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**Bridgewater Hall, Manchester
July 15th & 16th 2008**

After the Event:

**Culture and Sport -
Access and Legacies**

**The substance Annual
Conference 2008**



substance.

Come

After the Event: Culture and Sport - Access and Legacies The substance Annual Conference 2008

Bridgewater Hall, Manchester, July 15th and 16th 2008

After the Event will focus on events of every hue - from the global to the local; from the mega to the mini; from cultural to sports. It will ask: 'How do we make them 'open'? How do we make them work for us? What do we mean by legacy?'

2008 is the year of the Beijing Olympics, Euro 2008 and Liverpool's Capital of Culture. Our conference takes place during Manchester's World Sport 08. It's the year the Olympiad hands over to London ahead of 2012. Each will claim to deliver an event that everyone can join in. Each will claim a 'legacy'.

But there are also a myriad of local, smaller events. Cultural community celebrations. Sports festivals. Youth activities. Away from the cameras, how do we organise these to ensure access, benefits and impacts?

There is an imperative that these events all deliver. Great occasions. Openness. Participation. Accessibility. Community development. Legacy.

What's in it for you?

After the Event brings together policy makers, event organisers, programme managers, project deliverers. Telling you how it is and how it's been.

After the Event will introduce the most recent research to inform, stimulate debate and provoke change. Giving you information on what's happened and how you can deliver.

After the Event will showcase good practice; demonstrate techniques; create new connections. It will help make things happen.

After the Event will be Domestic, European, Global.

After the Event is the second substance Annual Conference following 2007's acclaimed 'Beyond Engagement'.

substance are an experienced social research company specialist in the areas of sport, youth inclusion and community regeneration. Members hail from backgrounds in leading university research institutes, social enterprise and IT. substance are a cooperative and the Annual Conference is operated on a not for profit basis.

Listen

Keynote Speakers



Rt. Hon Margaret Hodge MP - Minister for Culture

Margaret Hodge holds responsibility for the arts, creative industries, heritage and tourism. She has called recently for us 'all to work to ensure the audiences becomes more representative and really inclusive'. Who better to lead the debate about the role of cultural events?



Geoff Newton -

Director of Olympic Opportunities, London Development Agency

Leading our Olympic debate, Geoff is responsible for realising Olympic opportunities for business, employment and skills in London and helping to secure legacies within the 5 Olympic Boroughs. His work also covers delivering relevant commitments around sustainability, culture and sport.



Sir Richard Leese - Leader, Manchester City Council

As Leader of Manchester City Council, Sir Richard has been at the forefront of Manchester's trailblazing approach to sport and culture-led regeneration - from the 2002 Commonwealth Games to the International Festival and Manchester's World Sport 08. We are delighted to announce that he will formerly open the conference and welcome you all to the city.



Ian Brady - Implementation, Youth Task Force, Dept of Children, Schools and Families

Ian works toward ensuring that events are relevant and of benefit to young people and that they are involved in shaping what happens. Ian will lead the debate on the place of young people in events of all kinds.



Phil Smith -
Head of Public Affairs,
The Football Association
Phil is responsible for the
FA's policy, public affairs
and stakeholder relations.

This includes working with the UK Government and its various departments, managing the FA's relationships with other sporting organisations and advising the FA's Chairman and Chief Executive. He is a former General Secretary of Manchester County FA.

Also featuring - in alphabetical order:

Marcos Alvito, University of Fluminense, Brazil

Simon Antrobus, Chief Executive, Clubs for Young People

Dave Boyle, Deputy Director, Supporters Direct

Dr Adam Brown, substance

Josephine Burns, BOP Consulting

Christina Coker, Chief Executive, Youth Music

David Conn, Columnist, Guardian

Shaun Dawson, Chief Executive, Lee Valley RPA

Michael Gabriel, Director, German Fan Projects

Beatriz Garcia, Capital of Culture Research Programme,
University of Liverpool

Prof Helen Leskij, Professor, University of Toronto

Dave Moutrey, Director, Cornerhouse

Anne Moyle, Chief Executive, Get Hooked On Fishing

Prof Justin O'Connor, Leeds University

Rob Young, 2012 Coordinator, North West Development Agency

And more...



Benefit

Policy

What is the government's thinking on events and how you can benefit? How can the regional development agencies help you? What are the roles of events for city policymakers? You will hear from DCMS, DCSF, the LDA, NWDA, Manchester and Leeds City Councils.

Practice

How do you put on an event? Involve communities and volunteers? Help excluded young people to participate? We've got the FA, Arsenal and North Liverpool Positive Futures, Supporter to Reporter, involved and others to work with you about how it's done.

