Annual CTS conference 2021

Purpose of report

For discussion.

Summary

Due to the pandemic, the flagship event for the Culture, Tourism and Sport Board was taken online and delivered across three days, allowing specific elements to focus on each part of the portfolio, and include the annual Hearts for the Arts Awards ceremony.

This paper sets out level of attendance at the online sessions, and invite reflections and feedback from event. Board members are also invited to consider any implications for the 2022 event.

Recommendation/s

That the Board reflect on their experiences with the online event(s) and provide a steer for development of the 2022 conference.

Action/s

Officers will incorporate feedback and thoughts into development of the 2022 conference.

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Annual CTS conference 2021

Background

1. The theme for this year’s conference was the contribution of culture, tourism and sport services to recovery from the Covid-19 pandemic.
2. The event was broken into four sessions across 1st – 3rd March.

Culture

1. The cultural session took place on 1 March and was chaired by Cllr Julian German.
2. Presenters included Caroline Dinenage MP, Minister for Arts, Culture and the Creative Industries via pre-recorded message; Sir Nicholas Serota, Chairman of Arts Council England; Caroline Norbury, Chief Executive of the Creative Industries Federation, and Cllr Jane Black, Cabinet Member for Cultural Economy at Bury Council, and Marie-Claire Daly, Principal at Greater Manchester Combined Authority.
3. The event was attended by 236 delegates.
4. Presentations, including the Minister’s video, have been uploaded to the [LGA website](https://www.local.gov.uk/how-can-culture-contribute-our-national-recovery-monday-1-march-2021).

Visitor Economy

1. The visitor economy session took place on 2 March and was chaired by Cllr Gerald Vernon-Jackson.
2. Presenters included Kate Nicholls, Chief Executive of UK Hospitality; Patricia Yates, Director of Strategy at VisitBritain; Cllr Barry Lewis, Leader of Derbyshire Council; and Tom Pridmore, Tourism Officer at Ribble Valley Council.
3. The event was attended by 207 delegates.
4. Presentations have been uploaded to the [LGA website](https://www.local.gov.uk/how-can-tourism-and-visitor-economy-support-our-national-recovery-tuesday-2-march-2021).

Sport and physical activity

1. This session took place on 3 March and was chaired by Cllr Peter Golds.
2. Presenters included Tim Hollingsworth, Chief Executive of Sport England; Alison Oliver, Chief Executive of Youth Sport Trust, Lipa Nessa, Youth Ambassador for the Trust; Karime Hassan, Chief Executive of Exeter Council; and Cllr Dan Humphreys, Leader of Worthing and Adur Councils.
3. The event was attended by 188 delegates.
4. Presentations are now available on the [LGA website](https://www.local.gov.uk/how-can-sport-and-physical-activity-contribute-our-national-recovery-3-march-2021).

Hearts for the Arts Awards 2021

1. Cllr Clare Coghill chaired the Hearts for the Arts Awards on 3 March.
2. Celebrity guest stars included Samuel West, Actor and Director, Le Gateau Chocolat, Musical Phenomenon, Francesca Martinez, Comedian, and Paul Hartnell, Musician and Composer.
3. Awards were presented to Cllr Janet Emsley of Rochdale Council, Andy Dawson of Inspire Youth Arts, Mole Valley District Council, Haringey Council, and Wandsworth Arts Service. More information on the winners is available on the [Hearts for the Arts website](https://forthearts.org.uk/campaigns/hearts-for-the-arts/).
4. 73 people attended the awards ceremony, which took place as a meeting rather than a conference, enabling attendees to see each other.

Statistics

1. In 2021, 704 bookings were received across all events, although this sometimes represented one delegate attending multiple sessions. In comparison, the 2020 and 2019 conferences attracted 104 delegates and 95 delegates respectively.
2. In total, 7.5 hours of content was provided in 2021. This included 2 hours dedicated to sport, which was not included in the main conference in 2020 and 2019. In contrast, the 2019 and 2020 conferences provided by 6 hours of content, including walking tours, but excluding the evening dinner.

Implications for Wales

1. Welsh authorities are able to attend.

**Implications for inclusion, diversity and equality**

1. Analysis of satisfaction surveys are still being analysed. However, the delegate lists indicate that delegates attended from more councils and from a wider geographic area than has been achieved at previous events.

Financial Implications

1. There were no financial costs associated with these events.

Next steps

1. Members are invited to reflect on the additional reach offered by online events, and the impact of losing networking opportunities and the chance to observe best practice through walking tours.
2. Officers will begin development on the 2022 conference in September 2021.