

**Policy
Review**

7th National Conference

The Future of Culture, Tourism and Sport

Thursday 22nd September 2011, Westminster Studio, London SW1

Speakers include:

Cllr Chris White

Chair, Culture, Tourism and Sport
(CTS) Programme Board, **LG Group**

Nigel Lynn

Deputy Chief Executive,
Spelthorne Borough Council;
Immediate Past Chair,
**Chief Cultural and Leisure
Officers Association (CLOA)**

Sue Drew

Director of Public Health,
**NHS Knowsley and Knowsley
Metropolitan Borough Council**

Mark Sesnan

Managing Director,
Greenwich Leisure Ltd

Derrick Anderson

Chief Executive,
London Borough of Lambeth

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CLOA
CHIEF CULTURAL & LEISURE OFFICERS ASSOCIATION



ENGLISH HERITAGE

NATIONAL
**CULTURE
FORUM**



IMSPA

THE INSTITUTE FOR THE MANAGEMENT
OF SPORT AND PHYSICAL ACTIVITY



Live and on-demand on policyreview.tv

The culture, tourism and sport sector is facing evermore challenging times as budgets are cut, services are redesigned and decentralisation is realised. In this time of austerity it is more important than ever to explore best practice in delivering services, partnership working and localism.

Now in its 7th year, this conference will bring together senior officers and elected members with local partners and national development agencies to explore best practice in developing and delivering services within the culture, tourism and sport sector.

For more information please visit:

www.neilstewartassociates.com/se255

Produced by:

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Can't get to London?
Attend our networking
satellite conference at

Keep Britain Tidy Offices
Wigan, WN3 4EX

Hosted by:

Stuart Murray, Chief Executive,
Wigan Leisure and Culture Trust

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The CPD Certification
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Agenda (subject to change)

09:00 Registration, refreshments and exhibition

Session One: Setting the scene

 Available on policyreview.tv

09:50 Welcome and introduction from conference Chair
Nigel Lynn, Deputy Chief Executive, Spelthorne Borough Council; Immediate Past Chair, Chief Cultural and Leisure Officers Association (CLOA)

10:00 Keynote Address: The future of culture, tourism and sport
Derrick Anderson, Chief Executive, London Borough of Lambeth

10:15 Culture, tourism, sport and the Big Society
Ann Ibrahim, Executive Director, Big Society Works

10:30 Leading local culture, tourism and sport services in challenging times
Cllr Chris White, Chair, Culture, Tourism and Sport (CTS) Programme Board, LG Group

10:45 Questions and discussion

11:00 Refreshments, networking and exhibition

Session Two: Localism

 Available on policyreview.tv

11:30 The integration of public health into local government: the opportunities and challenges for culture, leisure and community health
Sue Drew, Director of Public Health, NHS Knowsley and Knowsley Metropolitan Borough Council

11:50 Culture, tourism, sport and Community Budgets
See website for speaker updates

12:10 Tackling local worklessness through culture, tourism and sport
Professor Steve Fothergill, Centre for Regional Economic and Social Research (CRESR), Sheffield Hallam University

12:30 Panel Discussion: Linking 'local' and 'strategic' to culture, tourism and sport
Session speakers to be joined by:
Iain Varah, Chief Culture, Sport, Community Learning Officer, London Borough of Redbridge; Chair, National Culture Forum

13:00 Buffet lunch, networking and exhibition

Register online today:

www.neilstewartassociates.com/se255

Tel: 020 7324 4330 / Fax: 020 7490 8830

Session Three: Seminars

14:00 Delegates should choose to attend one seminar from the list below. Seminars are designed to be interactive and participatory in nature. Places are allocated on a first-come, first-served basis and are subject to maximum capacities.

1

CULTURE

Working with cultural partners to promote the worklessness agenda through apprenticeships, volunteering and commissioning

Sarah Elderkin, Team Leader, Cultural Economy, Manchester City Council

Place making: cultural regeneration

Professor David Coslett, Executive Dean, Faculty of Arts, University of Plymouth

2

TOURISM

Local Enterprise Partnerships and tourism

See website for speaker updates

Developing new ways to protect local heritage

Dave Batchelor, Head of Local Authority Liaison, English Heritage

3

SPORT

Olympic legacy

Ruth Alleyne, Strategic Lead - Local Government, Sport England

Ensuring the workforce is fit for purpose in tough economic times

Sean Holt, Chief Executive, The Institute for the Management of Sport and Physical Activity

15:00 Refreshments, networking and exhibition

Session Four:

Service Transformation

 Available on policyreview.tv

15:30 Best practice in securing grant aid and developing partnerships to drive economic development using culture and sport

