

## LGA Culture and Tourism Conference 2021

### Purpose of report

For discussion and direction

### Summary

This report gives an update on planning of the Culture and Tourism conference 2021. At the last Board meeting it was agreed that in light of the restrictions associated with COVID-19, the event would take place in the form of online webinars over the course of three days. The topic would be the role of culture, tourism and sport in supporting a national recovery.

The 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> March 2021 have now been identified for the events. Board members are invited to note initial plans for the webinars, to hold the proposed dates in their diaries and to share any views on content.

### Recommendations

The Board is asked to approve current plans for the format of the event and to share views in relation to content.

### Actions

Officers to progress as directed.

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## **LGA Culture and Tourism Conference 2021**

### **Background**

1. The LGA's Culture and Tourism Conference 2020, took place just before lockdown on the 3<sup>rd</sup> and 4<sup>th</sup> March in Portsmouth. The event had a theme of 'making the most of your heritage' and received positive feedback from participants. It attracted over 70 delegates over the course of two days and featured study trips to heritage sites across the city.
2. Following discussion with Lead Members and the full CTS Board in September, it was agreed that the 2021 conference would take place online, over the course of three webinars in one week. Each webinar would focus on different elements of the LGA portfolio: one on tourism, one on sport and one on culture.
3. This decision was taken on the basis of restrictions associated with COVID-19, but also on the success the team has achieved in delivering online events since March this year. Virtual events have received high levels of positive feedback and have allowed us to reach far greater audiences than would ordinarily be the case with their in-person equivalents.

### **Format**

4. LGA webinars tend to follow a standard format based on the experience of our events team in delivering successful online events and activities. They are usually limited to an hour and a half to reduce 'Zoom fatigue' and feature a series of speakers, followed by a panel discussion facilitated by the Chair and informed by questions submitted by attendees via the Q&A function.
5. Based on discussions at the September CTS Board, it was agreed we would hold three webinar style events over three days, each covering a different aspect of the CTS portfolio. The following dates have been identified:
  - Monday 1<sup>st</sup> March 2020 (10.30-12.00)
  - Tuesday 2<sup>nd</sup> March 2020 (10.30-12.00)
  - Wednesday 3<sup>rd</sup> March 2020 (10.30-12.00)

## Content

6. It was previously agreed that the content of the conference would deal explicitly with the important role culture, tourism and sport can play in our national recovery from COVID-19, particularly with reference to our economic recovery.
7. This theme would bring together some of our recent work on creative regeneration, the Cultural Strategy in a Box and the creative economy. Topics within this theme could include:
  - 7.1 How can sport and leisure support the levelling up agenda?
  - 7.2 How can councils support the recovery and growth of the creative economy?
  - 7.3 What next for cultural regeneration?
  - 7.4 What does the visitor economy need in order to recover?
8. Subject to speakers accepting our invitation, we are proposing the following agenda for each event.

## Culture

10.30	Welcome from Chair (Cllr Gerald Vernon-Jackson)
10.35	Introduction from Caroline Dinenage MP, Minister for Culture
10.45	Where next for culture? The contribution of culture to our national recovery. Sir Nick Serota, Chair of Arts Council England (or Darren Henley, Chief Executive of ACE)
11.00	Case study 1
11.10	Case study 2
11.20	Discussion

## Tourism

10.30	Welcome from Chair (Cllr Julian German)
10.35	Introduction from Nigel Huddleston MP, Minister for Tourism
10.45	How can tourism contribute to our national recovery? Kate Nicholls, CEO UK Hospitality (Patricia Yates, Director, Strategy and Communication, Visit Britain)
11.00	Case study 1
11.10	Case study 2
11.20	Discussion

## Sport

10.30	Welcome from Chair (Cllr Peter Golds)
10.35	Introduction from Tim Hollingsworth, Chief Executive, Sport England
10.45	Where next for sport and physical activity? UK Active

11.00	Case study 1
11.10	Case study 2
11.20	Discussion

9. Possible case studies include those taken from our recent publications '[Leisure Under Lockdown: how culture and leisure services responded to COVID-19](#)' and '[Creative Places: supporting your local creative economy](#)'.

### **Hearts for the Arts Awards**

10. The LGA is again partnering with the National Campaign for the Arts to support the 2021 Hearts for the Arts Awards [Hearts for the Arts Awards](#), celebrating local authority and cultural trust arts champions and creative community projects.
11. Nominations for the awards are now open until the 6th December 2020 and nominations can be put forward in three categories:
- Best Arts Champion – Councillor
  - Best Arts Champion – Local Authority or Cultural Trust Worker
  - Best Arts project
12. Nominations should be from projects across the UK that have taken place between 10 October 2019 and 20 November 2020. The awards are also open to cultural trusts working on behalf of local authorities.
13. Winners will be chosen by a judging panel of leading arts figures and the awards will be presented as part of the Culture, Tourism and Sport conference in March.
14. We are proposing to hold the awards ceremony as a separate hour-long event during the week of the conference. Members views are sought on the format for this event and ways of ensuring appropriate attendance levels.

### **Financial Implications**

15. Virtual events have the advantage of being considerably cheaper to run than their physical equivalent and we would anticipate costs associated with the conference to be minimal. There are some costs associated with recording events, as they have to be transcribed to produce subtitles.

### **Next steps**

16. The Board is asked to approve current plans for the format of the CTS conference and Hearts for the Arts Awards (paragraph 14), and to share views on these plans.