

3 March 2015

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## **2015 Culture, Tourism and Sport Conference**

### **Purpose**

For discussion.

### **Summary**

We are looking forward to welcoming over 120 councillors, officers and high-profile speakers from across the country to this year's Culture, Tourism and Sport Conference in Durham. We are very grateful to Durham County Council for all their support with organising the event.

Full conference delegate packs with details of room venues and supporting information will be available at the Board meeting. Officers will brief Members on the latest practical arrangements at the Board.

The programme and study tour descriptions are attached at **Annex A**.

### **Recommendation**

Members are invited to note the conference details and ask any questions about the conference.

### **Action**

To be taken forward by officers, in line with Members' steer.

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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**

11.45–1.00	Registration and lunch
1.00–1.05	Welcome to Durham Chair's welcome and introduction <b>Cllr Ian Stephens</b> , Chairman, LGA Culture, Tourism and Sport Board
1.05–1.15	<b>Cllr Simon Henig</b> , Leader, Durham County Council and Vice-Chair, LGA Culture, Tourism and Sport Board
1.15 – 1.45	Power of sport to transform lives <b>Steve Cram CBE</b> , Chancellor, Sunderland University, former athlete and TV presenter
1.45–3:45	<a href="#">Study tours descriptions- please see Annex A</a> <b>ST1:</b> Emirates Durham International Cricket Ground <b>ST2&amp;3 combined:</b> Durham Cathedral, Castle and University <b>ST4:</b> Deerness Valley Gymnastics Club
3.45–4:15	Plenary address <b>Rosie Millard</b> , Chair, Hull UK City of Culture 2017 and journalist
4:15 – 5:15	Panel Debate – The English Question What are the opportunities for culture, tourism and sport from the current debate on English devolution and identity? <b>Penelope Viscountess Cobham</b> , Chairman VisitEngland <b>Sir Peter Bazalgette</b> , Chairman Arts Council England <b>Sir Laurie Magnus</b> , Chairman, English Heritage <b>Nick Bitel, Chairman</b> , Sport England
5.15–6.00	<b>A manifesto for culture, tourism and sport: Workshops round 1</b> How can culture, tourism and sport help an incoming government to tackle some of the biggest social and economic challenges the country faces?  Workshop 1: Growth, jobs and Local Enterprise Partnerships Culture, tourism and sport drives local growth, helping to attract visitors and businesses, boosting jobs, steering footfall to city and town centres, and revitalising rural communities. A growing number of Local Enterprise Partnerships are recognising culture and tourism as crucial to future growth. Through sharing work in the North East and West of England, this session will debate our sector's compelling offer to business leaders and Government on economic growth. <b>Dick Penny</b> , Managing Director, Watershed <b>Professor Jonathan Blackie CBE</b> , Culture Partnership Manager, Association of North East Councils <b>Chaired by: Diana Shelton</b> , Head of Leisure and Tourism, West Oxfordshire District Council and Vice-Chair, Chief Culture and Leisure Officers Association (CLOA)  Workshop 2: Ageing well and better health With adult social care and health soaking up ever bigger proportions of local government expenditure, culture and sport has a powerful offer to make to commissioners.

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Participation in culture and sport can reduce demand on other public services and prevent costly problems from developing in the first place. This session will debate what more local cultural and sport leaders can do to position their services as central to tackling probably the biggest challenge facing councils.

**Cllr Jonathan Owen**, Deputy Leader, East Riding of Yorkshire Council

**Dr Justin Varney**, National Lead for Adult Health, Public Health England

**Workshop 3: Revitalising democracy and engaging communities**

2015 is a pivotal year for our political system. Against the backdrop of a vigorous debate on devolution, the country will mark the 800<sup>th</sup> anniversary of the sealing of Magna Carta, and go to polls in national and local elections. What better time to reflect on the health of our democracy? This session will explore how councils are using the Magna Carta anniversary to reinvigorate local democracy.

**Cllr Helyn Clack**, Cabinet Member for Communities, Surrey County Council,

**Caterina Loriggio**, 2015 Anniversaries, Senior Parliamentary Campaign Manager, UK Parliament

6.00 - 6.30	Political Group Meetings
7.00 -8.00	Drinks reception at Chapter House, Durham Cathedral
8.00 - onwards	Dinner at Undercroft restaurant, Durham Cathedral

**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	<p><b>A manifesto for culture, tourism and sport: Workshops round 2</b></p> <p>How can culture, tourism and sport help an incoming government to tackle some of the biggest social and economic challenges the country faces?</p> <ul style="list-style-type: none"> <li>• Growth, jobs and Local Enterprise Partnerships</li> <li>• Ageing well and better health</li> <li>• Revitalising democracy and engaging communities</li> </ul>
10.30–10.45	Refreshments
10.45–10.55	<p>Chair's welcome</p> <p><b>Cllr Ian Stephens</b>, Chairman, LGA Culture, Tourism and Sport Board</p>
10.55–11.40	<p>Panel Debate – The first 100 days for culture</p> <p><b>Dave Moorcroft OBE</b>, Join In Director of Sport and former athlete</p> <p><b>Iain Watson</b>, Director, Tyne &amp; Wear Archives &amp; Museums</p> <p><b>Ufi Ibrahim</b>, Chair, Tourism Alliance and Chief Executive, British Hospitality Association</p> <p><b>Jeff James</b>, Keeper and Chief Executive, The National Archives</p> <p><b>Cllr Simon Henig</b>, Leader, Durham County Council and Vice-Chair, LGA Culture, Tourism and Sport Board</p>
11.40–12.45	Innovation Sessions round 1

**Workshop 1: Commissioning**

The importance of effective commissioning has never been greater for local government. It is fundamental to ensuring that citizens can access the services they need in a climate of continued austerity. Culture and sport has a powerful offer not only to health and social

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care commissioners, but across all local authority services, and has made great strides with evidencing its impact and influencing commissioners. This session will share the learning from two ground-breaking projects: the Sport England / CLOA programme “Commissioning support for local authorities” and the Arts Council England funded Cultural Commissioning Programme, which is delivered by a partnership of NCVO (lead), NEF and NPC.

