

To: PLANNING AND ENVIRONMENT COMMITTEE		Subject: : LIFE AFTER STEEL CONFERENCE UPDATE
From: DIRECTOR OF PLANNING AND ENVIRONMENT		
Date: 12 th April 2002	Ref: Rep846	

1 Purpose of Report

1.1 The purpose of this report is to inform and update the Planning & Environment Committee on the forthcoming *Life After Steel Conference*, which North Lanarkshire Council is hosting in May 2002. The report details the final conference programme (Appendix A) including confirmed speakers and changes to the workshop schedule. In addition it will provide an update on sponsorship, marketing and PR activities.

2 Background

2.1 A more detailed background to the organisation of the Life After Steel 2002 Conference was provided in a September 2001 Planning and Environment Committee Report. In summary, the background to the conference is associated with the demise of the steel industry marked by the closure of Ravenscraig 10 years ago and recognition of the role that the European Structural Funds have played in the regeneration of the Lanarkshire economy.

2.2 European Structural Fund support throughout Scotland is expected to come to an end in 2006. The European Union is expanding to incorporate new member states from Central and Eastern Europe. Many of these new states are suffering severe economic and social disadvantage and it is expected that the majority of structure funds will be redirected to support the process of economic readjustment in an enlarged Europe.

2.3 The Council can work with the new member states through the identification of enterprise opportunities and by providing technical and practical support in regeneration. The conference will provide an opportunity for such transnational relationships to be forged.

3. Event Organisation

2.4 The conference is being organised by a small team consisting of European, Marketing & Economic Development staff from within the Policy & Economic Development Service of the Planning and Environment Department.

2.5 Professional conference organisers, Meeting Makers, have been appointed to assist with the administration and management of the event. They are handling delegate registrations, interpretation and translation requirements, transportation, accommodation and the conference social programme as well as overseeing the running of the event in partnership with the Community Services events team at Motherwell Concert Hall.

4. Conference Programme

4.1 European Affairs and Economic Development staff have developed the conference programme. Speakers and workshop facilitators were identified and nominated through economic and European networks. All speakers have now been confirmed and among the guest speakers are Jack McConnell, First Minister; Lesley Riddoch, BBC Presenter; Laurie Russell, Strathclyde European Partnership; Professor Ivan Turok, Glasgow University; Professor Peter Fairbrother, University of Cardiff; Colin Brown, Scottish Executive; Herbert Jakoby, Minister for Economic Affairs, (Nord Rhein, West Phalen).

Speakers from North Lanarkshire Council include – The Leader, Councillor Jim McCabe and Director of Planning & Environment, David Porch.

- 4.2 The event will include a number of themed workshops (Appendix B) which have been scoped out by the European Team and Policy Officers in the Department. The workshop themes are as follows:
- Reclamation and Regeneration;
 - Encouraging Enterprise and Innovation;
 - Renewing skills and Improving Employability;
 - Closures and Communities.
- 4.3 The focus for the workshops will be to identify issues and good practice which are relevant to Eastern and Western European economies, and which may also provide an opportunity for transnational partnerships. The workshops will include speakers from both Europe and the UK. Appendix B outlines the workshop themes in full.

5. Social Programme

- 5.1 A number of social events have been planned as part of a conference and these include: - Civic Reception on Wednesday 1st May for conference delegates and key contacts involved in North Lanarkshire's regeneration (past and present). This event will commence with a champagne reception sponsored by AorTech, with chamber music accompaniment. Contemporary Scottish band, Macumba will provide the entertainment both before and after the dinner and the guest speaker for the evening will be Ruth Wishart, BBC Scotland.
- 5.2 On the second night of the conference delegates will enjoy an evening at New Lanark World Heritage site, incorporating a tour of this famous visitor attraction, followed by dinner in the New Lanark Mill Hotel.
- 5.3 Lunch on the third day of the conference will take place at Motherwell Heritage Centre, to give delegates an opportunity to visit the "Out of the Furnace" exhibition on Ravenscraig, being organised by Community Services. Lunch on this day is being hosted by Community Services.
- 5.4 Delegates will have a free evening on the Friday; transport will be provided for those who wish to spend time in Glasgow.

6. Marketing, Sponsorship and PR activities

- 6.1 Marketing and sponsorship plans were devised and are being implemented by the in-house conference team. The in-house Graphic Design Team designed an identity for the event and this has been applied to all of the publicity material associated with the event, including the First Announcement, Invitation to Register and the Official Conference Programme. In addition, they have designed all the display and graphics materials for the conference venue, including the main stage set.
- 6.2 The sponsorship plan has been highly successful, with a package of benefits having been put together or various levels of sponsorship. This generated a total of £31,500 from 8 organisations. The principal financial sponsor is McGrigor Donald, solicitors. The original target of £10,000 sponsorship has been well exceeded. Sponsors are detailed below.

