



Cultural Opportunities

Brokering Regeneration Partnerships for the UK

Wednesday 8th November 2006,
Aintree Race Course, Liverpool

Keynote Ministers

David Lammy MP

Minister for Culture, Department for Culture, Media and Sport

John Healey MP

Financial Secretary, HM Treasury

Chaired By

Roger Lewis

Managing Director, ITV Wales;
Board Member, Liverpool Culture Company;
and Chair, Royal Liverpool Philharmonic

Speakers Include

Professor Drummond Bone

Chair, Liverpool Culture Company

Paul Deighton

Chief Executive, London Organising Committee
of the Olympic Games (LOCOG)

Tom Wright

Chief Executive, VisitBritain

Jason Harborow

Chief Executive, Liverpool Culture Company

Colin Carmichael

Chief Executive, Canterbury City Council

This conference will demonstrate that cultural regeneration works and how the whole of the UK can benefit from the European Capital of Culture 2008 programme. As part of a wider national cultural strategy leading towards 2012, Liverpool's success as European Capital of Culture 2008 is a win-win situation for both the communities of Liverpool and the UK's broader embrace of cultural regeneration.

This conference will bring together an invited select and exclusive audience of local authority chief executives, chief cultural officers, heads of tourism and key figures from national and regional cultural agencies. Delegates will hear the economic case for culture and the evidence for cultural intervention approaches to regeneration and renewal.

The event will also provide a one-off unique opportunity to establish partnerships with the Capital of Culture programme and share the benefits available for all localities across the UK.



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Getting Involved in the European Capital of Culture 2008:

This event will provide unique opportunities to broker partnerships between Liverpool 08 and other local authorities and agencies. The initiatives and opportunities for working together are as follows:

Tourism Partnerships

- 1) UK08 – VisitBritain to promote the cultural attractions of the UK to international markets in 2008.
- 2) Welcome Training Programme - Sharing of the 08 Customer Service programme which enables cities and places to improve customer service and visitor experiences.
- 3) Gateway Opportunities – increase promotion of North West attractions within 90 minutes of Liverpool's cruise terminal and airport.

Children and Schools: The Friend Ship

With a cargo of treasure chests overflowing with exciting learning materials from cultural partners, the Friend Ship is a cultural stimulus for children to investigate their own city's unique cultural identity.

Promoting Cultural Programmes and Events

- 1) 20/08 Day – Councils throughout the UK to host an 08 Day in 2007 and 2008, putting on cultural activities for their communities and promoting local cultural venues. Already a huge success for the whole Merseyside region.
- 2) 08 Place - Using IT and web-based technologies to promote other UK destinations and their cultural programmes and events.
- 3) Theatre in the Parks – Opportunity for North West councils, in association with Arts Council North West to host Theatre attractions in their local parks.

Branding Agreements

Sharing the 08 brand with North West authorities and non-commercial organisations in a commitment to promote the importance of culture in our communities through the marketing of cultural events across the region.

Volunteer Programmes

Sharing the 08 Volunteer Training Programme for cultural and sporting events, in order to stimulate community participation and citizenship in other localities.

08 local authority partnerships across the UK already include:

- Belfast City Council • Brighton and Hove City Council • Canterbury City Council • Cardiff City Council • Cheshire County Council • City of Bradford Metropolitan District Council • Gateshead MBC • Halton MBC • Knowsley MBC • Newcastle City Council • Norwich City Council • Sefton MBC • St Helens MBC • The Highland Council • Wirral MBC •

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Agenda

(Subject to change)

09:00 *Registration and Refreshments*

SESSION ONE – CAPITALS OF CULTURE

09:50 *Opening by Conference Chair*

Roger Lewis

Managing Director, ITV Wales; Board Member, Liverpool Culture Company; and Chair, Royal Liverpool Philharmonic

10:00 *Welcome and Introduction*

Professor Drummond Bone

Chair, Liverpool Culture Company

10:15 **KEYNOTE ADDRESS**

Cultural Capital: The Economic Case for Culture

John Healey MP

Financial Secretary, HM Treasury

10:35 *Milestones to 2012*

Paul Deighton

Chief Executive, London Organising Committee of the Olympic Games (LOCOG)

