

**shaping places, inspiring people**

This year's Culture, Tourism and Sport Conference will build on the three key themes in the LGA's Closer to People and Places: a new vision for local government campaign – improving public services; improving the quality of life and economic

performance of cities, towns and villages; and giving people greater power and influence over their lives. The conference will examine the vital role that culture, tourism and sport have to play in regeneration, neighbourhood renewal and the overall social, health and economic well-being of the communities they serve.

the conference programme

Day 1 – Wednesday 21 March

9.00 – 10.20

Conference registration and political group meetings

10.20 – 10.50

Opening of the conference & welcome to Sheffield  
*Cllr Chris White, Chair, LGA Culture, Tourism and Sport Board*

*Cllr Robert MacDonald, Cabinet Member for Culture and Economic Development, Sheffield City Council*

*Bob Kerslake, Chief Executive, Sheffield City Council*

10.50 – 11.20

**Plenary 1: Keynote speech tbc**

11.20 – 11.50

**Plenary 2: shaping the future through our past**  
*Dr Simon Thurley, Chief Executive, English Heritage & TV broadcaster*

11.50 – 1.00

**Workshop Session 1: Improvement and service delivery**

**W1. public libraries: the effective and neutral route to positive community engagement** – a workshop demonstrating the positive contribution of a local authority's public library service to the realisation of the community engagement and involvement ambitions of the White Paper.

**W2. lessons and learning from journeys through improvement** – the progress towards self improvement and the track record that the sector can point to using experiences from applications of tools such as TAES, Regional Commentaries, Arts at the Strategic Centre, Inspiring Learning, and Regional Improvement Pilots.

**W3. safer communities through participation in the arts** – low active participation in the arts can impact positively on community safety, e.g. reducing re-offending, crime reduction etc.

**W4. tourism: a new framework** – the Partners for England initiative is looking at better management and marketing of tourism in England, and this workshop will focus on how to maximise the local government voice and contribution through this initiative.

**W5. city stages (walking tour)** – Sheffield has some of the best performance spaces in the UK and this tour offers an opportunity to talk to those involved in the regeneration of two of them – the famous Crucible Theatre, and the recently refurbished City Hall.

1.00 – 2.00

Lunch

2.00 – 2.30

**Plenary 3**

*Anne Milton MP, Shadow Minister for Tourism*

2.30 – 3.10

**Plenary 4: are you a leader or a manager?**

*Peter Hall Jones, The Spiral Partnership*

3.10 – 3.30

Refreshment break

3.30 – 4.45

**Workshop Session 2: shaping places – enhancing the quality of life in cities, towns, and villages**

**W6. festival!** – the benefits festivals are bringing to towns, cities and villages including regeneration, tourism, health and community involvement, with case studies where festivals are shaping localities.

**W7. Capitals of Culture: past, present and future** – learning from the experience of Capitals of Culture. How culture can be a driver for the regeneration of cities, including looking at Liverpool as Capital of Culture 2008.

**W8. vision to reality: gearing up for the games** – how preparations for 2012 are already