

**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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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](http://www.neilstewartassociates.com/se255)

Produced by:



**Can't get to London?**  
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satellite conference at

Keep Britain Tidy Offices  
Wigan, WN3 4EX

Hosted by:

**Stuart Murray**, Chief Executive,  
Wigan Leisure and Culture Trust

# 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](http://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](mailto:patrick.whitfield@neilstewartassociates.co.uk)



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- 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](mailto:jacqueline.gorman@policyreview.tv)

### Watch online

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- Find out how your peers are solving the policy challenges you face
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**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)**

# 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](http://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

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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.

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### 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.