4th Annual Conference

The Future of Cultural and Leisure Services

Thursday 18th September 2008, Barbican Centre, London EC2

CLOA Chief Cultural & Leisure Officers Association

Supported by: I&DeA improvement and development agency

Agenda (subject to change)

09:00 **Registration, refreshments and exhibition**

SESSION ONE: EMPOWERING COMMUNITIES

09:50 **Welcome and Introduction by Conference Chair**
Dr Ann Gosse, Chair, Chief Cultural and Leisure Officers Association (CLOA)

10:00 **Engaging Communities through Public Art: Lessons from Channel 4's Big Art**
Mike Smith, Executive Producer, Channel 4's Big Art
Jan Younghusband, Commissioning Editor, Arts and Performance, Channel Four Television
Andrew Whyte, Executive Director, Advocacy and Communications, Arts Council England

10:30 **Empowerment White Paper**
Paul Raynes, Programme Director for Culture, Tourism and Sport, Local Government Association (LGA)

10:45 **Questions and discussion**

11:00 **Refreshments**

SESSION TWO: RAISING THE GAME

11:30 **Comprehensive Area Assessments: Shaping Places and Delivering Outcomes through Culture and Sport**
Tricia Kilsby, National Policy Lead for Culture, Audit Commission

11:45 **A Passion for Excellence: from Theory to Reality**
Brian King, Principal Consultant, Cultural Services Improvement Project, IDeA

12:00 **Improved Participation and Demonstrating Impact: Soft Outcomes Vs Hard Indicators**
Cllr Christopher Naylor, Director, Cultural Regeneration, City University and Executive Member for Homes and Housing Strategy, London Borough of Camden

12:15 **Supporting Skills Development in Cultural Industries**
Tom Bewick, Chief Executive, Creative & Cultural Skills

12:30 **Questions and discussion**

13:00 **Buffet lunch and exhibition**

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Supported by: dcms department for culture, media and sport; Arts Council England; English Heritage; Sport England; MLA Museums Libraries Archives Council

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SESSION THREE: SEMINARS – LOCAL AREA AGREEMENTS

13:50 Based on case study examples, the seminar sessions will focus on the most popular indicators in the round of Local Area Agreements.

1. **Safer and Stronger Communities**
   Led by David Brownlee, Director, Public Engagement, Arts Council England
   feat. Case Studies
   LOCATION: MAIN AUDITORIUM

2. **Children and Young People**
   Led by Nicky Morgan, Programme Manager for Sector Improvement, Museums, Libraries and Archives Council
   Chaired by Paul Bristow, Policy Advisor for Local Government, Museums, Libraries and Archives Council
   With a case study from MLA London
   LOCATION: REDGRAVE ROOM

3. **Sport - Delivering LAA Outcomes**
   Led by Maria Reader, Policy Manager, Sport England
   feat. Case Studies
   LOCATION: GARRICK ROOM

4. **Heritage – Shaping Places**
   Led by Dave Batchelor, Head of Local Authority Liaison, English Heritage
   feat. Case Studies
   LOCATION: ASHCROFT ROOM

14:40 **Refreshments and exhibition**

SESSION FOUR: NEW CHALLENGES

15:10 **Developing a World-Leading Community Sport System**
Mihir Warty, Director of Policy and Performance, Sport England

15:25 **Inspiring Children and Young People to "Find Your Talent"**
Gill Alexander, Strategic Director for Children, Young People and Learning, North Tyneside Council

15:40 **A New Vision for Culture and Places**
Jeremy Hunt MP, Shadow Secretary of State for Culture, Media and Sport, Conservative Party

15:55 **Questions and discussion**

16:15 **Close of Conference**

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Speaker Biographies

Dr Ann Gosse
Chair
Chief Cultural and Leisure Officers Association (CLOA)

Dr Ann Gosse is Executive Director of Development, Barnsley Metropolitan Borough Council, as well as the Chair of the Chief Culture and Leisure Officer's Association, (CLOA) and National Culture Forum (NCF). Ann is responsible for the strategic direction and delivery of economic regeneration, planning and transportation, highways and engineering, housing, waste collection services, culture and tourism for Barnsley. Ann, originally a silversmith has a strong track record of working in the culture sector, previously in Sheffield, Denbighshire and Birmingham.