How can we make cultural events open and generate participation? Use sports events to manage conflict? Come along and hear from Leap: Confronting Conflict, Cornerhouse, Youth Music and the North West Culture Observatory.

Can we use IT and venues more effectively? Hear from international speakers - Catalytic Communities from Brazil and Sydney University.

And how do you go about organising an event for the most marginalised – the homeless? We'll hear from the England Homeless World Cup team and Street Leagues from Australia.

Research

What are the lessons from previous major events for deriving wider benefits in future ones? We'll hear from leading researchers, from Toronto, Sydney, Fluminense and Liverpool Universities... and from substance.

How do we better evaluate events and understand their impacts? We've got practical advice from key researchers at Sheffield Hallam University, substance and Cardiff University to help us all do this more effectively.

And imagine organising events in war torn Israel and Palestine - the Football for Peace programme organised by Brighton University does just that.

We don't want to focus solely on mega events – much work suggests smaller, more local events can have more of an impact. Learn more from PMP, Manchester FA and FC United.



Participate

July 15th Provisional Timetable

Morning

REGISTRATION AND COFFEE

Opening Welcome Address: *Sir Richard Leese, Leader, Manchester City Council: 'Manchester - Events and Legacies'*

Question Time - Young People and Culture and Sport Events

Opening Address: *Ian Brady, Dept Children, Schools and Families*

Panellists: *Simon Antrobus (Clubs for Young People); Sangita Patel (London Community Sports Network); Christina Coker (Youth Music); Anne Moyle (Get Hooked On Fishing). Chair: Neil Watson (substance)*

TEA, COFFEE, REFRESHMENT

Breakout Sessions

01. *Events and IT – Promoting Community Development*
Theresa Williamson, Catalytic Communities (Brazil), Steven Flower (substance)
02. *Staging Events with Excluded Young People*
Clare Corran (North Liverpool Positive Futures)
03. *Volunteering: involved and events volunteering* - Tiger de Souza (v)
04. *Cities and Major Events* - Developing legacies and practice - Andrew Macgill (Head of Arts and Events, Leeds City Council), Eamonn O'Rourke (Head of Leisure, Manchester City council)
05. *Sports Events and Community Conflict*
Jessie Feinstein (Leap: Confronting Conflict)

LUNCH

Afternoon

Plenary : Question Time - Olympic Opportunities

Opening Address: *Geoff Newton (Director Olympic Opportunities, LDA)*

Panellists: *Rob Young (NWDA 2012 Coordinator); Shaun Dawson (Lee Valley RPA); Prof Helen Lenskyj (University of Toronto).*

Breakout Sessions

06. *Evaluating Events (i)* - Gavin Mellor and Kath O'Connor (t)
Maxine Barlow and Gemma Hart (Sheffield Hallam University)
07. *Staging Events in Israel/Palestine* - John Sugden, Brighton University
08. *Putting on Community Football Events* - Colin Bridgford (Football Association);
Vinnny Thompson (FC United)
09. *Events for the Excluded: The Homeless World Cup* - Richard Brown
(England Homeless World Cup)
10. *Events and Facilities* - Glen Searle (University of Sydney)

TEA, COFFEE, REFRESHMENT

Plenary Keynote: *tbc*

Evening

Conference Dinner (additional booking required)

July 16th

Provisional Timetable

Morning

Plenary Keynote: **Research, Policy and Events**
Dr Adam Brown (substance), Prof Justin O'Connor (Leeds University)

Plenary : **Question Time - Cultural and Arts Events and their Legacies**
Opening Address: Rt. Hon Margaret Hodge MP, Minister for Culture
Panellists: Beatriz Garcia (Liverpool University), Dave Moutrey (Cornerhouse, Manchester); Josephine Burns (BOP Consulting). **Chair:** Tom Fleming

TEA, COFFEE, REFRESHMENT

Breakout Sessions

- 11. *Involving Young People in Events***
Freddy Hudson (Arsenal Positive Futures), Damian Payton (Supporter to Reporter)
- 12. *Making Cultural Venues Open***
Dave Moutrey/Sarah Perks (Cornerhouse)
- 13. *The Importance of Small Events***
Andy Preece, Director, PMP
- 14. *Evaluating Events (ii)***
Chris Gratton (Sheffield Hallam University); Calvin Jones (Cardiff University)
- 15. *Understanding Participation in Cultural Events***
Abigail Gilmore (North West Culture Observatory)

LUNCH

Afternoon

Plenary Keynote : **Special Guest to be Announced**

Plenary : **Question Time - Football Events and Legacies**
Opening Address: Phil Smith, Football Association
Panellists: Phil Smith (FA); Dave Boyle (Deputy Director, Supporters Direct); Michael Gabriel (Director, German Fan Projects); Marcos Alvito (Fluminense University, Brazil). **Chair:** David Conn (Guardian)

Plenary : **Closing Session tbc.**

Times and speakers subject to change.
Updates at: www.aftertheevent.substance.coop

Other Events

- Visit the legendary Salford Lads Club
- Take a trip to the Homeless World Cup England trials
- Wine and dine at the Conference Dinner
- More to be announced...

