

Arts In The Big Society?



nalgao 2010 Conference

6th - 7th December 2010

The Hove Centre (Hove Town Hall),
Norton Rd, Brighton & Hove, BN3 4AH



**Brighton & Hove
City Council**



Festivals & Events
International

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**ARTS
PROFESSIONAL**



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nalgao - the National Association of Local Government Arts Officers - is holding its annual national conference in Brighton & Hove at The Town Hall this year. The event runs from 6th – 7th December with an expected 200 delegates attending over the 2 days. Conference partners are Brighton & Hove City Council (our hosts), and the conference is sponsored by Festivals and Events International and Arts Professional.

The Conference will explore the challenges, threats and the opportunities for local authority arts services and for those of us working in arts development in the current economic and political climate. In particular it will consider:

- Working within the new landscape and making it work for you
- Fighting for your corner, and
- Going it alone

Local authority support for the arts has been a cornerstone of the nation's creative life, one of the largest and most dynamic sectors in the UK. The arts support crosscutting agendas and provide access and engagement to arts for diverse communities and a lively and dynamic vehicle for regeneration and awareness. Local authorities have also been a healthy breeding ground for good arts management practice, and many people in key national positions started as local authority arts officers. But the landscape has shifted and as we face the new world following the Comprehensive Spending Settlement, we will have many challenges to face.

Local authority arts services fulfill a vital role in contributing to the wide spectrum of arts practice, delivering both local and central government core objectives, but as public service budgets are reduced and public service priorities shift, how can we ensure all that we have achieved is safeguarded?

In this difficult economic climate, cultural services and the arts and creative industries remain one of the main areas of economic growth. But have we made the case well enough and is the evidence strong enough? If the future is about 'Big Society' and devolution and that means giving people local power, then the arts have much to contribute. How can we ensure we do? And as new ways of working become ever more important – the creative sector already has much to offer in innovative thinking and practice - are there lessons that can help your service? The conference will offer an opportunity to explore these areas, to learn about good practice, and time to discuss how to respond to the new policy and funding realities.

The conference offers a mix of keynote presentations, breakouts and open forum discussion groups and is aimed at those working in local authority arts services as well as those in the cultural and creative sectors.

Pete Bryan
nalgao Conference Manager
and National Administrator
nalgao,
Oak Villa,
Off Amman Rd,
Lower Brynamman,
Ammanford,
Wales SA18 1SN



nalgao
Oak Villa, Off Amman Rd, Lower Brynamman,
Ammanford, Wales, SA18 1SN
Tel/Fax: 01269 824728 E-mail: nalgao@aol.com
Web: www.nalgao.org Charity Reg: 1121290

Need some advice or a sounding board to help you address a particular issue?

A regular and very popular conference feature is the **Strength To Strength Advice Centre** organised by The Complete Works. The centre offers free 30-minute consultancies for members. Rick Bond of The Complete Works and a team of specialist associates will be on hand to dispense advice, insight, contacts and the occasional inspiration in areas such as governance, fundraising, marketing, advocacy, reviews, personnel, trust transfers, management, buildings and programming. You can pre-book slots by contacting Rick on rick@thecompleteworks.org.uk. Just say who you are and what advice you require. Alternatively, make an appointment at the conference – first come, first served!

Leaflet Circulation

We can accept literature for circulation in the delegate pack at just £40 per item.

Conference Fees

To offer good value, please note that we have pegged back our prices once again to those charged in 2008 & 2009! To ensure maximum access, we are offering the opportunity of booking for the duration of the event, or just one day only. Please note that the membership rate is for one corporate place only, or for those of you who have either Associate or Supplementary membership. We have also introduced a new reduced rate for those officers who wish to bring an elected member to the event. As usual, nalgao members, as part of their membership benefits will receive differential rates, but we also welcome non-members as delegates to the Conference.

Please note that organisations local to the Brighton & Hove area are able to book using the member rates. Discounts may be available for 5 or more bookings from one authority/organisation. Please call us to discuss this.

	Members	Non-members
Full 2 day Conference period	£250	£350
Special Conference rate (1 officer + 1 elected member)	£325	£450
Monday Only	£130	£185
Special Monday Conference rate (1 officer + 1 elected member)	£185	£250
Tuesday Only	£135	£195
Special Tuesday Conference rate (1 officer + 1 elected member)	£195	£295

Discounts may be available for 5 or more bookings from one authority/organisation.