10:55 *Questions and Discussion*

11:15 *Networking and Refreshments*

SESSION TWO – CULTURE FOR ALL

11:45 *Building Towards 2008 and Beyond: What's in it for Liverpool, the North West, the UK, and Europe?*

Jason Harborow

Chief Executive, Liverpool Culture Company

12:05 *Four Corners: Arts Transforming Neighbourhoods and Communities*

Michael Eakin

Executive Director, Arts Council North West

Claire McColgan

Head of Creative Communities, Liverpool Culture Company

12:25 *The Friend Ship: Inspiring Children and Young People*

Colin Carmichael

Chief Executive, Canterbury City Council

12:45 *Questions and Discussion*

13:00 *Networking and Buffet Lunch*

SESSION THREE – MAXIMISING THE BENEFITS TO TOURISM

14:00 *Convincing Local Politicians of the Value of Cultural Regeneration*

Cllr Warren Bradley

Leader, Liverpool Culture Company

14:10 *Gardens of the North West: Cheshire's Year of Gardens 08*

Chris Brown

Chief Executive, Visit Chester and Cheshire

14:25 *Promoting the UK's Cultural Assets Abroad*

Tom Wright

Chief Executive, VisitBritain

14:40 **KEYNOTE ADDRESS**

Working Together to Gather the Evidence that Culture Works

David Lammy MP

Minister for Culture, Department for Culture, Media and Sport (DCMS)

15:00 *Questions and Discussion*

SESSION FOUR: SEMINAR SESSIONS

15:15 Delegates are asked to choose from one of the following four seminars:

1. **SEMINAR - Using Arts to Regenerate Communities**

John Bell

Head of Culture, London Borough of Newham

Alicia Smith

Creative Neighbourhoods Manager, Liverpool Culture Company

2. **SEMINAR – Creating Welcome Places**

Sue Gill

National Co-ordinator for Welcome to Excellence, Regional Tourist Board Partnerships Ltd

Neil Peterson

Head of Liverpool Welcome, Liverpool Culture Company

3. **SEMINAR – Opportunities for the North West**

Libby Raper

Chief Executive, Culture Northwest

Chris Green

Operations Director, Liverpool Culture Company

4. **SEMINAR – Repositioning a Destination: Using Research as a Catalyst for Change**

Kris Donaldson

Marketing Director, Liverpool Culture Company

16:30 *Close of Conference*



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To Register - Please submit your completed form (Please complete the form in black ink only and write in capital letters)

✉ **Post:** Customer Service, Neil Stewart Associates Ltd, PO Box 39976, 2nd Floor, 1 Benjamin St, London EC1M 5YT

☎ **Fax:** 020 7490 8830

PLACE REGISTRATION FORM

I am able / unable to attend (delete as appropriate)

Name _____ Title (Mr/Ms/Dr/Prof/Other) _____

Position _____

Organisation _____

Email _____

Address _____

Postcode _____

Tel No. _____ Direct Line? (Yes/No) _____ Fax No. _____

I have read and agree to the terms and conditions below:

Signature _____

SEMINAR SELECTION

You may attend one Seminar in Session Four. Places are allocated on a first come first served basis. Please circle your choice here:

Session Four 1 2 3 4

ADDITIONAL REQUIREMENTS

If you have any additional requirements, please describe them here:

RECOMMEND A COLLEAGUE

Should you wish to recommend a colleague to attend, please supply their full contact details. We will contact them should their application be successful.

Name _____ Title (Mr/Ms/Dr/Prof/Other) _____

Position _____

Organisation _____

Email _____

Address _____

Postcode _____

Tel No. _____ Direct Line? (Yes/No) _____ Fax No. _____

Who is Invited to Attend?

This event is strictly by invitation only

- Local Authority Chief Executives
- Local Authority Directors responsible for Culture and Leisure
- Chief Executives of Regional Cultural Consortiums England
- Chief Executives of Tourist Boards
- Central Government Departments
- Chief Executives and Directors from NDPB's in Cultural Sector



OFFICIAL PARTNERS



liverpool08.com