Mike Smith
Executive Producer
Channel 4's Big Art

Mike Smith is Executive Producer of Channel 4's Big Art Project. He initiated the project on and off the tv screen and has led the creation of its unique delivery model which involves a not for profit organisation, the Big Art Trust delivering the artwork. The Big Art TV series is being produced by Carbon, the independent production company Mike co-founded in 2004. Carbon's previous projects include Jump Britain, the sequel to the internationally-successful Jump London, which largely introduced British audiences to "Free Running". Carbon makes a range of factual programmes including history, arts, religion, science,
current affairs and drama documentary. Previously Mike was a producer on the staff of the BBC making films for Panorama, Horizon and Everyman as well as Radio 4 where he produced File on 4. He was the Executive Producer of Channel 4's acclaimed series earlier this year, The Seven Wonders of the Muslim World.

Jan Younghusband
Commissioning Editor – Arts and Performance Channel 4

Jan Younghusband trained in opera production at Glyndbourne and went on to a career in theatre, most notably at the National Theatre working with Peter Hall and Richard Eyre. She then moved to television and her credits as a producer include award winning classical music series and performance such as Orchestra!, Concerto! Jan spent some time in music and Arts at the BBC producing operas.

Jan joined Channel 4 in 1999 as Commissioning Editor for music and performance and recently added Arts to her remit. Jan's most notable commission included Operatunity, Klinghoffer, Musicality, Howard Goodall's 20th Century series, and a future state of arts programmes.

Andrew Whyte
Executive Director, Advocacy and Communications
Arts Council England

Andrew Whyte is Executive Director, Advocacy and Communications for Arts Council England and is currently also acting as interim Executive Director, Arts Strategy. A former Vice-President of the National Union of Students, Andrew began his professional career in the mid-80s working in campaigning and communications roles in the UK voluntary sector, first as Youth Rights Officer at the British Youth Council and then as Media and Parliamentary Liaison Manager at children's charity Barnardo's.

He joined Rupert Murdoch's News International in 1991, and two years later became Deputy Director of Corporate Affairs. In 1996 he left to join Shell International as an External Affairs Adviser before joining BBC Broadcast as Head of Public Relations in May 1998. He was appointed Head of Corporate and Public Relations for the BBC in August 2000 a post he held until leaving the corporation in September 2005. A member of the Chartered Institute of Public Relations, Andrew is also a Fellow of the RSA. Andrew is also a trustee and director of the Media Trust and a member of the board of the housing charity Thames Reach.

Paul Raynes
Programme Director for Culture, Tourism and Sport
Local Government Association (LGA)

Paul Raynes is a Programme Director at the Local Government Association, with particular responsibility for economic and cultural issues, including the LGA's campaign for the devolution of economic decision-making. He joined the LGA in 2006 from Essex County Council, where he founded the Strategic Policy Unit, an in-house analysis and consultancy operation. The

Unit led the negotiation of Essex's £900 million Local Area Agreement and its reports included studies of devolved economic decision-making and of options for reforming government-imposed targets. A former Treasury official who headed the private
office of three cabinet ministers in the 1990s, Paul also worked in the British Embassy in Paris on the lead-up to the introduction of the euro, and as a financial editorial-writer analysing deals in the media and telecoms sectors. Outside the office, he led, as chair of governors, the transition in 2006 of London's second-largest comprehensive into two new Academy schools.

Tricia Kilsby
National Policy Lead for Culture
Audit Commission

Tricia's public service career started in local government, where she worked in community development and as a manager mainly in culture and sport but also in environmental services. In 2000 she joined the Improvement and Development Agency as a seconded consultant working on the implementation of Best Value, accessible services and the early development of a generic approach to equalities.