**Cllr Mike Hill OBE**, Cabinet Member for Community Services, Kent County Council  
**Laura Bailey**, Arts & Regeneration Officer, Kent County Council  
**Stephen Howell**, Head of Culture & Sport, Durham County Council  
**Julie Russell**, Culture & Sport Strategic Manager, Durham County Council

**Workshop 2: Transformation**

Culture, tourism and sport has a long track record of innovation, adaptability and resilience. The sector pioneered trusts, has achieved efficiency savings through new ways of working, forged new partnerships, grasped the opportunities from co-location, and been at the forefront of working with volunteers. This session will share successful examples of culture and sport led transformation.

**Paula Williams**, Head of Cultural Services, Knowsley Metropolitan Borough Council  
**Mark Allman**, Head of Sport and Active Lifestyles, Leeds City Council and Vice-Chair, Chief Culture and Leisure Officers Association (°CLOA)

**Workshop 3: Digital Innovation**

The proliferation of digital content and platforms is having a dramatic effect on how people engage with heritage and culture. Projects such as the Imperial War Museum and The National Archives Operation War Diary are reaching new audiences and involving people to enrich our understanding of the First World War.

**Mary Gledhill**, Director of Commercial and Digital, The National Archives  
**Simon Delafond**, Acting Head of Digital Media, Imperial War Museum

**Workshop 4: Libraries**

Following the publication of William Sieghart’s Independent Review of Public Libraries, this workshop will debate the implications for the sector. We will also hear from Vision Redbridge about their libraries transformation programme and from the Society of Chief Librarians about how they are developing a shared strategy for the future through the Universal Offers.

**Iain Varah**, Chief Executive of Vision Redbridge and Chair - Chief Culture and Leisure Officers Association (°CLOA)  
**Paul Blantern**, Chief Executive, Northamptonshire County Council and Chair, Leadership for Libraries Task Force  
**Ciara Eastell**, Head of Libraries, Culture and Heritage, Devon County Council and President of Society of Chief Librarians

12.45–1.40	Lunch and networking
1.40–2.10	Living Knowledge: The British Library’s Future Vision <b>Roly Keating</b> , Chief Executive, The British Library
2.10–2.40	Plenary address <b>Fin Kennedy</b> , Artistic director of national touring theatre company Tamasha and award-winning playwright
2.40–3.40	Innovation sessions round 2
3.40	Conference close

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**Annex A- Study Tour Descriptions**

**ST1) Emirates Durham International Cricket Ground**

Emirates Durham International Cricket Ground (EDICG) is home to Durham County Cricket Club, England's newest and perhaps most successful professional Club. The EDICG developed in 1995, staged an Ashes Test in 2013 and will stage World Cup cricket in 2019. The Club is helping to attract visitors, encouraging development of the wider area and generating income outside of the cricket season. The study tour will consider the development of the venue alongside the growth of the Club, its role in the community and boosting the local economy, the support of the local authority and the challenges in developing a sustainable asset.

**ST 2 and 3 combined) Durham Cathedral, Castle and University**

The Durham World Heritage Site comprises the stunning Durham Cathedral and Castle, and also Palace Green Library, home to Durham University's archives and special collections and newly developed exhibition galleries, learning space, and conservation studio. These developments complement the Cathedral's capital development project Open Treasure, designed to transform the way visitors enjoy the Cathedral and gain inspiration from it. The current phase includes the creation of world-class exhibition spaces in some of the Cathedral's Claustral buildings, due to open in 2016.

Palace Green Library will be the focus for Durham's commemoration of the Magna Carta anniversary when it opens its exhibition ***Magna Carta and the Changing Face of Revolt*** on 1 June. Showing the only extant 1216 issue of the charter, on loan from the collections of Durham Cathedral, the exhibition will follow from 2013's hugely successful *Lindisfarne Gospels Durham* project, and once again show how University, Cathedral and Council work together to deliver significant learning, engagement and economic impacts through cultural projects.

This study tour will be run as a carousel including: a presentation by the University's Dr Keith Bartlett, Director of Culture, and Ruth Robson, Head of Marketing and Events from Durham Cathedral on partnership working on the Durham World Heritage Site with a focus on the development of new facilities and the legacy of Lindisfarne Gospels Durham; a 'show and tell' of some of the items going into this summer's exhibition with Dr Sarah Price, Head of Learning and Engagement, Durham University; and a brief highlight tour of Durham Cathedral.

**ST4) Deerness Valley Gymnastics Club**

Deerness Valley Gymnastics Club is one of Britain's top gymnastics clubs, with over 100 international gymnasts winning more than 70 World and European medals, including seven World and six European Champions. In 2011, following Durham County Council's decision to close a number of leisure centres, the coaching team, with the support of more than 100 volunteers, bid to not only save the gymnastics club, but also to take on responsibility for running a new gymnastics centre on the site of the former council run Leisure Centre as a charitable not for profit organisation. The centre has gone from strength to strength and is run as a gymnastics community facility for everyone. We hope that our elite gymnasts can help to inspire people to find out about the sessions we offer, from baby gym right through to high-level international performers, as well as adults who want to come along and do some gymnastics activity to help them to keep fit. The study tour will share how we achieved this and our plans for the future.