PRINCIPAL SPONSOR	
McGrigor Donald	£7,500
MAJOR SPONSORS	
Wilson Bowden Developments	£5,000
Scottish Enterprise Lanarkshire	£5,000
UK Steel Enterprise	£5,000
CONTRIBUTING SPONSORS	
WOSEC (West of Scotland European Consortium)	£3,000
Park Lane Investments	£2,500
Aortech	£2,500
The Wise Group	£1,000

- 6.3 The *Sunday Herald* have agreed to be media sponsors for the event. A number of interviews are planned involving the council and a double page feature on North Lanarkshire and the Life After Steel Conference is planned for the Sunday prior to the start of the conference (Sunday 28th April 2002). The event and the regeneration of Lanarkshire have already been featured in the Property Supplement of the Herald in February.
- 6.4 Media packs have been prepared and were sent out to around 100 media contacts in advance of the conference, in an attempt to gain some additional advanced publicity for the event and to encourage some press interest at the event itself.
- 6.5 Key to establishing interest in the conference will be the marketing of the event in the UK and Europe. The conference web site (www.lifeaftersteel.info) has been continually updated and provides details of the conference programme, workshops, speakers, accommodation, transport and allows delegates to register on line.
- 6.6 The event has also been promoted through European and UK Economic networks. Including CASTER (Conference and Association of Steel Territories), RETI, Steel Action, and Strathclyde European Partnership.

7. Registration update

- 7.1 A mail shot was sent to 800 potential delegates in December 2001, a further mail shot took place in mid January. These early mailings generated a total of 169 expressions of interest.
- 7.2 In addition, these mailings indicated a high level of interest from Members and Officers within North Lanarkshire Council, South Lanarkshire Council and Scottish Enterprise Lanarkshire. Given the nature of this event, and in the true spirit of partnership working, invitations have been extended to a number of local contacts to attend the first day of the event. This part of the programme can be enjoyed on its own, without delegates having to commit time to other elements of the programme and will present an excellent opportunity to showcase some of our work to local business partners.
- 7.3 In February, booking registration forms were sent to 3,500 contacts in February. At time of writing, 51 delegates have registered for the event (excluding local representation for day one). A target of 80/100 delegates has been set and the Policy and Economic Development Team is confident that this can be achieved.
- 7.4 The marketing activity is being sustained right up to the event; in the final weeks running up to the event, regular emails are being sent to all contacts as a prompt to remind them to register for the event.

8. Involvement of other Council Services

- 8.1 In the organisation of such a major event, Planning & Environment Department will require co-operation and assistance from other departments across the Council.
- 8.2 The Corporate Public Relations Service has been approached for advise and assistance and whilst the majority of pre-event PR activity will be managed by the conference team with Policy & Economic Development, Corporate PR will manage press liaison during the event.
- 8.3 Community Services are providing the venue, technical/presentation and catering services over the 3 days of the conference. In addition, the Conference Team is working closely with the Provost's office on the organisation of the civic reception.

9. Conclusion

- 9.1 The Life After Steel Conference will be a high profile quality event in terms of local and international interest. It will be one of the largest ever organised by the Council. The high profile and international elements of the event provide an excellent opportunity for the Council to publicly present itself as a professional and progressive service.

10. Recommendations

10.1 It is recommended that the Planning & Environment Committee:

- (i) Note the content of this report.
- (ii) Give this event their support.



David M. Porch

DIRECTOR OF PLANNING AND ENVIRONMENT

For further information please contact Cairiona McAuley, Policy & Projects Manager on 01236 616279
Date of Report 11th April 2002

Appendix A

Life After Steel Conference

Programme

Conference Host Maureen McConachie, Service Manager, Policy and Economic
Development, North Lanarkshire Council

Day 1 Wednesday 1st May 2002

11:00 - 13:30 Registration
Theatre Foyer

12:30 - 13:30 Lunch
Concert Hall

Afternoon Session – Motherwell Theatre Chaired by Lesley Riddoch, BBC presenter
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13:30 - 13:45 Welcome / Official Opening
Councillor Jim McCabe, Leader, North Lanarkshire Council

13:45 - 14:15 KEYNOTE ADDRESS - Implications of Enlargement and Changing Shape of
Regional Policy for Scotland
Jack McConnell, First Minister

