

## **2018 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 7 March – Thursday 8 March at The Hilton, Hull.

This report suggests an outline programme for Members to comment upon. It reflects feedback from the 2017 Conference, the current landscape for local culture, tourism and sport, latest innovation and the opportunities to influence Government policy over the coming year.

### **Recommendation**

That members of the Culture, Tourism and Sport Board offer any further steer on the outline programme for the LGA's annual Culture, Tourism and Sport Conference.

### **Action**

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

**Contact officer:** Jade Nimmo  
**Position:** Events Manager  
**Phone no:** 020 7664 3014  
**E-mail:** [jade.nimmo@local.gov.uk](mailto:jade.nimmo@local.gov.uk)

## **2018 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.

### **The 2018 Conference**

2. 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.
3. We are delighted that the 2018 CTS Conference will be in Hull 2017 UK City of Culture on Wednesday 7 – Thursday 8 March. Hull 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 on the study tours.
4. The 2018 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, there are exciting new strategic developments arising from the DCMS Culture is Digital consultation, the industrial strategy, new research into the impact of arts and culture on health and wellbeing, and the accelerating campaigns to be the next nominations for EU Capital of Culture and UK City of Culture.
5. Diaries permitting, the Ministerial slot is an opportunity for the Minister for Arts, Culture and Heritage to set out his key note address.
6. An outline programme is attached at [Annex A](#). Please note that suggested speakers will be invited follow Members' steer. Members are asked to note the outline programme and to give any further steer on the 2018 conference programme.

### **Next Steps**

7. Subject to Members' steer, officers will invite plenary and workshop speakers, develop a full programme with Hull City Council, and continue to promote the event to councils through our communications channels.

## **Annex A**

### **LGA Culture, Tourism and Sports Conference**

1. Join councillors, senior officers and national partners at this must-attend conference to discuss the latest thinking on delivering libraries, museums, leisure services, the arts, tourism and heritage. We will share leading edge practice from within and beyond our sector.
2. No-one can have missed the enormous success achieved by Hull as UK City of Culture, and we are delighted to take our flagship culture, tourism and sport conference there for 2018. Delegates will be able to see and hear first-hand about how Hull has used culture to involve 9 out of 10 residents in community experiences, attract more than £3.3 billion in investment and achieve the fastest reduction in claimants of job-seekers allowance in the country.
3. You will also have the opportunity to hear from expert speakers on promoting your areas to tourists, developing 21<sup>st</sup> century libraries, Sport England's new local delivery pilots, and the contribution of arts and culture to health and wellbeing.

**Day 1**

7.00-8.00pm

Registration

---

8.00 Conference dinner, Hilton Hotel (Conference venue) perhaps performing arts performers before the dinner.  
Welcome to Hull - Rosie Millard, Chair of Hull UK City of Culture 2017 / Journalist, Broadcaster, Cultural Commentator and Author

---

**Day 2**

---

8.00 Registration (for new delegates), refreshments and networking

---

9.00 Walking study tours

**(Walking distance to be added)**

**ST1.** Tour around the new public realm work that has transformed many areas throughout the city centre in the last 2 years due to major investment from Hull City Council. The public realm programme has included a wide range of work from new paving and lighting schemes to the installation of new public art and water fountains.

**ST2. Development of key venues** – including the Ferens Art Gallery and Hull New Theatre which have both undergone major refurbishment recently. The Maritime Museum which is part of a recently announced £27.5m Maritime visitor destination project. The council have also invested £36m in a brand new concert and conference facility to seat 3.5k people which is due to open Autumn 2018.

**ST3. Hull Old Town** – a programme is well under way to re-energise the old town including redevelopment of the Trinity Indoor Market, Trinity Square and Market Place. Hull City Council are working with independent businesses and encouraging new businesses into the area through the Old Town Grant Scheme

**ST4. Cultural Quarter** – new development in the old Fruit Market, now the home to galleries, museums, restaurants, entertainment venues and a micro-brewery alongside a residential Scheme and closely linked to the emerging digital hub in the city. This area has been transformed with major investment from both Hull City Council and private sector partners.

10.00

**ST5: (in-house session)**

---

10.30 Refreshments and networking

---

10.45 Chair's welcome

---

---

**Cllr Gerald Vernon-Jackson**, Chair, LGA Culture, Tourism and Sport Board

---

10.55 Host council welcome

**Cllr Stephen Brady**, Leader, Hull City Council

---

11.05 **Urban Festivals , bravery and generosity**

**John Kampfner**, CEO, Creative Industries Federation

---

11.30 **Workshop sessions round 1**

**WS1: Tourism and destination-making**

UK tourism numbers continue to grow, both from international tourists and staycationers. But while the attraction of places like London and Bath are well-established, how do we attract visitors to other, equally exciting destinations. This session will introduce you to some new marketing techniques developed by VisitKent, and now also delivered for Essex and Hertfordshire. You will also hear the theory of communicating place to residents, who can be your strongest advocates, from Jon-Paul Hedge former local newspaper editor turned communications director for Exeter City Council.

**Sinead Hanna**, Go To Places (Visit Kent)

**Jon-Paul Hedge**, Director of Communications and Marketing, Exeter City Council

---

**WS2: Learn to love your 21<sup>st</sup> Century libraries**

Our libraries receive over 225 million visits – more than visits to Premier League football games, the cinema, and the top 10 UK tourist attractions combined. What's more, they are the only cultural service to reach all parts of the community, irrespective of economic status, ethnicity, age or gender. So if you're not using them to deliver your corporate goals, you're missing a very big trick. This session will explore what the data tells us about our libraries, and how you can hone their strategic impact.

**Paul Blantern**, Chair, Leadership for Libraries Taskforce

**Jenny Peachey**, Senior Policy Officer, Carnegie UK

**Ben Lee**, Shared Intelligence / **Neil MacInnes**, Chair, SCL

---

**WS3: Local delivery pilots**

Sport England's ten local delivery pilots will shape the future of local delivery of sport and physical activity. This workshop will cover their aspirations, the challenges they hope to overcome and some tips on how to prepare your own activities for the future.

**Maria Reader**, Local Government Relationship Manager, Sport England

**Local delivery pilot areas**

---

12.20 Lunch and networking

1.20 Keynote address

---

---

	<b>John Glen MP, Minister for Arts, Culture and Heritage</b>
1.50	The funding landscape and our partnership with councils
	<b>Ros Kerslake, Chief Executive, Heritage Lottery Fund</b>
2.20	<b>Workshop sessions round 2 (repeated)</b>
3.15	The All-party parliamentary group for arts and wellbeing report
	<b>Lord Howarth, co-chair of the inquiry</b>
3.35	<b>Star speaker</b> This session is typically filled by a notable person, with Dame Kelly Holmes appearing in 2017. We suggest that this year features someone from the arts and culture sector. We will work with partners to identify candidates. Possible options to date include:  Phillip Pullman, Author  Rory Kinnear, Actor
4.00	Conference close

---