

## 2017 Culture, Tourism and Sport Conference

### Purpose of report

For discussion and direction.

### Summary

The LGA's annual Culture, Tourism and Sport Conference will be Wednesday 22 February – Thursday 23 February at The Bristol Hotel, Bristol.

This report suggests an outline programme for Members to comment upon. It reflects feedback from the 2016 Conference, the current landscape for local culture, tourism and sport, latest innovation and the opportunities to influence Government policy over the coming year.

### Recommendation

Members are invited to offer any further steer on the outline programme for the LGA's annual Culture, Tourism and Sport Conference.

### Actions

Officers will take forward actions in line with Members' steer.

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## **2017 Culture, Tourism and Sport Conference**

### **Introduction and Background**

1. The LGA's annual Culture, Tourism and Sport (CTS) Conference is the definitive event for the political and managerial leaders of local culture, tourism and sport. The conference provides councils and the CTS Board with an unrivalled opportunity to share good practice, debate topical policy issues and further strengthen the relationship between local government and key partners.
2. The 2016 Conference was the most successful yet, with 151 attendees and a 92 per cent satisfaction rating. When asked about potential topics for next year, the clear message was to focus on new delivery models and how to sustain culture, tourism and sport in a tough fiscal climate.

### **The 2017 Conference**

3. Hosting the conference in an iconic cultural, historic and sporting destination, with networking and study tours organised around showcasing the host city remains the unique selling point of CTS Conference.
4. We are delighted that the 2017 CTS Conference will be in Bristol Wednesday 22 February – Thursday 23 February. Bristol City Council has a strong track record of putting culture, tourism and sport at the heart of its plans to grow the economy, improve wellbeing and strengthen cohesion. We are discussing with the City Council how they would like to showcase their excellent work through the evening event and study tours.
5. We will also seek to reflect the experience of the wider area. For example, Bath is the only destination in the UK to have the whole city designated a World Heritage Site.
6. The 2017 Conference will take place at an important time for our sector. As well as sharing the latest innovation in delivering culture, tourism and sport services, the debate will be framed by the wider context provided by funding challenges, devolution, public service reform and negotiations to leave the EU.
7. Diaries permitting, the Ministerial slot is an opportunity for the new Secretary of State for Culture, Media and Sport to share her priorities with local government and to reflect on key national policies such as the Culture White Paper.
8. Members are invited to note the outline programme attached at [Annex A](#).

### **Next Steps**

9. Subject to Members' steer, officers will work with Lead Members and Bristol City Council to develop a full programme, and promote the event to councils through our communications channels.

## **Annex A**

### **Leading Innovation: The Future of Culture, Tourism and Sport**

How to sustain valued frontline services is the critical challenge facing local culture, heritage, tourism and sport.

Join councillors, senior officers and national partners for unrivalled networking opportunities and to discuss the latest thinking on delivering libraries, museums, sport and leisure services, the arts, tourism and heritage.

Local government funds and supports the majority of this country's arts, culture, heritage, sport and physical activity and tourism. That investment, and the wider economic and social benefits it delivers, continues to be under significant strain given the overall funding pressures facing the sector.

At this national conference we will look beyond our sector and debate how devolution, changes to local government funding and wider public service reform, could open up new delivery and investment models for culture, tourism and sport.

All of this will take place against the backdrop of a new government and the negotiations to leave the EU. We will also take stock of what this new landscape means for our relationship with central government and the national funding agencies, and for our role as local leaders of culture, heritage, tourism and sport.

## Leading Innovation: The Future of Culture, Tourism and Sport, 22 – 23 February 2017 The Bristol Hotel, Bristol

### Day 1

5.00–6.00	Registration, refreshments and networking
8.00	Evening event

### Day 2

8.00	Registration (for new delegates), refreshments and networking
9.00	Walking study tours that showcase the host city's culture, tourism and sport offer with a focus on new ways of working
10.30	Refreshments and networking
10.45	Chair's welcome
10.55	Host council welcome
11.05	<b>Plenary 1</b> Ministerial Address
11.30	<b>Workshop sessions round 1</b>
12.30	Lunch and networking
1.30	<b>Plenary Debate</b>
2.15	<b>Workshop sessions round 2</b>
3.15	<b>Plenary 2</b>
3.35	<b>Plenary 3</b>
4.00	Conference close

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