14:15 - 14:45 Questions & Answer Session
Chaired by Lesley Riddoch, BBC presenter

14:45 - 15:15 Structural Funds in an Enlarged Europe – the Challenges and
Opportunities for Candidate Countries
Pascal Boijmans, DG Regio, Desk Officer for Czech Republic

15:15 - 15:45 Coffee
Theatre Foyer

15:45 - 16:15 Achievements of the Structural Funds in the West of Scotland (Partnership
Model) and Challenges for the Future
Laurie Russell, Strathclyde European Partnership

16:15 - 17:00 Discussion on issues raised in Afternoon Sessions
Conclusions presented by Lesley Riddoch, BBC Presenter

19:30 Civic Reception and Dinner
Motherwell Concert Hall

Day 2 Thursday 2nd May 2002

09:00 - 09:15 Coffee
 Theatre Foyer

<p style="text-align: center;">Morning Session - Motherwell Concert Hall Chaired by Jennifer Ballantyne, Head of UK Planning & Environment Team, McGrigor Donald</p>

09:15 - 09:45 Presentation on the Lanarkshire Experience – Application of the Structural Funds to support re-structuring.
David Poch, Director of Planning and Environment, North Lanarkshire Council

09:45 - 10:45 Joint Session: " Structural Funds - Different Regional Approaches"
Colin Brown, Scottish Executive and Herbert Jakoby, Ministry for Economic Affairs, Nord Rhein Westphalen

10:45 - 11:00 Coffee
 Theatre Foyer

11:00 - 12:45 Site Visits
Delegates will be split into three groups; each will undertake a bus tour of former North Lanarkshire industrial sites. Coaches will depart from Theatre entrance foyer.

12:45 - 14:00 Lunch
 Motherwell Football Club

14:00 - 15:30 Workshops
 Committee Rooms, Motherwell Civic Centre.

(1) Reclamation and Regeneration

Workshop Leader: John McManus, Business Manager, Scottish Enterprise Lanarkshire

Speakers: Pat McHue, Scottish Enterprise Lanarkshire, Murray Collins, Scottish Enterprise Lanarkshire and Brian Clark, Joint Managing Director, Park Lane Caledonian Group

(2) Encouraging Enterprise and Innovation

Workshop Leader: Theo Leijser, Strathclyde European Partnership

Speakers: Jean Severijns, Project Team Innovation, Limburg, Netherlands and Dr Kastitys Gecas, Director Innovation Centre Lithuania

(3) Renewing Skills and Improving Employability

Workshop Leader: Professor Ivan Turok, University of Glasgow

Speakers: Matthew Crighton, Edinburgh Capital City Partnership and Professor Jan Waszkiewicz, Voevodship Dolnoslaskie, Poland

(4) Closures and Communities

Workshop Leader: Professor Peter Fairbrother, University of Cardiff

Speakers: Paolo Olivieri, Terni, Italy and Zdenek Karasek, Moravia, Czech Republic

15:30 - 15:45 Transport back to hotels

16:30 Coaches depart from hotels for New Lanark

17:30 - 18:00 Reception at New Lanark

- Presentation of the history of New Lanark and the regeneration of the site
- 18:00 - 19:15 Private Tour of New Lanark Visitor Centre
Free time to walk round the site and shop
- 19:15 - 22:15 Dinner in New Lanark Mill Hotel
- 22:15 Coaches depart for Hotels

Day 3 Friday 3rd May 2002

09:00 - 09:30 Coffee
Concert Hall Foyer

09:30 - 11:30 Workshops (as day 2)
Committee Rooms, Motherwell Civic Centre

(5) Reclamation and Regeneration

Workshop Leader: Pat McHue, SEL (to be confirmed)

Speakers: John McManus, Business Manager, Scottish Enterprise Lanarkshire and Brian Clark, Joint Managing Director, Park Lane Caledonian Group

(6) Encouraging Enterprise and Innovation

Workshop Leader: Theo Leijser, Strathclyde European Partnership

Speakers: Jean Severijns, Project Team Innovation, Limburg, Netherlands and Dr Kastitys Gecas, Director Innovation Centre Lithuania

(7) Renewing Skills and Improving Employability

Workshop Leader: Professor Ivan Turok, University of Glasgow

Speakers: Matthew Crighton, Manager Edinwork, Edinburgh Capital City Partnership and Professor Jan Waszkiewicz, Voevodship Dolnoslaskiego, Poland