James Brindle, Culture and Health Manager, East Lindsey District Council

15:45 Making way for the private sector: commerciality versus community interest in the independent sector

Matthew Tanner MBE, Director and Chief Executive, The SS Great Britain Trust; Chairman, The Association of Independent Museums

16:00 Case Study: Spinning out of the public sector to initiate mutuals and social enterprise in service delivery

Mark Sesnan, Managing Director, Greenwich Leisure Ltd

16:15 Volunteering in culture, tourism and sport

Jane Hannah, National Volunteer and Participation Manager, England and Wales Cricket Board

16:30 Close of conference

All delegates receive free post-event access to filmed plenary sessions

Purpose of the Conference

Specifically this conference will enable you to:

- Look to the future of culture, tourism and sport
- Assess the role of the Big Society in the shape and delivery of services
- Explore the leadership of culture, tourism and sport during challenging times
- Assess the potential for integration of public health into local government for culture, tourism and sport
- Look to the impact of Community Budgets on the culture, tourism and sport sector
- Explore how to tackle local worklessness
- Discuss the link between 'local' and 'strategic' in culture, tourism and sport
- Hear from sector leaders on securing grant aid and developing partnerships to drive economic development using culture and sport
- Discuss commerciality versus community interest in the independent sector
- Hear case studies on creating mutuals and social enterprise to deliver vital services and explore the potential impact on commissioning
- Explore best practice in managing and implementing the use of volunteers in culture, tourism and sport
- Benefit from hearing best practice on regional successes, good news stories and gain practical information to implement in your day-to-day role through interactive partnership seminars examining key issues on:
 - > Promoting the worklessness agenda through apprenticeships, volunteering and commissioning
 - > Local Enterprise Partnerships and tourism
 - > Olympic legacy
 - > Cultural regeneration
 - > Developing new ways to protect heritage
 - > Health and Wellbeing Boards

Who should attend:

Local and Central Government sector

- Local Authority Directors and Officers responsible for:
 - > Culture
 - > Leisure
 - > Libraries
 - > Regeneration
 - > Heritage
 - > Museums
 - > Tourism
 - > Arts
 - > Environment
 - > Communities
 - > Creative Industries
 - > Sport & Recreation
 - > Lifelong Learning
- Local Authority Leaders and Elected Members
- Local Authority Chief Executives
- Local Authority Portfolio Holders
- LAA Co-ordinators
- Chairs of Local Strategic Partnerships
- Heads of:
 - > Economic Development
 - > Performance
 - > Policy
 - > Active Communities
- Cultural Entitlement Officers
- Conservation Officers
- Youth Arts Officers

- Sports Officers
- Civil Servants

National Development Agencies

- Arts Council Regional Directors
- MLA Regional Directors
- English Heritage Regional Directors
- Sport England Regional Directors
- CABE Regional Directors
- Directors of Regional Development Agencies
- Directors of Regional Cultural Consortia
- Directors from Regional Government Offices
- Leisure Development Managers
- Community Development & Community Service Managers
- New Deal for Communities

Culture, Tourism and Sport sector

- Directors of Arts and Leisure Providers
- Creative Consultants
- Community Consultants
- Board Members and Directors of Arts and Creative Institutions
- Directors from Lottery Funders
- Regeneration Developers
- Leisure Developers
- Museums

Sponsorship and Exhibition Opportunities

To find out more about the bespoke packages on offer please contact **Patrick Whitfield** on **020 7960 6858** or e-mail patrick.whitfield@neilstewartassociates.co.uk



Can't attend? Time poor? Diary clash?

Attend a regional satellite conference near you

Can't get away, can't afford the time or full cost? Need network feedback? Attend a regional satellite conference!

- See and hear all the speakers and interact remotely
- Receive all the back-up papers and research
- Network with your peers, benchmark your own work and make contacts for follow up
- Environmentally friendly option

Attending a satellite conference costs just **£195.00 + VAT** (£234.00). See the conference website for locations near you or complete the booking form.

For further information email

jacqueline.gorman@policyreview.tv

Watch online

Keep up to date with the policy insight you need

- Broadcast exclusively on Policy Review TV - watch the conference live or later on-demand
- Fully interactive - watch live and submit questions, just like a delegate
- Ultimate conference reporting, watch the full online presentations after the event
- Your own expert video library to keep - ideal for management and staff briefing
- Unique insight into the choices and dilemmas faced by policy makers and managers
- Find out how your peers are solving the policy challenges you face
- You save on travel, cost and time

The costs of the live broadcast and access to the video archive are:

Individual licences
£99 + VAT (£118.80)

Group licences

2-3 viewers £250.00 + VAT (£300.00)
4-5 viewers £350.00 + VAT (£420.00)
6-9 viewers £495.00 + VAT (£594.00)
10-20 viewers £895.00 + VAT (£1,074.00)

7th National Conference
**The Future of Culture,
Tourism and Sport**

Thursday 22nd September 2011, Westminster Studio, London SW1

To Register

Please photocopy this booking form for additional delegates.

