

16 September 2014

## **Update on CTS Annual Conference: Durham, 3 – 4 March 2015**

### **Purpose of report**

For information/direction.

### **Summary**

To update Members on the 2015 Culture, Tourism and Sport (CTS) Conference theme, the draft programme and arrangements for the CTS Board meeting at the conference.

### **Recommendation**

Members are note and offer any further steer on :

- a. The marketing blurb for the conference (Annex A),
- b. The draft programme with explanatory notes (Annex B); and
- c. The proposal for the CTS Board to meet on 11:00am – 12:30pm Tuesday 3 March at the Radisson Blu, Durham.

### **Action**

Officers to action as appropriate.

**Contact officer:** Laura Caton

**Position:** Senior Adviser

**Phone no:** 020 7664 3154

**E-mail:** Laura.caton@local.gov.uk

## **Update on CTS Annual Conference: Durham, 3 – 4 March 2015**

### **Background**

1. The LGA's annual Culture, Tourism and Sport Conference is the definitive event for the councillors and senior officers who are leading libraries, arts, museums, heritage, sport and the visitor economy. The conference provides delegates and the Culture, Tourism and Sport Board with an unrivalled opportunity to strengthen further the relationship between local government, Ministers and other key partners and to share leading edge practice.
2. The conference is organised in partnership with the Chief Leisure and Cultural Officers' Association (CLOA), the national officer professional body, who contribute impactful case studies to showcase and prompt debate at workshops and promote the event to senior officers across the country.
3. Over 170 delegates attended the LGA's CTS conference in Portsmouth 3 – 4 March 2014. The event attracted the highest number of delegates in recent years (170), and for the first time the Secretary of State for Culture and the chairs of VisitEngland, Arts Council England, Sport England and English Heritage all attended and gave plenary speeches. Key to its success was the very successful partnership between LGA and Portsmouth City Council, who were committed to using the conference as a platform to showcase their work and the city.
4. In addition to the standard conference mix of plenary and workshop discussions, the host council also runs four study tours which offer delegates the opportunity to visit and learn from an innovative attraction, facility or project. For example, last year's study tours included and how the City Council is working with the University to support local creative industries and how Portsmouth Football Club is working with the community and young people to increase participation in sport. The study tours are always the most popular element of the conference. Delegates also value the opportunity to network at a conference drinks reception and dinner, often combining a study tour. For example, last year's drinks reception offered delegates the opportunity to visit the award-winning Mary Rose Museum.

### **2015 Conference**

5. Next year's conference will take place Tuesday 3 March – Wednesday 4 March at the Radisson Blu in Durham. As 2015 marks the 800<sup>th</sup> anniversary of the sealing of Magna Carta, it is very fitting that we are coming together in Durham, home to three copies. The context provided by the Scottish Referendum, Magna Carta anniversary and general election means that there is an exciting opportunity to raise the profile of the event even further by positioning it as influencing a potential new constitutional settlement, championing councils' role rejuvenating local democracy and setting out our sector's stall to an incoming government.
6. In line with the steer from Members last year, we have already invited Sir Robert Worcester, Chairman of the Magna Carta 800<sup>th</sup> Committee, to speak on 3 March. We understand that Sir Robert is very keen and has suggested he brings Lord Judge, the former Lord Chief Justice of England and Wales, who is playing a leading role in the anniversary. In line with Members' steer, we have also invited the Chairs of Arts

16 September 2014

Council England, Sport England, English Heritage and VisitEngland to speak. Surrey County Council has also offered to speak at a plenary or workshop on the Magna Carta Anniversary, or to invite, on our behalf, one of the many eminent local historians and academics the council works closely with.

7. Of course Members may wish to suggest other speakers or workshop topics, and we know that Cllr Henig is keen to line up a prominent local speaker such as Brendan Foster, former long distance runner, and founder of the Great North Run, or Steve Cram. Unlike in previous years when the four DCMS agency chairs have spoken separately at conference, we suggest building-upon our efforts to encourage joint working between the agencies to invite all of the Chairs to participate in a plenary debate on the impact of 'the English Question' for culture, tourism, heritage and sport.
8. In previous years the CTS Board has met just before conference starts. Taking into account the start time of the conference, it is suggested that the Board meets 11:00am – 12:30pm on Tuesday 3 March.
9. **Members are invited to note and offer any further steer on the marketing blurb (Annex A), the draft programme with explanatory notes (Annex B) and to the arrangements for the CTS Board on Tuesday 3 March.**

#### **Next Steps**

10. Subject to Members' comments, it is suggested that we invite keynote speakers, and start to promote the conference far and wide. We should aim to have a confirmed programme by the end of September.
11. Officers will also develop a proposal for Lead Members to consider at their next meeting on products that we might want to launch at conference, such as publications and press releases that progress the Board's priorities and make the most of the unique context for this year's event.

## **Annex A: Marketing Blurb**

### **A New Magna Carta? The power of culture, tourism and sport to transform places and renew democracy**

With the Scottish Referendum in September, the 800<sup>th</sup> anniversary of the sealing of Magna Carta in 1215, and the first fixed-term general election on 7 May, this year's culture, tourism and sport conference is taking place at a pivotal point for not just the services we lead, but for our democracy and whole political system.

Whatever the outcome of the Scottish referendum, we are on the verge of a new constitutional settlement that will devolve more powers and funding to the home nations. The big issue for us is to what extent we can capitalise on that momentum and finally secure a constitutionally independent, fairly funded and rejuvenated local government. In a general election year, remembering the Barons' challenge to an over-mighty King 800 years ago is a timely opportunity to re-double making the case for reversing years of centralising top-down government which the country can no longer afford.