(8) Closures and Communities

Workshop Leader: Professor Peter Fairbrother, University of Cardiff

Speakers: Paolo Olivieri, Terni, Italy and Zdenek Karasek, Moravia, Czech Republic

11:30 Coaches depart for Motherwell Heritage Centre

12:00 - 13:30 Tour of "Out of the Furnace" exhibition, followed by buffet lunch

<p>Afternoon Session - Motherwell Theatre Chaired by Peter Hall, Hall Aitken Associates</p>

13:30 - 15:30 Project development and funding session/ INTERREG IIIc / Development of new regional partnerships

15:30 - 16:00 Official Conference Close
Councillor Jim McCabe, Leader of North Lanarkshire Council

16:00 Coffee
Theatre Foyer

16:30 Coaches return delegates to hotels

Free evening for all delegates – buses will be available to take delegates to Glasgow for the evening and to collect them again at 23:00hrs

Day 4 Saturday 4th May 2002

For delegates staying over the Saturday an optional excursion to Edinburgh will be provided (additional cost).

❖ *Please note that the programme is correct at the time of going to press but may be subject to change*

Appendix B

Life After Steel Conference Workshops

Reclamation and Regeneration

Workshop Leader: John McManus, Business Manager, Scottish Enterprise Lanarkshire
Speakers: Pat McHue, Scottish Enterprise Lanarkshire and Brian Clark, Joint Managing Director, Park Lane Caledonian Group.

This workshop will focus on the regeneration of an area through the development of new sites and premises for investment. The workshop will present case studies that will look at varied approaches to brownfield and greenfield development options. Workshop speakers will represent both the private sector and public sector perspectives and include an opportunity to look at land regeneration issues which effect both Western and Eastern European economies. Consideration will also be given to the impact of enlargement on opportunities for future land regeneration.

Encouraging Enterprise and Innovation

Workshop Leader: Theo Leijser, Regional Innovation Strategy Manager, Strathclyde European Partnership
Speakers: Dr Jean Severijns, Project Leader, Project Team Innovation, Province of Limburg and Dr Kastitys Gecas, Director, Lithuanian Innovation Centre,

The workshop will focus on the challenges facing industrial areas in transition to improve the competitive position of their regions by upgrading the R&D infrastructure and developing a series of support mechanisms to promote innovation among new and existing companies. Two of the speakers are members of the RETI Innovation Working Group and will report on the benefits of regional collaboration in this area. The third speaker, Dr Kastitys Gecas will discuss current policies and practices in the area of business development and innovation in Lithuania, where the government is seeking to support the creation of SMEs by a number of mechanisms ranging from the creation of business incubators to simplified administrative procedures, but where many small enterprises are still facing barriers to development. The workshop will seek to encourage the development of collaborative links between regions.

Closures and Communities

Workshop Leader: Professor Peter Fairbrother, University of Cardiff
Speakers: Zdenek Karasek, Moravia/Silesia Regional Development Agency, Czech Republic and Dr Paolo Olivieri, Terni, Italy

This workshop will focus on the particular problems faced by steel regions in restructuring their industry in the face of global pressures, although many of the issues highlighted will be relevant to all industrial regions. Professor Peter Fairbrother will report on a recently published study on the impact of steel plant closures in Wales with a consideration of the policy options. Dr Olivieri will discuss the strategies adopted by the Italian region of Terni to protect steel jobs while Zdenek Karasek will highlight the problems facing the people of the Czech region of Moravia, as the steel industry down sizes and sheds thousands of jobs. The workshop will attempt to draw conclusions from the different experiences of UK, Italian and Czech steel communities and to identify potential areas of future collaboration.

Renewing Skills and Improving Employability

Workshop Leader: Professor Ivan Turok, Dept of Urban Studies, University of Glasgow
Speakers: Professor Jan Waszkiewicz, Voevodship Dolnoslaskiego, Poland and Matthew Crighton, Manager of Edinwork, Edinburgh's Local Labour Agreement.

18,000 jobs were lost in the Lanarkshire steel industry in the late 80's and early 90's. This presented a major challenge to the local economic development agencies given that around 45% of former steelworkers had no formal qualifications and had left full-time education at an early age. The **Renewing Skills and Improving Employability** workshop will focus on the employability issues for areas of high unemployment and what approaches can be taken to renew skills to fit with the demands of the contemporary labour market. Workshop speakers will represent both candidate countries and member countries. Professor Jan Waskiewicz will give a view on employability issues in Poland following the demise of the steel industry. Matthew Crighton will give a view on what employability is in the contemporary labour market and outline the approach taken in Edinburgh to renewing the skills of the unemployed.