

21 January 2020

Conferences update

Purpose of report

For information

Summary

This paper updates the Board on the three conferences being planned for the first half of 2020. It sets out the programmes and dates for these events:

1. [Unlocking the cultural and creative potential of rural England](#) – 11 February, Cambridge. Free event.
2. [Annual Culture and Tourism Conference](#) – 2 & 3 March, Portsmouth. £299 plus VAT for LGA members.
3. [Harnessing culture and sport to deliver social prescribing](#) – 22 April, London. Free event.

Recommendations

That the Board note the programmes, and assist in promoting the events to potential delegates and conference sponsors.

Action

Officers to continue marketing the events.

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Background

1. The rural conference has been developed in partnership with Arts Council England, and is aimed at influencing national policy makers, increasing their awareness of the economic impact of cultural and creative activity to rural areas; and at supporting councillors and officers to understand how to effectively champion cultural and creative activity in a rural context.
2. The annual culture and tourism conference will focus on making the most of your heritage assets, following a number of Government announcements related to heritage on the high street, developing cultural infrastructure, and promoting heritage lists. It is designed to raise awareness of best practice in using both tangible and intangible heritage assets to strengthen communities.
3. The social prescribing conference has been developed in response to observations that other conferences on this subject are well attended by NHS professionals and the voluntary sector, but not by council representatives; coupled with feedback from officers at LGA training events and meetings that there are challenges in understanding how their services can engage in this agenda, despite having clear contributions that they could, or already are, making.

Issues

4. Delegate numbers for all three conferences are in line with expectations at this time, and further marketing campaigns are planned.
5. Portsmouth council are sponsoring the annual culture and tourism conference, but we have yet to secure sponsorship for any of the conferences. Members are invited to share details of the conferences with any appropriate contacts that they might have.

Implications for Wales

6. Welsh authorities are welcome to book on to the events.

Financial Implications

7. The rural and social prescribing conferences are being funded from the LGA's improvement budget.
8. The culture and tourism conference post-walking tour refreshments and evening dinner are being sponsored by Portsmouth Council. Portsmouth council have also assisted in securing discounts at local hotels for conference delegates. The remainder of the conference is self-funding.

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Next steps

9. Officers will continue promotional marketing activities, using First magazine, bulletins, and twitter.
10. Board members are encouraged to book onto these events.

Unlocking the cultural and creative potential of rural England

11 February, Cambridge.

In partnership with Arts Council England, the LGA is delighted to offer this chance to discuss how culture contributes to successful rural communities. Through support for tourism and creative industries in our rural areas culture can drive rural prosperity, and help build strong communities.

The landscapes, natural settings and historic buildings of our rural areas have long been sources of inspiration and creativity and cultural participation is high in rural areas. However, leveraging the potential of culture can sometimes be challenging in a rural setting.

This conference will explore how councils and other partners are overcoming some of these barriers, recognise the critical impact that culture already plays in the rural economy, and discuss how to ensure our rural areas continue to benefit from the full scope of our cultural and creative opportunities. The event will include case studies, panel discussions and key note speakers from national partners, including Sir Nick Serota, Chair of Arts Council England.

Programme

9.30Registration and refreshments

10.30Chair's opening remarks

Cllr Julian German, Deputy Chair, LGA Culture, Tourism and Sport Board and Leader, Cornwall Council

10.45Celebrating Rural Creativity

Sir Nick Serota, Chair, Arts Council England

Questions and discussion

11.05Keynote

Question and discussion

11.35Refreshment break

11.45Workshops:

WS1: Cornwall and the Creative Industries

WS2: The National Forest

Richard Drakeley, Tourism Development Manager, The National Forest Company

Sarah Bird, Director, Wild Rumpus

WS3: Culture and the visitor economy in rural areas

12.30Lunch and networking

1.15 Rural Touring: Working in Collaboration

Natalie Jode, Executive Director, Creative Arts East

Questions and discussion

1.35 Keynote

Questions and discussion

1.55 Workshops repeated

1. Cornwall and the Creative Industries

2. The National Forest

3. Culture and the visitor economy in rural areas

2.40 Panel discussion: The Value and Challenges of Culture in Rural Areas

Steve Heap, General Secretary, Events Industry Forum

Kath Davies, Director of Culture, Kirklees Council

Patrick Towell, Managing Director, Golant Innovation

Question and discussion

3.20 Summary and next steps

Cllr Julian German, Deputy Chair, LGA Culture, Tourism and Sport Board and Leader, Cornwall Council

3.30 Conference close

Annual culture and tourism conference

2 & 3 March, Portsmouth

Our annual culture and tourism conference offers delegates the chance to hear about the latest developments in culture and tourism from national speakers and funders, innovative and exciting practice from other councils, and to discuss some of the challenges and opportunities facing council culture and tourism teams across the country.

'Making the most of your heritage' is the theme this year, and we'll be exploring how councils are restoring old assets such as civic buildings and industrial sites, using local heritage and culture to build a sense of place and identity, and [reinvigorating the high street](#). Heritage sites, museums, libraries and archives all contribute to addressing local priorities by boosting economies, attracting visitors, developing workforce skills and fostering community cohesion, as well as improving health and wellbeing – but there is more that can be done.

The sessions will focus on replicable, often simple, actions that can be taken to make the most of your heritage assets. Councillors will gain insight into how their personal leadership can champion local heritage and promote a thriving cultural economy in the context of pressures on local budgets. Officers will find out about the practical steps to make these ambitions a reality.

Delegates will also have a chance to visit key heritage sites in Portsmouth, including the Naval Dockyard, and see how they have been brought back into cultural and economic use.

