

Magnetic South

*Culture as a force for tourism
and creative regeneration
in the South East*

**TOURISM
SOUTH EAST**

**A 24 HOUR CONFERENCE
THE GRAND HOTEL, EASTBOURNE**

**THURSDAY 18TH
& FRIDAY 19TH
NOVEMBER
2004**



**South East England
Cultural Consortium**

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THURSDAY 18TH NOVEMBER 2004

REGISTRATION AND MORNING
REFRESHMENTS FROM 10.30 ONWARDS

12.00 LUNCH

13.00 OPENING ADDRESS

13.20 VALUE YOU NEVER DREAMED OF

SIR BOB SCOTT describes how a clear vision and strong leadership can engage and draw together communities to achieve more than they had ever imagined, and how cultural events and innovative programming can act as the inspiration for social cohesion and economic growth.

Sir Bob Scott led Liverpool's successful bid to become the European Capital of Culture in 2008 and is now Chairman of the Liverpool Culture Company. He headed the Manchester Bid for the Olympic Games in 2000 and the Commonwealth Games in 2002.

14.20 EXPECTATIONS FOR CULTURE
AND CREATIVITY

CHARLES LANDRY asks what do we expect culture to deliver? On the 20 year horizon, what issues will face us? What are the faultlines, battlegrounds, dilemmas and drivers of change and what is the cultural response? Are there paradoxes and contradictory desires around cultural development? How in the end do we want to live and how can culture help?

Charles Landry, founder of Comedia, specialises in strategic policy development, the economics of innovation, and city futures. He has worked worldwide for governments, international agencies and with local authorities. Recent publications include 'Culture at the Crossroads', 'The Creative City' and 'Riding the Rapids: Urban Life in an Age of Complexity.'

15.00 IS IT WORTH IT?

If we invest in culture, what benefits will culture-led regeneration yield? Professor **COLIN MERCER** investigates the contribution of the cultural sector not only in terms of volume and value, but also in terms of social and cultural impact.

Colin Mercer is former Professor of Cultural Policy at Nottingham Trent University and is Director of Cultural Capital Ltd, a company specialising in strategic research and development for the cultural sector. He is currently working on projects for local, regional, national and international agencies in the UK, Europe and Hong Kong. Author of 'Towards Cultural Citizenship: tools for cultural policy and development', published in 2002.

15.40 TEA AND COFFEE

16.00 THE PLACE TO VISIT?

What does the South East have to offer and why should visitors come here? **SIMON CALDER** talks about what tourists expect and need, the quality and variety of our cultural experiences and who poses the greatest threats to the region's cultural tourism industry.

Simon Calder is the Travel Editor for the Independent, presenter of BBC 1's Holiday Programme, a frequent presenter on BBC Radio 4 and 5, and author of several guidebooks to various parts of the globe.

16.40 THE STRUCTURES OF CHANGE

WILL ALSOP looks at how the built environment can act as a catalyst for change. He explores how new and historic buildings can combine to create a sense of place that is not only desirable to live in but stimulating to visit.

Will Alsop OBE RA is Chairman of The Architecture Foundation and an architect of international experience and standing. In parallel with his architectural practice he also works as an artist. He actively promotes artistic contribution to the built environments, forming collaborations with many artists working across a variety of media.

17.20 A REVIEW OF THE DAY BY THE
CONFERENCE CHAIR

19.00 CHAMPAGNE RECEPTION

19.30 CONFERENCE DINNER

Tables will be hosted by chief executives of the regional cultural agencies.





FRIDAY 19TH NOVEMBER 2004

BREAKFAST FROM 07.30 ONWARDS

09.30 DAY 2 INTRODUCTION

NIGEL WALMSLEY, Chairman, Tourism South East.

09.40 THE FUTURE IN FOCUS

TIMOTHY MASON discusses how patterns of leisure and cultural consumption are changing. Focusing on the South East he will describe how the demography and the changing cultural and physical landscape might affect its future as a visitor destination.

Timothy Mason is a specialist in cultural management and strategic planning. Former Director of the Museums and Galleries Commission, London and Former Chief Executive of the London Arts Board, Tim has worked for clients worldwide and is the author of the CABE report 'Shifting Sands' about the redevelopment of British Seaside resorts.

10:10 A TALE OF THREE CITIES: GLASGOW, BRIGHTON AND CANTERBURY

Three stories about places. How Glasgow, Brighton and Canterbury have set about creating and communicating images of these cities and building their brand identities and values.

EDDIE FRIEL is the former Chief Executive of Greater Glasgow and Clyde Valley Tourist Board. He was the key force in the successful repositioning of Glasgow as a destination for cultural tourism. He is currently Managing Director of EFA Ltd, a consultancy practice specialising in Tourism and City Marketing.

ADAM BATES, Head of Tourism for Brighton and Hove City Council brings his international experience to the City. Working with stakeholders to explore what the City means to customers and using this to help make it more successful at attracting visitors.

JANICE MCGUINNESS, Head of Culture and Communications at Canterbury City Council, used the city's bid to be European Capital of Culture, to raise ambitions, change perceptions of Canterbury, and to set out a ten year plan for cultural development.

11:30 TEA AND COFFEE

11:45 SOUTH EAST STORIES

KALWANT AJIMAL, Chair of the South East Regional Cultural Consortium introduces case studies on projects from the South East which highlight some of the flourishing culture-led projects in the region; including

- ⓪ *Eastbourne: Change your view.*
KEITH MORRISON Assistant Director of Economy, Tourism and Planning, Eastbourne Borough Council.
- ⓪ *River and Rowing Museum, Henley.*
EMILY LEACH, Head of Education.
- ⓪ *Chatham Maritime.*
PAUL HUDSON Director of Development and Infrastructure SEEDA.