Display areas & community stands

Display spaces are available at the conference over the 2-day event, **which also includes a free conference place**. Display spaces include a trestle table and 2 chairs. Please note that there are no display screens available, so please bring your own. Places are limited, so to book a place for your group or organisation, please contact nalgao at nalgao@aol.com.

2-Day Community stand area	£275
2-Day Professional stand area	£400
Additional Delegates (per person)	£100

Conference Activities

nalgao conference also includes other events and activities, including artist residencies, exhibition and display stands, and a major opportunity to network. We also intend to include interactive arts activity with access to computer and video displays from regional and national arts organisations.

Refund Policy

In the regrettable circumstance of delegates having to cancel bookings, nalgao reserves the right to levy a 20% cancellation fee for cancellations up to 2 weeks before the Conference. Cancellations in the 2 weeks prior to the Conference will not be refundable.

Changes to programme

The programme was correct at the time of going to press. nalgao reserves the right to change speakers and the conference schedule as appropriate.

Accommodation

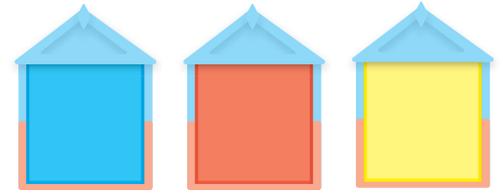
nalgao have partnered up with VisitBrighton's Accommodation Bureau to offer you special rates for accommodation in hotels near to the Hove Centre. These hotels are within a 10-15 minute walk and are located around the Hove seafront. Please note that there are also a couple of guesthouses within walking distance of the conference venue should you require alternative cheaper accommodation. For details on these establishments and to make a booking please log onto: www.conferencebookings.co.uk/delegate/BTNNALGAO10 and enter event reference **BTNNALGAO10**

The Imperial Hotel has provided a large allocation and this is our main hotel (they are also the closest to the venue). The Imperial is a 3 star hotel located in First Avenue which is just off the seafront, and rooms are available at £55 including B&B. If you have any queries relating to accommodation, need alternative accommodation or require further assistance please either call the Accommodation Bureau on **01273 292626** or email delegates@visitbrighton.com

All rates are per room per night and are inclusive of breakfast and VAT (unless stated otherwise). Please note that bookings are subject to the hotel's terms and conditions and you may be asked for full or part payment in advance of arrival or for a credit card number to guarantee your booking. Charges will apply for late cancellations and amendments.



6th December



Registration starting at 12.00 with a finger buffet, and the conference to start at 13.00

- 13.00** Opening Performance
- 13.10** **Chair's welcome to Conference:**
Katherine West: Vice Chair of nalgaio and Arts & Festivals Manager at Cheshire West & Chester Council
- 13.20** **Welcome to Brighton & Hove:**
Civic welcome from Cllr David Smith, Cabinet Member for Culture, Recreation & Tourism, Brighton & Hove City Council
- 13.30** Keynote Presentation: **Meeting the Challenge.**
Paula Murray, Acting Director for Culture & Enterprise, Brighton & Hove City Council
- 13.45** Keynote Presentation: **Keeping Pace with Economic & Political Change:** Lorna Brown, Chair of nalgaio and Head of Arts & Cultural Strategy at W Sussex CC
- 14.00** Keynote Presentation: **"Shifting Plates"**. Martyn Allison: Local Government Improvement & Development: The Improvement Agenda against the current financial and political landscape.
- 14.15** Questions from the Floor
- 14.30** Refreshment break

15.00 Alternative Programme:
Breakouts or Study Tour

We offer you an alternative programme of either attending a series of breakouts sessions and discussion forums, or a Brighton study tour and an opportunity to visit key arts and cultural projects in Brighton & Hove. The tour will be led by Donna Close: Arts & Cultural Projects Manager, Brighton & Hove City Council

Brighton Study Tour (from 15.00 – 17.30)

or

Breakout Session 1 considering strategy & policy areas, including a selection of options:

1. How to survive cutbacks and re-organisation:

A presentation & discussion group led by Jane Wilson, Chief Executive of ADeC, with Manda Graham, Arts Development Officer at Malvern Hills DC & Gail Brown, Arts Manager, at Kent County Council. Cultural Services are under severe threat of budget reductions and this breakout will give an opportunity to discuss ways to survive and maybe even thrive in the changing climate.

2. 2012 and making it work for you:

West Sussex grabbed the opportunities offered by 2012 and now has a dynamic arts programme solidly rooted in local communities. Building on excellent joint working between the county and district councils, this also provided a shared strategic future for arts development. Anne Bone, (Arts and Heritage Manager, Chichester District Council) and Paul Ackerley (Creative Producer, West Sussex Ahead of the Game) will outline how arts practice and policy development successfully merge.