From 2001 – 2005 Tricia worked at the Department for Culture, Media and Sport on local government issues including local government finance, the local government white paper, comprehensive spending reviews, the performance framework for local government, local public service agreements and latterly local area agreements. Throughout this time she also worked closely with the national culture bodies and the Office of the Deputy Prime Minister, now Communities and Local Government.

Tricia joined the Audit Commission in November 2006 as national policy lead for culture. As a member of the Local Government team she has worked on Comprehensive Performance Assessment, stakeholder relationships with the culture sector, knowledge development, Comprehensive Area Assessment and third sector strategy.

Brian King
Principal Consultant
Cultural Services Improvement Project, IDeA

Brian's work for the IDeA includes developing and promoting improvement strategies and performance measures in the cultural sector, working with local authorities and national and regional agencies such as the Department for Culture Media and Sport, Arts Council England, Museums Libraries & Archives Council, English Heritage, and Sport England.

Brian joined the IDeA in July 2005 to work in the Cultural Services Improvement Unit, funded by DCMS and NDPB's, on secondment from the Audit Commission where he was Professional & Policy Lead for Cultural Services.

Prior to joining the Commission in 2001 Brian worked in a range of policy and senior management posts in local government, and is an Associate Lecturer at the Open University Business School. Brian has professional qualifications in youth and community development and an M.Sc in Public Sector Management from Aston University.

Cllr Christopher Naylor
Director, Cultural Regeneration, City University,
and Executive Member for Homes and Housing Strategy, London Borough of Camden

Chris lives in Camden Town, and was elected as a Councillor for Camden Town and Primrose Hill in 2006 when he was appointed Camden's Executive Member for Housing. His current day job – part time - is Director, Cultural Regeneration, in the Culture, Policy, Management Department at City University, leading a £3 million ESF project with two major inner city festivals, *Brick Lane Festival* and *Carnaval del Pueblo*, to explore their local employment and community impact. Chris is also responsible for developing modules for the *Culture, Policy, Management Pathways* programme, and specific projects such as the *Evidencing Learning to Government* Report for the National Museum Directors' Conference.

Previously Chris was Director of *engage*, the international membership association promoting education and access in museums and galleries, including government funded research projects such as *enquire* and *envision*. He is a school governor, on the Camden Town Conservation Area Advisory Committee, Chair of Causeway Irish Housing Association, and a Trustee of the Campaign for Better Transport.

Tom Bewick
Chief Executive
Creative & Cultural Skills

Tom Bewick is the founding Chief Executive of Creative & Cultural Skills, the UK-wide sector skills council for advertising, crafts, design, cultural heritage, music and the arts. Under his leadership, the organisation has developed the first formal Creative Apprenticeships; won approval to build a £15 million state-of-the-art National Skills Academy in Thurrock, Thames Gateway, and launched a pioneering careers and leadership portal: www.creative-choices.co.uk

Tom has spent his professional career working at national and regional level on mainly industry-driven skills and employment initiatives. During the 1990s, he was a policy advisor to the Training and Enterprise Councils' National Council; a co-founder of the Centre for Social Inclusion; and an executive director of the National Training Organisations' National Council. Following the election of the Labour Government in 1997, his advice was regularly sought by politicians, culminating in a period as the Labour Party's national officer responsible for education and employment policy (1997-99) and in 2001, as a specialist adviser to the Minister for Adult Skills at the Department for Education and Skills. In government, Tom is a member of the British Council's vocational education and training committee (VETC) and a Fellow of the Royal Society of Arts (FRSA). He holds several non-executive directorships including the Alliance of Sector Skills Councils, the Learning and Skills Network (LSN) and the recently formed Creative & Cultural National Skills Academy Ltd.