13.15 A SUMMARY OF CONFERENCE ISSUES AND SUGGESTIONS FOR WAYS FORWARD

NIGEL WALMSLEY

13.30 LUNCH

Magnetic South is a 24 hour think-tank for decision-makers in culture, regeneration and tourism. Culture can shape the future of the South East. This is your chance to debate how, inspired by a leading line up of cultural champions.

The conference will offer an international perspective on issues facing the South East such as:

- ⓪ What are our ambitions for the region - economic revitalisation? a better range of employment opportunities? world-class art and buildings? How can we create a shared agenda around cultural tourism and regeneration?
- ⓪ What are our success stories so far and what's the competition? Brain drain or "brain gain" - how does the South East compete with other regions of the UK?
- ⓪ Increasing our pulling power - cultural re-branding can create more "desirable destinations". What's important in building a sense of place to attract both tourists and new businesses - and where people can afford to enjoy living.
- ⓪ Who benefits - the "creative class" or those on the breadline? Retailers? Property developers? Balancing the needs of residents, visitors and sustainable communities.
- ⓪ Are we expecting too much - is culture in danger of being seen as a panacea for problems from crime to racism? Being realistic about effective cultural programmes.
- ⓪ Making it happen and making it last - "paper strategies" versus the "real world" - the need to be fast-thinking and flexible to deliver action that is sustainable in the long term.

Magnetic South aims to build a shared understanding and co-ordinated approach to the place of culture as a force for regeneration, community cohesion and tourism in the South East.

BOOKING FORM

THE CONFERENCE COSTS:

£229 (£195 + VAT) ALL INCLUSIVE

This price includes overnight stay in the 5 Star Grand Hotel and use of all the facilities: refreshments throughout the conference; a buffet lunch on Thursday on arrival; a champagne reception and three course meal at the award winning restaurant in the evening. Full breakfast on Friday and a two course buffet lunch at the end of the conference. A delegates pack is also included containing conference papers and material from the regional agencies.

Please reserve me a place for **MAGNETIC SOUTH**

(please photocopy this form for additional delegates)

Name

Job Title

Organisation

Address

.....

Postcode

Daytime Tel No

Email

HOTEL INFORMATION

Special Dietary Requirements

Vegetarian (please tick if applicable)

Do you have any access needs of which you would like to make us aware?

METHOD OF PAYMENT

I enclose cheque No. for **£229**
(Cheques payable to **Tourism South East**)

Please debit my:
Visa/Mastercard/Switch/Maestro:

Account No. Expiry date /

Cardholder's name

Signature Date

Please invoice quoting order reference No.:

PLEASE RETURN PAYMENT TO:

Mandy Manners
Sussex Arts Marketing
Unit 11B, Dyke Rd Mews
74 Dyke Road
Brighton
BN1 3JD

Tel: 01273 882112 **Fax:** 01273 297846

Email: mandy.manners@artsinsussex.com

Please indicate if you would like a receipt (please tick if applicable)

PLEASE NOTE bookings are confirmed on payment of fee.

Cancellations

21 days or less we cannot offer a refund

22 days or more a repayment of £56.25 will be made to you

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**TOURISM
SOUTH EAST**

“culture in its many forms provides the glue that binds together the physical and the social, and thereby helps to deliver thriving, productive and sustainable communities”

Culture at the Heart of Regeneration

“there needs to be closer working between central government departments, regional bodies, local government and the private and voluntary sectors to better understand the processes and the role that culture can play, and to build and promote sustainable partnerships”

Culture at the Heart of Regeneration

“Our work as architects, currently poised to be able to give the world extraordinary objects of desire, is under threat by people who see the world as a dull and uncultured place of day to day tedium and boredom. STOP THEM. Write them out of your story.”

Will Alsop

This conference brings together the regional cultural agencies - Arts Council England, South East; English Heritage; The National Trust; South East England Development Agency (SEEDA); South East Museum, Libraries and Archive Council (SEMLAC); Screen South; and the South East Regional Cultural Consortium. It is led by Tourism South East with support from INTERREG.

WHO SHOULD ATTEND:

- decision makers in cultural development, regeneration and culture, tourism
- regional agencies
- local authorities – cabinet members and lead officers
- tourism development interests
- private sector development companies and interests

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THE GRAND HOTEL, EASTBOURNE



King Edwards Parade, Eastbourne,
East Sussex, England, BN21 4EQ

Telephone: +44 (0)1323 412345 **Fax:** +44 (0)1323 412233

E-mail: reservations@grandeastbourne.com

The award winning Grand Hotel, 'The White Palace' as it is affectionately known, stands imperiously at the west end of King Edwards Parade and dominates the shore line. This magnificent 19th century hotel has been sympathetically

restored and modernised by Elite Hotels to meet 21st century requirements. The luxury 5-star accommodation, with 152 rooms – many having views of the sea – has superb leisure facilities and gourmet restaurants within the hotel.

The Grand Hotel has road links to the M23, M25, Gatwick Airport and a train service to London.

**TOURISM
SOUTH EAST**


ENGLISH HERITAGE

**SCREEN
SOUTH**

**SEM
LAC**


**SPORT
ENGLAND**
SOUTH EAST

**ARTS COUNCIL
ENGLAND**


South East England
Cultural Consortium

SEEDA SOUTH EAST
ENGLAND
DEVELOPMENT
AGENCY
Working for England's World Class Region


**THE
NATIONAL
TRUST**