Programme

Day 1 - Monday 2 March 2020

2.20-
2.50 Registration – North Foyer, Portsmouth Guildhall

3.00- **Study tours**
5.00 **Group A** - Making the most of wartime heritage assets - The Hotwalls, Square Tower, D Day Story then onto Retail as an anchor for culture - Gunwharf, Spinnaker Tower, Aspex Gallery

Group B - Heritage and Performance - Kings Theatre and Victorious Festival then to The revival of the Historic Dockyard beside the modern navy, National Museum of the Royal Navy, Boatbuilding Academy, Mary Rose

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5.00- Close with refreshments at Nelson Gallery, dockyard. Hosted by Portsmouth
5.45 Council

6.45- **Pre-dinner drinks**, Portsmouth Guildhall
7.30

7.30- **Conference dinner including Hearts for the Arts awards**, Portsmouth Guildhall
10.00

Day 2 - Tuesday 3 March 2020

8.15 Registration – North Foyer, refreshments and networking

9.00 **Chair's welcome to conference and Portsmouth**

Cllr Gerald Vernon-Jackson CBE, Chair, LGA Culture, Tourism and Sport Board
and Leader, Portsmouth City Council

9.10 **Future Vision - Black Cultural Archives**

Arike Oke, Managing Director, Black Cultural Archives

9.25 **Crossing Divides: how the arts and heritage can bring us together**

Sunder Katwala, Director, British Future

Jill Rutter, Strategy and Relationships Director, British Future

9.40 **Question and discussion with morning speakers**

9.50 Refreshments

10.05 **Workshop sessions round 1**

WS1: How heritage can underpin placemaking- an example from Weston-Super-Mare

Heritage has an ability to generate pride and appreciation of place. By tapping into people's desires to live and work in a place that invests in its heritage, real economic benefit can be achieved. North Somerset Council was one of the first Heritage Action Zones and coordinates the knowledge hub for all HAZ officers.

Their heritage work has enabled a shift in thinking for the council, and now heritage and culture are fundamental elements of their developing Placemaking

strategy and work to generate a vibrant seaside town.

Through the adoption of Weston as a Conservation Area and the adoption as a SPD of a shopfront design guide, supported by a shopfront enhancement grant scheme, they can take the work to a new level. This has helped them gain Heritage High Streets status, which will expand the work over the coming 4 to 5 years.

The workshop will explore the importance of developing strong and trusting relationships with elected members, community and stakeholders through engagement with heritage. It will discuss tactics for engagement and provide insight into how a focus on heritage can be a catalyst for development and regeneration. It will also discuss the importance of the journey and the long-term nature of affecting change.

Rachel Lewis, Regeneration Programme Manager, North Somerset Council

Cara MacMahon, Heritage Action Zone Project Officer, North Somerset Council

Christine Ward, Principal Project Officer, North Somerset Council

WS2: Heritage at the heart of new developments

Quinton Carroll, Chair, Association of Local Government Archaeological Officers (ALGAO)

WS3: Heritage Skills

Representative from Historic England

10.55 Drawing on our industrial heritage

Cllr Abi Brown, Leader, Stoke-on-Trent Council

Questions and discussion

11.10 The Economic Impact of Barnsley's Museums Service

Cllr Tim Cheetham, Cabinet Member, Barnsley Borough Council

Questions and discussion

11.25 Question and discussion with morning speakers

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11.35 Workshop sessions round 2

12.25 High Street Heritage Action Zones: the contribution of heritage and culture to vibrant local places.

Sir Laurie Magnus, Chairman, Historic England

12.45 The National Lottery Heritage Fund

1.05 Question and discussion with afternoon speakers

1.15 Summing up and thanks

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

1.20 Conference close with lunch

2.00-3.00 Optional tour of the Queen Elizabeth aircraft carrier

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Harnessing culture and sport in social prescribing

22 April, London

With the NHS Long Term Plan setting the goal of providing over 900,000 people with social prescribing referrals by 2023/24, we are delighted to offer this conference to support councils' role in the emerging agenda.

Social prescribing can contribute to a wide range of local and national priorities, such as supporting people with long-term conditions and combatting loneliness, mental health and physical inactivity. Social prescribing can reduce health and social care spending and improve community wellbeing and public health.

This event will offer delegates the opportunity to hear the latest good practice in how councils' culture and sport services (such as museums, libraries, leisure centres and parks) can be used to deliver social prescribing.

Featuring innovative local case studies and national policy perspectives, the conference will support and inspire councils to expand their involvement in social prescribing, and help tackle key issues such as partnership working and evaluation mechanisms.

Speakers will include Christiana Melam, Chief Executive, National Association of Link Workers, and social prescribing policy leads from NHS England, Arts Council England and Sport England. Councillors and council officers will share their learning from successful initiatives in Greater Manchester, Shropshire and more.

Programme

09.30Registration and refreshments

10.30Chair's opening remarks

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

10.40Keynote session

Questions and discussion

11.00Panel session: how culture and sport can deliver health and wellbeing

outcomes

Victoria Hume, Director of the Culture, Health and Wellbeing Alliance

John McMahon, Policy & Research Senior Manager, Arts Council England

Cllr Julian German, Vice-Chair, LGA Culture, Tourism and Sport Board and Leader, Cornwall Council

Sport England representative

Questions and discussion

11.50 Making the case: how to evidence social prescribing

Questions and discussion

12.15 Lunch and networking

1.00 Panel session: local system working

Bev Taylor, Senior Manager (Personalised Care), NHS England

Christiana Melam, Chief Executive, National Association of Link Workers

Giles Wilmore, Associate Lead (People and Communities), Greater Manchester

Health and Social Care Partnership

Greater London Authority representative

Questions and discussion

1.50 Workshop sessions

2.40 Workshop sessions round 2 (repeated)

3.30 Close of conference