

**TEAM BOOKING OFFER - Register 2 delegates onto the conference and bring a 3rd colleague for FREE!**

# 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

Chaired by:

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

*"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****BRISTOL**Castlemead, Lower Castle Street,  
Bristol, BS1 3AGWatch an interactive live broadcast  
of the conference amongst an  
audience of your peers, facilitated  
by a local expert

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](http://www.neilstewartassociates.com/se260)

#Culture12

  
The CPD Certification  
Service**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](mailto: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](mailto:leslie.dehoog@neilstewartassociates.co.uk)



Visit our conference archive and see up coming events at:

[www.policyreview.tv](http://www.policyreview.tv)

SESSION ONE: <b>Setting the scene</b>		Also available online*
09:50	Welcome and introduction from conference chair <b>Diana Shelton</b> , 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 Check website for speaker updates	
10:15	Leading with culture: risks and rewards <b>Andrew Lewer</b> , 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 <b>Ufi Ibrahim</b> , Chief Executive, British Hospitality Association	
10:45	Questions and discussion	
11:00	Refreshments, networking and exhibition	

SESSION THREE: <b>Case study</b>		Also available online*
14:00	Making the case for investing in culture, tourism and sport: an outcomes framework approach <b>Lisa Dodd-Mayne</b> , 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 <b>Bernie Jones</b> , Chief Executive, Trafford Community Leisure	
14:40	Citizenship in action <b>Geoff Thompson MBE</b> , Executive Chairman, Youth Charter	
15:00	Taking the opportunities posed by the new health commissioning framework See website for speaker updates	
15:20	Refreshments, networking and exhibition	

SESSION TWO: <b>Alternative models for delivering and financing services</b>		Also available online*
11:30	Cooperative council and income generation <b>Adrian Smith</b> , Director of Culture and Communities, London Borough of Lambeth	
11:50	Localism and new forms of delivery: untapping the 'hidden wealth' of communities <b>Robin Tuddenham</b> , Director for Communities, Calderdale MBC	
12:10	Utilising external funding <b>John Lanagan</b> , 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? <b>Robin Tuddenham</b> , Director for Communities, Calderdale MBC <b>Steve Laird</b> , Director: Leisure and Culture, V4 Services <b>Bernard Donoghue</b> , Director, Association of Leading Visitor Attractions	
13:00	Buffet lunch, networking and exhibition	

SESSION FOUR: <b>Key issues seminars</b>		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 <b>Bernard Donoghue</b> , Director, Association of Leading Visitor Attractions	
2	Creating a lifelong sporting habit <b>Sport England</b>	
16:30	Close of conference	

REGISTER TODAY

[www.neilstewartassociates.com/se260](http://www.neilstewartassociates.com/se260)

TEL:

**020 7324 4330**

FAX:

**020 7490 8830**

**\* ALL DELEGATES RECEIVE COMPLIMENTARY POST-EVENT ACCESS TO FILMED PLENARY SESSIONS**  
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