David Brownlee
Director, Public Engagement
Arts Council England

Currently the national Director for Public Engagement for Arts Council England. David joined the Arts Council in 2005 as Head of Resource Development in the East Midlands and has held a number of different roles since then.

Prior to the Arts Council he worked in arts and regeneration in the public, private and voluntary sector, largely in marketing and fundraising roles. As Head of Arts & Entertainment for Lewisham, line-managed the Borough's Theatre, the arts development service and major events programmes.

Responsible for launch marketing of and Stoke-on-Trent's Cultural Quarter and Greenwich + Docklands International Festival. As Director of Marketing for Coin Street Community Builders he was responsible for the launch marketing of the Oxo Tower on London's South Bank. He also worked in theatre marketing for the London's Royal Court and a number of West End productions. Served as Vice Chair of Audiences London, the arts audience development agency for London.

Maria Reader
Policy Manager
Sport England

Maria has spent the majority of her career working for national organisations starting with the Association of District Councils and then the Local Government Association. During her years with these organisations she lobbied on behalf of local
government on sport and culture as well as working on health and rural affairs. Maria was also seconded for three years to the DCMS as Head of Local Government. She moved to Sport England, two years ago, to join the Policy and Improvement Team and has the remit for local government.

Dave Batchelor
Head of Local Authority Liaison
English Heritage

Dave graduated from the University of Newcastle upon Tyne in 1975 and then spent 20 years working as a field archaeologist, initially for the DoE and subsequently English Heritage. Latterly he has been responsible for a small team who provide a linkage between English Heritage and local authority staff involved in the management of the historic environment.

Dave has spoken at numerous conferences in the UK and abroad and has published papers in various journals. He has also been invited by UNESCO and the British Council to take part in workshops in India and has been a nominated expert assessing bids for EU funding under the Culture 2000 programme.

Mihir Warty
Director of Policy and Performance
Sport England

Mihir's responsibilities as Director of Policy and Performance at Sport England include strategy development, business planning, performance reporting, research and monitoring and evaluation.

He has been Director of Policy & Performance at Sport England since August 2006, previously spending five years with the BBC's strategy team including spell as Head of Sport Strategy. In an earlier career he was an economist and management consultant

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Gill Alexander
Strategic Director for Children, Young People and Learning
North Tyneside Council

Gill was appointed as North Tyneside's Director of Children's Services in May 2005, having served previously as the Borough's Director of Education and Cultural Services. Her career has spanned, HE (having worked as a research fellow and lecturer in the 1980s), FE, the voluntary sector and local government. As Assistant Divisional Director of Save the Children Fund, in Scotland in the late 80s and early 90s, she was involved in early work on the UN Convention of the Rights of the Child.

In the 1990s she was appointed by the Kirklees Council to establish one of the first integrated early years services in the UK. Returned to the North East in 1996 when she joined North Tyneside Council. The 2007 Joint Area Review of North Tyneside rated the Borough's Children's Services as amongst the top three in the country having rated the quality of leadership as outstanding.

Jeremy Hunt MP
Shadow Secretary of State for Culture, Media and Sport
Conservative Party

Jeremy was elected Conservative Member of Parliament for South West Surrey in May 2005. In July 2007 Jeremy was promoted to the Shadow Cabinet by David Cameron to take on the role of Shadow Secretary of State for Culture, Media & Sport. He had previously served from December 2005 to July 2007 as Shadow Minister for Disabled People. As well as the vital Olympics brief, Jeremy sees the role as having a major relevance to the quality of life agenda. He is also interested in international development, was a member of the International Development Select Committee. His particular area of focus has been HIV/AIDS in Africa.

Jeremy went to school in South West Surrey, and then studied Politics, Philosophy and Economics at Magdalen College, Oxford, gaining a first class honours degree. After a brief period as a management consultant he went to Japan for two years where he supported himself teaching English whilst he learnt Japanese. He then returned to the UK and with a business partner set up Hotcourses Ltd, the UK's largest publisher of guides and websites to help people choose the right school, college, university or course.

END

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