3. ACE Review & information session:

A discussion forum led by Richard Russell, Director: Strategic Partnerships at Arts Council England, on how the spending review is affecting ACE and the impact on local authorities (TBC)

4. Evidencing & Returning Investment:

A presentation from Alex Homfray, Senior Consultant with BOP Consulting on plugging arts & culture into economic development, regeneration and education/skills initiatives – recognising the intrinsic value of the arts and positioning it as part of broader social agendas and evaluating the return on investment from projects and programmes then making the case for future support.

5. Arts and better Social & Media networking:

Esko Reinikainen (Monmouthshire CC) will outline the uses of social networking websites and the forthcoming challenges for arts officers facing "digital damnation" whilst coping with an ever changing service, looking for efficiencies. Facilitated by Chris Mellor, Senior Arts Development Officer, LB Camden.

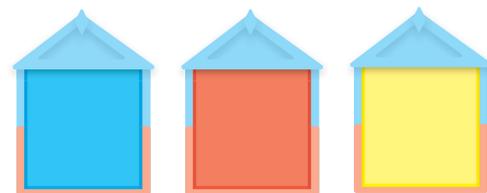
16.10 **Breakout Session 2** (a second choice of the sessions above)

17.10 End of session

19.30 nalgaio AGM and Social Event at Komedia (TBC) (for 20.00)



7th December



09.00 - Registration and refreshments

09.30

09.45 **Conference introductions:**

Lorna Brown: Chair of nalgao

09.55 Keynote presentation:

Ministerial Presentation: Rt Hon Ed Vaizey MP, Minister for Communication, Culture and the Creative Industries

10.15 Questions from the Floor

10.30 Refreshment Break

11.00 **Open Space Forum:**

The theme of Open Space Forum this year is **"The Big Society"**. The Open Space Forum will provide an opportunity for delegates to discuss and share their ideas and concerns against the current economic and political landscape, considering new ways forward, enlisting the support of others in small groups that they will create and manage themselves. You set your own agendas and facilitate your own discussion groups using the versatile spaces afforded by the Hove Centre. After two one hour rounds of small group discussions the Open Space Forum will conclude with a short plenary session to address any issues arising from the small groups and to complete any unfinished business.

Discussion groups already programmed include:

Leadership & Continuing Professional Development:

A discussion about nalgao's CPD development programme and offer of an induction and buddying programme. Mike Faulkner (G&M Associates) and Katherine West, Chair of nalgao's Professional Development Working Party.

Coping with Stress:

Considering the challenges of working with the change agenda

What delegates thought of last year's Open Space Forum:

"Fantastic open space session - the best conference yet!"

"The Open space forum was great fun & let us set our own agendas"

"Open Space session was a triumph!"

"The Conference was very up-beat - a celebration rather than being lectured!"

13.00 Hot Fork Buffet

14.00 **Breakout session 1** to consider arts & communities issues including options from:

1. Quality on a budget:

Practical advice and ideas from artist and local authority collaborator Caroline Wright and Empty Shops Network guru Dan Thompson for hard-pressed arts officers with small budgets keen to host and generate visual arts projects that support good collaborative practices whilst creating high-quality engagement with communities. Includes tips and guidance from A-N's "How to work with artists and the Empty Shops Network" handbook. Facilitated by Jayne Knight, Suffolk CC.

2. Engagement & Participation:

The challenge of audience development and engagement at local, regional and national levels with a discussion forum led by David Brownlee (Chief Executive of Audiences UK) and a case study on barriers to audience engagement, commissioned by the Derbyshire Arts Development Group and delivered by Tim Harris and Alan Humberstone of Cultural Consortium and Dr Glenn Williams of Nottingham Trent University.

3. Generation 2012:

Ben Ayton from the Regional Youthwork Unit about arts and young people as part of the Cultural Olympiad programme for the NE.

4. The future for Public Art:

A Public Arts discussion forum led by Jonathan Banks, Chief Executive of Ixia (the public arts development forum), considering infrastructure plans and 106 agreements, with a case study on consultation regarding public arts commissioning from Monica Fernandez, Arts Development Officer, Rugby Borough Council.

5. The Big Society:

We're talking a lot at the moment about the potential for voluntary arts groups to help with the building of a "Big Society" and the challenge of establishing better horizontal connections in local communities so that voluntary arts groups become more integrated in their communities. This session, led by Robin Simpson, Chief Executive of Voluntary Arts Network (VAN) will explore this further.

