

2 December 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.

Recommendation

Members to note and offer any further steer on the latest conference programme.

Action

Officers to action as appropriate.

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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, 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 800th 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 devolution debate, 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 the next government.
6. Confirmed plenary speakers already include Sir Robert Worcester, Chairman of the Magna Carta 800th Anniversary Committee, Sir Peter Bazallegte, Chair of Arts Council England, Viscountess Penelope Cobham, Chairman of VisitEngland, Sir Laurie Magnus, Chair of English Heritage and Nick Bitel, Chair of Sport England.

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7. In response to Members' comments at the September Board, we have extended an invitation to the Chief Executives of the national agencies mentioned above, added a workshop to specifically address getting culture higher up on Local Enterprise Partnership agendas and are in the process of securing a business speaker. Durham County Council has also enlisted Professor Jonathan Blackie, Chair of the North East Culture Partnership to share his considerable experience of working in partnership with business to achieve cultural goals and grow the visitor economy.
8. Members also agreed in September that the CTS Board will meet at the conference venue (Radisson Blu) 11:00am – 12:30pm on Tuesday 3 March.
9. **Members are invited to note the update and offer any further steer on the draft programme.**

Next Steps

10. Subject to Members' comments, we will continue to promote the conference far and wide.
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

Post Scottish referendum, we are on the verge of a new constitutional settlement that will devolve more powers and funding to local government. In a general and local 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 is highly relevant for local government culture, tourism and sport. A new constitutional settlement and a new 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.

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.

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 the next 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

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 Cllr Ian Stephens , Chair, LGA Culture, Tourism and Sport Board |
| 1.05–1.15 | Welcome to Durham Cllr Simon Henig , Leader Durham County Council |
| 1.15 – 1.45 | The Foundation of Liberty and Renewing Democracy: Sir Robert Worcester , Chairman Magna Carta 800 th Anniversary Committee, CONFIRMED Questions and discussion |
| 1.45–3:45 | Study tours Durham County Council is developing the tours and innovative practice they will showcase. Tour venues are: <ul style="list-style-type: none">• Durham Cathedral and University Library - Magna Carta and rejuvenating democracy• Deerness Acro-gymnastics Club – community asset• Durham County Cricket Club – cricket foundation• Final study tour to be confirmed |
| 3.45–4:15 | Ministerial Address Rt Hon Sajid Javid MP , Secretary of State for Culture, Media and Sport INVITED Questions and discussion |
| 4.15 – 5.15 | Panel Debate - The English Question. What are the opportunities for culture, tourism and sport from the current debate on English governance and identity? Penelope, Viscountess Cobham , Chairman, VisitEngland CONFIRMED Sir Peter Bazalgette , Chairman Arts Council England CONFIRMED Sir Laurie Magnus , Chairman, English Heritage CONFIRMED Nick Bitel , Chairman, Sport England CONFIRMED |
| 5.15–6.00 | A manifesto for culture, tourism and sport round 1 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">• Growth, jobs and LEPs• Children and young people• Aging well and better health |

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- Revitalising democracy and engaging communities
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6.00 - 6.30 **Political Group Meeting**

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, jobs and LEPs
 - Children and young people
 - Aging well and better health
 - Revitalising democracy and engaging communities
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10.30–10.45 Refreshments

10.45–10.55 Chair's welcome

Cllr Ian Stephens, Chair, LGA Culture, Tourism and Sport Board

10.55–11.40 **Panel Debate – The first 100 days for culture**

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?

- **Speakers to be confirmed**
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11.40–12.45 **Innovation Sessions round 1**

- Commissioning (culture and sport)
 - Digital engagement (Magna Carta link to rejuvenating democracy)
 - Co-location: sport and adult social care
 - Transforming libraries into community hubs
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12.45–1.45 Lunch and networking

1.45–2.10 Durham CC has offered to secure a local plenary speaker 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.

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**
- Commissioning (culture and sport)
 - Digital engagement (Magna Carta link to rejuvenating democracy)
 - Co-location: sport and adult social care
 - Transforming libraries into community hubs

3.35 **Conference close**
