



Summit Objectives:

- Facilitate knowledge sharing across England, Scotland, Wales, and Northern Ireland to maximise the social, cultural, and economic benefits of major events
- Exchange insights on the impact of combined sports, culture and business major event strategies across different cities and regions
- Share learning from existing home nation major event strategies and the UK-wide Gold Framework
- Recognise and enhance the role of local events in strengthening regional and home nation identities, community cohesion, cultural exchanges
- Work towards low cost, high impact recommendations to improve the productivity and connectivity of UK-wide major events

10.10 – 10.30: Welcome and keynote introduction: Phil Batty

10.30 – 11.15: Maximising impact with combined major event strategies (Chair: Claire McColgan)

An increasing number of cities and Major Combined Authorities are developing their own major event strategies, including those that combine sports, culture and business events. Through strong multi-stakeholder and cross-sectoral ecosystems, they deliver inclusive economic, social and cultural benefits.

- Claire McColgan (Culture Liverpool)
- Dave Moutrey (Manchester City Council)
- Julie Pearson (Glasgow Life)

11.15 – 11.30: Roundtable discussions

11.30 – 12.15: Showcasing local identities through events (Chair: Helen Palmer)

Events of all kinds and scale bring people together to interact, celebrate and express their social and cultural identities and local pride. Across the UK, there is a rich tapestry of local events that make up the fabric of the cultural and sporting life of Great Britain and Northern Ireland year in, year out. This panel will explore how place-based events provide the opportunity to showcase their city/place and to attract visitors and have the potential to make the local exportable.

- Sam Hunt (Cultural Consultant)
- Claire Whitaker (Southampton Forward)
- Nicky Homes (Great North Run)

12.15 – 12.30: Roundtable discussions

12.30 – 13.15: LUNCH

13.15 – 13.30 Keynote: UK Sport Gold Framework and opportunities for further collaboration (Esther Britten)

The UK Sport Gold Framework is a UK-wide strategy for sport and the Event/Impacts evaluation tool is widely used including for cultural and business events in Northern Ireland, Wales and Scotland.

13.30 – 14.15 Telling our stories – harnessing the soft power of events (Chair: Fran Heygi)

There is an important mutual relationship between major events and Public Broadcasters, the British Council, the Department for Business and Trade and other national and UK stakeholders.

Broadcasters provide the reach to wider audiences beyond the event. Major events provide content for global soft power influence and in turn major events receive global attention and interest.

- Rebecca Simor (British Council)
- TBC

14.15 – 14.30: Roundtable discussions

14.30 – 14.45: BREAK

14.45 – 15.15: Moving towards a Common Ambition (Chair: Ruth Hollis)

Currently only Wales and Scotland have national major events strategies in place which identify the intended national outcomes, governance and delivery plan.

- Rebecca Edser (Event Scotland)
- Ian Williams (Event Wales)
- Jonathan Neelands (University of Warwick)

15.15 – 15.30: Roundtable discussions

15.30 – 16.00: Plenary: Horizon scanning – what next? (Co-Chairs: Dave Moutrey and Claire McColgan)

Collaborative session to explore what next and closing responses.

16.00: Close of Summit