15.00 Refreshment Break

15.30 **Breakout session 2** (a second choice of the sessions above)

16.30 Chair: Conference summing up

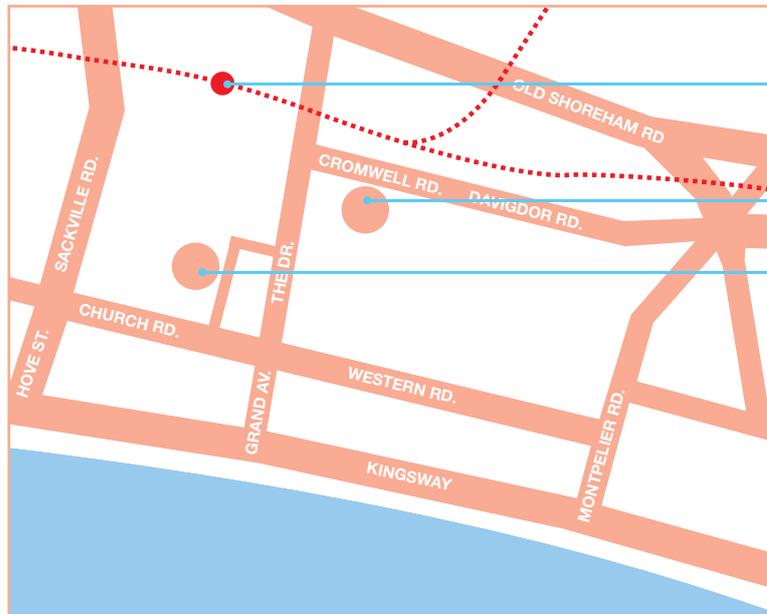
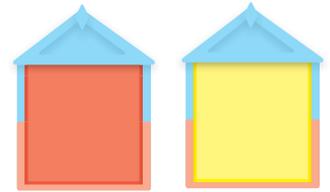
16.40 Artists in Residence Feedback



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Hove Railway Station

County Cricket Ground

The Hove Centre
(Hove Town Hall)

Delegate Booking Form

Name

Job Title

Authority

Address

Post-code

Tel.

E-mail

Special dietary/access & disability/other requirements (please specify)

nalgao member yes no

Please invoice me yes no

I enclose a cheque for £ made payable to "nalgao"

Order No.

Signed

Conference Fee (please tick relevant box)

	Members	Non-members
Full 2 day Conference period	£250 <input type="checkbox"/>	£350 <input type="checkbox"/>
Special Conference rate (1 officer + 1 elected member)	£325 <input type="checkbox"/>	£450 <input type="checkbox"/>
Monday Only	£130 <input type="checkbox"/>	£185 <input type="checkbox"/>
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Special Tuesday Conference rate (one officer + one elected member)	£195 <input type="checkbox"/>	£295 <input type="checkbox"/>
Community Stand area	£275 <input type="checkbox"/>	<input type="checkbox"/>
Professional stand area	£400 <input type="checkbox"/>	<input type="checkbox"/>
Additional Delegate (place with stand)	£100 <input type="checkbox"/>	<input type="checkbox"/>



Preferred Breakout & Study Tour Sessions:

(please choose 2 options as we are repeating sessions)

Monday 6th December
15.00pm & 16.10pm

- Breakout 1:** How to survive cutbacks and re-organisation
- Breakout 2:** 2012 and making it work for you
- Breakout 3:** ACE Review update
- Breakout 4:** Proving that the arts boost local economies
- Breakout 5:** Arts & better Social & Media networking

As an alternative to the breakout programme, we are organising an afternoon study tour of Brighton & Hove. Please tick the box below if you wish to attend this as an alternative to the breakouts above

Study Tour: Brighton & Hove

Tuesday 7th December
14.00pm & 15.30pm

- Breakout 1:** Quality on a budget
- Breakout 2:** Engagement & Participation
- Breakout 3:** Generation 2012
- Breakout 4:** The future for Public Art
- Breakout 5:** The Big Society

Please photocopy one booking form per delegate and return to:

Pete Bryan, nalgao Conference Manager and National Administrator of nalgao at: nalgao, Oak Villa, Off Amman Rd, Lower Brynamman, Ammanford, Wales SA18 1SN
Tel/Fax: 01269 824728
E-mail: nalgao@aol.com
Web: www.nalgao.org