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The Future of Culture, Tourism and Sport

Overcoming the financial challenges to improve services

Tuesday 18th September 2012

NATIONAL CONFERENCE & BROADCAST

Now in its 8th 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.

Where to participate:

MAIN CONFERENCE

LONDON

Westminster Studio
London SW1P 1SB

NETWORKING HUB

BRISTOL

Castlemead, Lower Castle Street,
Bristol, BS1 3AG

Chaired by:



Diana Shelton

Vice Chair, Chief Cultural and Leisure
Officers Association (CLOA);
Head of Leisure and Tourism,
West Oxfordshire District Council



Watch an interactive live broadcast
of the conference amongst an
audience of your peers, facilitated
by a local expert

*"Very interesting – was my first
attendance and I will look out
for it next year." Sept. 2011*

Noni Entwistle,
Leisure Management Co-ordinator,
East Hants District Council

Networking hub delegates will be able to participate in Sessions 1-3 and one seminar

Speakers include:

Andrew Lewer

Deputy Chair, Culture,
Tourism and Sport (CTS)
Programme Board, **LG Group**;
Leader and Cabinet Member
for Culture, **Derbyshire
County Council**

Ufi Ibrahim

Chief Executive,
British Hospitality Association

Bernard Donoghue

Director, **Association of
Leading Visitor Attractions**

Lisa Dodd-Mayne

Service Director - Sport & Culture,
Wakefield Council;
Member, **CLOA Exec Board**

Geoff Thompson MBE

Executive Chairman, **Youth Charter**

For more information please visit:

www.neilstewartassociates.com/se260

#Culture12

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**THIS CONFERENCE IS ALSO AVAILABLE FOR YOU TO TAKE PART ONLINE LIVE
OR WATCH ON-DEMAND**





Can't get to London?

Attend a networking hub at:

Bristol

Castlemead,
Lower Castle Street,
Bristol, BS1 3AG

- See and hear all the speakers and interact remotely
- Get post-event access to watch the conference online
- Receive all the back-up papers and research
- Network with your peers, benchmark your own work and make contact for follow up



Attending a networking hub costs just £165.00 + VAT (£198.00)

See website for additional networking hubs as they're confirmed.



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



Licence Options

Single viewer licence
£99 + VAT (£118.80)

Group Licence options - per person

1-2 viewers **£99.00 + VAT (£118.80)**
3-9 viewers **£89.00 + VAT (£106.80)**
10-19 viewers **£79.00 + VAT (£94.80)**
20-29 viewers **£65.00 + VAT (£78.00)**

For further information email
eoin.tonge@policyreview.tv

Overcoming the financial challenges to improve services

The importance of culture, tourism and sport in addressing issues such as social inclusion, health and crime is becoming increasingly apparent. But, despite an annual £3billion spend on services, local government is still financially restricted in the drive to improve services.

In the face of budget cuts local government, the voluntary sector and private providers have had to explore new ways of commissioning and delivering services to make savings, generate income and, ultimately improve standards in service delivery.

Specifically, attending this conference will enable you to:

- Look to the year ahead for culture, tourism and sport
- Hear from people who have managed to work efficiently with limited budgets, understand how they did it and their tips for success
- Examine what has been achieved in terms of an Olympic legacy
- Assess new opportunities to generate income
- Explore transferring the management of services to communities and trusts
- Utilise external funding opportunities
- Discuss whether the future of culture, tourism and sport mimics a US model of private providers
- Discuss whether privatisation would impact on the conservation of heritage
- Explore how to make the case for investment in non-statutory services through an outcome framework approach
- Examine best practice in working with disengaged people
- Hear from the Youth Charter on the work they are doing to ensure citizen participation
- Explore best practice in taking the opportunities posed by the new health commissioning framework
- 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:
 - > Boosting the visitor economy
 - > Creating a lifelong sporting habit

Who should attend

Local Authorities

- Directors and Officers responsible for:
 - > Culture
 - > Leisure
 - > Libraries
 - > Regeneration
 - > Heritage
 - > Tourism
 - > Arts
 - > Environment
 - > Communities
 - > Creative Industries
 - > 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

Sponsorship and Exhibition Opportunities

To find out more about the bespoke packages on offer please contact **Leslie de Hoog** on 020 7324 4330 or e-mail leslie.dehoog@neilstewartassociates.co.uk

SESSION ONE:
Setting the scene

Also available online*

09:50	Welcome and introduction from conference chair Diana Shelton , Vice Chair, Chief Cultural and Leisure Officers Association (CLOA); Head of Leisure and Tourism, West Oxfordshire District Council
10:00	Beyond 2012: realising the legacy <i>Check website for speaker updates</i>
10:15	Leading with culture: risks and rewards Andrew Lewer , Deputy Chair, Culture, Tourism and Sport (CTS) Programme Board, LG Group; Leader and Cabinet Member for Culture, Derbyshire County Council
10:30	Hospitality, sport and tourism: realising the true potential of place Ufi Ibrahim , Chief Executive, British Hospitality Association
10:45	Questions and discussion
11:00	Refreshments, networking and exhibition

SESSION THREE:
Case study

Also available online*

14:00	Making the case for investing in culture, tourism and sport: an outcomes framework approach Lisa Dodd-Mayne , Service Director - Sport & Culture, Wakefield Council; Member of CLOA Exec Board
14:20	Community engagement as a tool for ensuring ROI and engaging with hard to reach Bernie Jones , Chief Executive, Trafford Community Leisure
14:40	Citizenship in action Geoff Thompson MBE , Executive Chairman, Youth Charter
15:00	Taking the opportunities posed by the new health commissioning framework <i>See website for speaker updates</i>
15:20	Refreshments, networking and exhibition

SESSION TWO:
Alternative models for delivering and financing services

Also available online*

11:30	Cooperative council and income generation Adrian Smith , Director of Culture and Communities, London Borough of Lambeth
11:50	Localism and new forms of delivery: untapping the 'hidden wealth' of communities Robin Tuddenham , Director for Communities, Calderdale MBC
12:10	Utilising external funding John Lanagan , Learning and Enterprise Manager, Museum of East Anglian Life
12:30	Panel discussion: Are we headed for a US-style system where most services are provided by the private and voluntary sectors rather than government? What would this mean for tourism with no conservation or heritage function? Robin Tuddenham , Director for Communities, Calderdale MBC Steve Laird , Director: Leisure and Culture, V4 Services Bernard Donoghue , Director, Association of Leading Visitor Attractions
13:00	Buffet lunch, networking and exhibition

SESSION FOUR:
Key issues seminars

One seminar available online*

15:45	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. <i>For Policy Review TV viewers, only one seminar will be filmed and this is determined on the day of the event.</i>
1	Boosting the visitor economy Bernard Donoghue , Director, Association of Leading Visitor Attractions
2	Creating a lifelong sporting habit Sport England
16:30	Close of conference

REGISTER TODAY

www.neilstewartassociates.com/se260

TEL:

020 7324 4330

FAX:

020 7490 8830



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