This political context, and calls for a new Magna Carta, are highly relevant for local government culture, tourism and sport. The services we lead are fundamental to creating places really worth living in, working in and visiting. Culture, heritage and sport can transform places, shape local and national identity, engage and encourage people to feel like they belong to communities and nations, and create distinct and authentic visitor destinations.

A new constitutional settlement and an incoming government present us with a significant opportunity to set out a compelling vision for the future of publicly funded and supported local culture, tourism and sport – how we can shape future identity, rejuvenate democracy, and in the important context of continued austerity, how - with the right levers devolved from the centre - we can help to tackle the most intractable and costly economic and social challenges the country faces.

This definitive event for our sector will bring together local political and professional leaders to debate the biggest issues and access the latest innovative practice.

- **How can we use the Magna Carta anniversary to renew local democracy and civic pride?**
- **What role will culture, heritage, tourism and sport play in re-defining national and local identity in a new constitutional settlement?**
- **What will be the impact of greater devolution on policy levers and funding for culture, heritage, tourism and sport?**
- **What's our offer to an incoming government about how culture, tourism and sport can tackle some of the biggest and costly social and economic challenges we face?**

## **Annex B: Draft programme with explanatory notes**

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### **Day 1 Tuesday 3 March: A New Magna Carta? The power of culture, tourism and sport to transform places and renew democracy**

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11.45–1.00	Registration and lunch
1.00–1.05	Chair's welcome and introduction <b>Cllr Ian Stephens</b> , Chair, LGA Culture, Tourism and Sport Board
1.05–1.15	Welcome to Durham <b>Durham County Council to confirm speaker</b>
1.15–1.45	<b>The Foundation of Liberty and Renewing Democracy: Sir Robert Worcester</b> , Chairman Magna Carta 800 <sup>th</sup> Committee, and <b>Lord Judge</b> , Former Lord Chief Justice of England and Wales and Member of Magna Carta 800 <sup>th</sup> Committee <b>CONFIRMED</b>  Questions and discussion.
1.45–3:45	<b>Study tours</b> Durham County Council is developing the tours and innovative practice they will showcase. Provisional tour venues are: <ul style="list-style-type: none"><li>• Cathedral - Magna Carta and rejuvenating democracy</li><li>• Castle - heritage and culture-led transformation</li><li>• County Cricket Club – sport and public health</li><li>• University – innovative partnership</li></ul>
3.45–4:15	Ministerial Address <b>Rt Hon Sajid Javid MP</b> , Secretary of State for Culture, Media and Sport <b>INVITED</b>  Questions and discussion.
4.15–5.00	Panel Debate: <b>A new settlement for culture, tourism and sport? Chairs of Arts Council England, VisitEngland, English Heritage and Sport England</b>  Debate between the agency chairs about the impact of devolution and constitutional reform on this country's culture, tourism and sport offer: national and local identity, funding, engaging communities and creating authentic visitor destinations
5.00–5.45	<b>A manifesto for culture, tourism and sport round 1</b> Workshops that debate how culture, tourism and sport can help an incoming government to tackle some of the biggest social and economic challenges the country faces: <ul style="list-style-type: none"><li>• Growth and jobs</li><li>• Children and young people</li></ul>

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- Aging well and better health
- Revitalising democracy and engaging communities

5.45 - 6.15      **Political Group Meetings**

7.00 onwards    **Dinner and networking**

## **Day 2: A New Magna Carta? The power of culture, tourism and sport to transform places and renew democracy**

9.00–9.30      Registration (for new delegates) and refreshments

9.30–10.30    **A manifesto for culture, tourism and sport round 2**

Workshops that debate how culture, tourism and sport can help an incoming government to tackle some of the biggest social and economic challenges the country faces:

- Growth and jobs
- Children and young people
- Aging well and better health
- Revitalising democracy and engaging communities

10.30–10.45    Refreshments

10.45–10.55    Chair's welcome

**Cllr Ian Stephenson**, Chair, LGA Culture, Tourism and Sport Board

10.55–11.40    **Panel Debate – The first 100 days for culture SPEAKERS TO BE INVITED**

Plenary debate setting out different perspectives on what an incoming government's policies and priorities on culture should be. Is there still a role for state funding of culture? Is arts funding unfairly distributed around the country? Should volunteers play a bigger role? What about philanthropy and new funding models?

- **Cllr Simon Henig**, Leader Durham County Council (greater local devolution, a mixed funding ecology)
- **Fraser Nelson**, Editor The Spectator (scrap public funding)
- **Peter Stark OBE**, co-author Re-Balancing our Cultural Capital (less funding for London and more funding for the regions)
- **William Sieghart** (philanthropist perspective and topicality given the libraries review)
- **Sir Simon Jenkins**, Chair The National Trust (make the most of volunteers)

11.40–12.45    **Innovation Sessions round 1** CLOA to find exciting and innovative examples that together cover sport, libraries, heritage, visitor economy and culture.

- Setting up a trust:
- Involving communities:

16 September 2014

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- Forging new partnerships: for example, with business or university
  - Generating income:
  - Digital engagement (Magna Carta link to rejuvenating democracy)

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12.45–1.45 Lunch and networking

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1.45–2.10 Durham CC has offered to secure a local plenary speaker such as Brendan Foster or Steve Cram to talk about the power of sport to transform lives, engage people and their priorities for an incoming government. A sports speaker might be good for the overall balance of the programme.

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2.10–2.35 Lead Members have asked that we keep a plenary slot in reserve so that we can respond to topical issues as they arise.

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2.35–3.35 **Innovation sessions round 2** (CLOA to find exciting and innovative examples that together cover sport, libraries, heritage and culture.)

- Setting up a trust:
- Involving communities:
- Forging new partnerships: for example, with business or university
- Generating income:
- Digital engagement: (Magna Carta link to rejuvenating democracy)

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3.35 **Conference close**

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