Debate

Key Issues

Olympics

The 2012 Olympic and Paralympic Games dominates the events agenda in this country. A cornerstone of future sports strategy and London's regeneration, there are huge opportunities for sport and culture. How can we ensure that people of all backgrounds access them and areas across the country benefit? What will it deliver to marginalised communities and how can we help make benefits long lasting? Have lessons been learned to make the most of this once in a lifetime opportunity?

Culture

2008 kicked off with the launch of Liverpool's Capital of Culture. The government have said that every young person should receive 5 hours of culture a week. What are the roles of cultural events in engaging and developing cities and communities? What are the wider benefits? Are cultural venues 'open'? And what is the link between culture and sports policy?

Youth

Across all of these issues runs the place of young people. A year into the government's Youth Strategy, we are hoping for more activities and an increased role for young people in deciding programmes. Still seen by many as a problem rather than a solution, we ask 'are events open for young people?' How can events, from the largest to the smallest, involve, deliver, and be led by young people?

Football

We will have just witnessed another football jamboree at Euro 08. It's an increasingly corporate football world, so how can we make tournaments more open and accessible, ensuring genuine participation of fans? FIFA has just announced that 'legacy' will now be a cornerstone of future World Cups. An England bid for 2018 is pending. So we ask 'what do countries get out of such events?' Football is a mainstay of sports delivery in social inclusion projects, so how do we make smaller football events count?



Visit

Bridgewater Hall

After the Event takes place at Manchester's prestigious Bridgewater Hall which is bang in the middle of town with good public transport links.

Home to the Halle Orchestra, it received rave reviews from delegates at last year's conference because it is perfect for both plenary debates bringing everybody together as well as more intimate participatory workshops, presentations, and discussions.

There are stunning, extensive gathering spaces for meeting, greeting, eating, drinking and networking and we will also hold our Conference Dinner there on July 15th.

Manchester

Manchester is a Mecca for those who love and those who work in sports and culture. Manchester is an international sporting centre and this year is home to *Manchester World Sport 08*. For more information go to: www.manchesterworldsport08.com

The city has a wide range of internationally renowned cultural venues from the Imperial War Museum North to the Cornerhouse to the Royal Exchange Theatre. It is also one of the world's most innovative, original and exciting places for both making and consuming music. For more information about attractions in Manchester: www.visitmanchester.com

Stay in Touch - IT Suite

The conference will be equipped with wireless broadband and an IT suite for delegates.

Sponsorship

There are a wide range of sponsorship and promotional opportunities available for After the Event. Please contact our sponsorship partner, Phil Frampton, on phil@philframpton.co.uk and see www.aftertheevent.substance.coop for further information.

All information is correct at time of going to press.

www.aftertheevent.substance.coop

www.substance.coop



Book

How to Book

To book places for After the Event, please go to the conference website:
www.aftertheevent.substance.coop

Prices (All prices are subject to VAT at the current rate)

Early Bird Rates (available to May 31st 2008)

Voluntary and Community Sector*	£180
Public and Private Sector	£250

Full Rates (after May 31st 2008)

Voluntary and Community Sector*	£230
Public and Private Sector	£300

Day Rates (a limited number are available, programme subject to change)

Voluntary and Community Sector*	£150
Public and Private Sector	£220

Block bookings

Book 10 delegates and receive a 10% discount.

All lunches, tea and coffee included in conference rates.

*Voluntary and Community rates are available to organisations in those sectors with a turnover under £200,000.

Conference Dinner

Don't miss our conference dinner, a hit at last year's event, and a must for those wanting to unwind, network, chat and enjoy some fine dining. Held at the Bridgewater Hall on the evening of July 15th, the dinner costs just £35. Limited places - so book now!

Conference Contacts

- For **booking and delegate queries**, conference information and further particulars, please contact our conference organising partners, **Events Northern**.

T: **01772 336 639**
E: **info@eventsnorthern.co.uk**

- For **booking forms**, programme, biogs, links, podcasts and forums, please visit our conference website: www.aftertheevent.substance.coop

All bookings are made subject to our Conference Terms and Conditions which are available at www.aftertheevent.substance.coop