Complete all relevant sections of this form and either:

 **Fax:** 020 7490 8830

 **Online:** www.neilstewartassociates.com/se255

 **Post:** Neil Stewart Associates Ltd, 10 Greycoat Place,
Westminster, London SW1P 1SB

Alternatively call us on **020 7324 4330** or email us at
customer.services@neilstewartassociates.co.uk

Delegate Information

se255

Brochure no.

Title (Mr/Ms/Dr/Prof/Other)

Full Name

Position

Organisation

Sector: Health Social Care Central/Regional Government Local Government Education and Skills Commercial
 Non Departmental Public Body / Association or Membership Organisation 3rd Sector Organisation Criminal Justice

Email

Address

Postcode

Tel No.

Direct Line? (Yes/No)

Fax No.

Training Manager

Email

I have read and agree to the terms and conditions below

Signature

HOW TO PAY Please tick the relevant box below

Invoice Please send an invoice to:

Purchase order number (if relevant)

Cheque I enclose a cheque for £ _____ made payable to Neil Stewart Associates Ltd

Credit Card We can accept the following credit cards:



Please debit: £ _____ from Mastercard/Eurocard/Visa/Maestro/Delta

Card No: _____ Expiry date of card: _____

Maestro Issue No: _____

Name (as on card): _____

Issuing Bank: _____

Cardholder's address: _____

Postcode: _____

Signature: _____

ADDITIONAL REQUIREMENTS Please indicate any additional requirements below

Delegate Rates

Please select the relevant rate from the list below

Full Rate -

Commercial Sector

£599.00 + VAT (£718.80)

Reduced Rate -

Local Authorities, Universities, Colleges, Central Government
Departments and Agencies, Non Departmental Public Bodies and
other Public Sector Organisations

£389.00 + VAT (£466.80)

CLOA & IMSPA Members Rate -

£299.00 + VAT (£358.80)

Supported Rate -

Voluntary Organisations, Trade Unions

£240.00 + VAT (£288.00)

The above fees include all day access to the event, available
conference papers, buffet lunch and refreshments, for registered
delegates only. Fees do not include travel costs or accommodation.
Shared places are not permitted.

Seminar Selection

You may attend one seminar in Session Three.

Places are allocated on a first-come, first-served basis.

Please circle your choice below:

Session Three:

Seminar 1) Culture 2) Tourism 3) Sport

Live viewing

I am unable to attend this event in person please register me for:

Individual licence for live streaming at
£99.00 + VAT (£118.80)

Group Licences

I would like to register for a group viewing licence:

2-3 viewers **£250.00 + VAT** (£300.00)

4-5 viewers **£350.00 + VAT** (£420.00)

6-9 viewers **£495.00 + VAT** (£594.00)

10-20 viewers **£895.00 + VAT** (£1,074.00)

Satellite conference

£195.00 + VAT (£234.00)

Keep Britain Tidy Offices, Wigan WN3 4EX

Terms and Conditions

This booking form constitutes a legally binding agreement. Payment must be received in full before the event. We are not responsible for the non-arrival of confirmation documents: if, by 7 days prior to the conference, you have not heard from us, contact us using the phone number on the brochure. All available conference material including documents, podcasts and in some case films are made available to delegates after the event therefore we do not accept cancellations, whole or in part. Substitutions will be accepted if notified in writing prior to the event, non-arrivals will be liable for the full fee.

All our conferences are recorded and the content is made available on www.policyreview.tv. If you do not wish to be filmed, your voice recorded or your photograph taken please email customer.services@neilstewartassociates.co.uk giving your name and the conference you will be attending.

Data Protection

The personal information you provide will be held on a database by Neil Stewart Associates Ltd. By registering for a conference, Neil Stewart Associates and its subsidiary companies can provide you with information relating to your booking and other services via email, direct mail, telephone or fax. If you do not want to receive this information please write to the Database Manager at Neil Stewart Associates. Your details may also be made available to other carefully selected companies.
 Please tick here if you do not wish to receive information from third parties.

Overseas delegates

Delegates from outside the UK who book to attend an NSA conference must send their remittance in time to clear funds no later than 2 weeks before a one day conference. Bookings from overseas delegates will be subject to the cancellation policy specified on the booking form.