.10 – 13.10	<b>Plenary 2: What are we going to do about poor performing fire authorities?</b> <u>Chair:</u> Deputy-Chair, Fire Services Management Committee, Local Government Association <b>Cllr Paul Shannon</b> , Vice-Chair, Greater Manchester Fire Service <b>Susan Johnson</b> , Chief Executive of County Durham and Darlington Fire and Rescue Service <b>Nick Collins</b> , Head of Strategy and Performance, Audit Commission
13.10 – 13.30	Questions and Discussion
13.30 – 14.30	Lunch and exhibition viewing
14.30 – 15.30	<b>Workshop sessions:</b> These workshops will be repeated on day two. Places are allocated on first-come, first-served basis according to room capacity.  <b>W1:</b> Saving money, saving the environment (Manchester Case Study) <b>CFO Steve McGuirk</b> , Manchester Fire and Rescue Service  <b>W2:</b> Fire Resilience – new challenges <b>CFO Brian Hesler</b> , Northumberland Fire and Rescue Service  <b>W3:</b> Leaders of the future - High Potential Development Scheme <b>Chris Callow</b> , High Potential Leadership Programme, CLG Scheme Student to be confirmed  <b>W4:</b> The Leadership challenge - Fire Authority members under scrutiny <b>Caroline Bosdet</b> , Improvement Manager, Improvement and Development Agency  <b>W5:</b> High rise – high risk: building management in the wake of the Camberwell fire Speaker to be confirmed
15.30 – 16.00	Refreshments and exhibition viewing
16.00 – 16.20	<b>Plenary 4: Shadow Ministerial Address</b> <u>Chair:</u> <b>Cllr Brian Coleman</b> , Chairman, Fire Services Management Committee, Local

	Government Association <b>Stewart Jackson MP</b> , Shadow Minister for Communities and Local Government
16.20–16.30	Questions and discussions
17.00–18.00	Political group meetings: Conservative Group Labour Group Liberal Democrats Independent Group
18.00–19.00	Meeting of the Combined Fire and Rescue Authorities Meeting of the County Fire Authorities Meeting of the Metropolitan Fire Authorities
19.30	<b>Drinks reception</b>
20.00	<b>Conference dinner</b> hosted by Manchester City Council and the Greater Manchester Fire Service

## DAY TWO: Wednesday 10 March

Time	Session
09.00–09.50	Registration, refreshments and exhibition viewing
09.40–09.45	Welcome back from conference chair <b>Cllr Fred Walker</b> , Vice-Chair, Fire Services Management Committee, Local Government Association
09.45 – 10.30	<b>Panel discussion 2: Is there a future for Fire Control and national procurement?</b> <b>Roger Hargreaves</b> , Fire Control Project Director, CLG <b>Terry Brewer</b> , Chief Executive, Firebuy Fire Authority Member to be confirmed
10.30 – 11.30	<b>Workshop sessions:</b> Repeat of day one. Places are allocated on first-come, first-served basis according to room capacity.
11.30 – 12.00	Refreshments and exhibition viewing
12.00 – 12.45	<b>Panel discussion 3: Reality check – managing expectations in a recession</b> <u>Chair:</u> <b>Cllr Paul Shannon</b> , Deputy-Chair, Fire Services Management Committee, Local Government Association <b>Kieran Timmins</b> , Executive Director of Resources, Merseyside FRS <b>CFO Des Prichard</b> , East Sussex FRS <b>Matt Wrack</b> , General Secretary, Fire Brigades Union
12.45–13.05	<b>Plenary 6: Ministerial address</b> <u>Chair:</u> <b>Cllr Brian Coleman</b> , Chairman, Fire Services Management Committee, Local Government Association <b>Shahid Malik MP</b> , Fire Minister, CLG
13.05 – 13.15	Questions and discussion
13.15	Close of Conference and delegates' lunch and exhibition viewing