

Conference 2016

A guide for partners: working with Localis at
the 2016 political party conferences

About Localis

Localis is an independent think tank focused on issues related to devolution, local economic growth and public service reform. For more than a decade we have produced high quality, independent, original research which has been influential in shaping local and national policy and the wider public debate on issues including housing, infrastructure, local government finance and health and social care.

In particular we have long been in the vanguard of the now-burgeoning devolution agenda, publishing a string of notable reports advocating the decentralisation of power, including on localising business rates (in 2011) and making the case for an empowered Greater Manchester (in 2009), the recommendations of which have helped to shape government and opposition policy.

Our offer at the party conferences

With this year's conference season coming after a turbulent EU referendum and both main parties in combative mood, it promises to be one of the most engaging in recent years. Ministers and Shadow Ministers will be looking to use the conference as a key platform to stake out their policy positions for the parliament, while backbenchers unburdened by office and local councillors will be keen to shape their parties' ideological futures.

As usual Localis will be delivering a full programme of wide-ranging events for which we are currently seeking sponsorship. Our expertise, experience and extensive networks in national and local government policy circles allow us to provide a comprehensive conference offer to potential partners with a track record of success. By partnering with Localis you can expect to:

- Help shape an important public policy debate
- Speak alongside leading national and local government figures
- Network with key stakeholders
- Feature in all our conference publicity materials (including promotional literature distributed at each conference; invitations e-mailed to our extensive network; and, promotion on our website, social media and newsletter)

“Localism is the way forward for politics in the 21st century and Localis are out in front, pioneering the policies that will change our nation for the better.”

**Greg Clark, Secretary of State for
Communities and Local Government**

Our events in 2015

2015 was another successful year for Localis at the party conferences in Brighton and Manchester. All our events were well-attended and featured a wide range of speakers including Ministers, Mayors and other prominent local and national political leaders. Event highlights included:

Devolution revolution: can cities and counties defuse the healthcare time bomb? – At Conservative party conference we hosted a fringe event considering healthcare devolution. With standing room only, the event was chaired by Michael White (associate editor of the Guardian) and with guests including Tony Lloyd (interim mayor of Greater Manchester), Stephen Dorrell (former Health Secretary) and Cllr Izzi Seccombe (leader of Warwickshire County Council).

Who's going to build the Northern Powerhouse? – At both Labour and Conservative party conferences we hosted two private invite-only roundtables which considered the role that local government pension funds could play in providing infrastructure investment. Guests across the two events included noted local government figures such as Cllr John Clancy (leader of Birmingham City Council) and senior MPs such as Bob Neill.

Will a more localised health and social care system deliver better outcomes for the most vulnerable? – At Labour party conference we hosted a private invite-only dinner roundtable on healthcare devolution. Held in a high-end restaurant, guests included Tony Lloyd (interim mayor of Greater Manchester) and senior representatives from ten other Labour city councils.

How can the planning system deliver the housing and other development Britain needs? – At both Labour and Conservative party conferences we hosted two private invite-only roundtables on the future of the planning system. Guests included Clive Betts (chair of CLG Select Committee) and Cllr Colin Noble (leader of Suffolk County Council).

Localis Annual Members' Dinner – With Guest of Honour Greg Clark (Secretary of State for Communities and Local Government) and high-profile local government leaders such as Lord Gary Porter, we hosted our private invite-only Annual Members' Dinner at a top hotel.



Former Secretary of State for Business, Innovation and Skills, Vince Cable, speaking at a Localis fringe event

Event design and logistics

Right from the start we work together with sponsoring organisations to tailor the event design to their requirements. We have a number of event formats that we think work well, though are, of course, happy to discuss alternative formats:

- **Panel events** – A public event with 3-4 high-profile speakers, a chair and a representative from the sponsoring organisation. A question and answer session follows individual contributions from the panel and refreshments are available before and after the fringe session.
- **Private roundtables** – A private invite-only policy discussion on a specific theme with around 12-15 key figures from local and central government. Refreshments are available before and after the discussion.
- **Drinks reception/private dinner** – drinks receptions can be public or private, depending on your requirements. Dinners or lunches are usually private events and can include a high-profile speaker, alongside a speaker from the sponsoring organisation.

With years of experience of running our conference programmes smoothly, we then take care of all arrangements:

- Securing a suitable venue and arranging AV and refreshments
- If applicable securing high-profile speakers
- Compiling a guest list and drafting an invitation, then overseeing RSVPs to populate the event
- Publicising the event across all our conference publicity materials
- Maintaining communication with speakers and guests, and producing detailed briefings if applicable
- Management of the event on the day
- Providing regular updates and a dedicated conference contact

NB: We normally hold our party conference events outside (but near) the secure zone, so ensuring that those without passes can attend, but are happy to secure venues inside if requested.



Secretary of State for Communities and Local Government, Greg Clark, speaking at a Localis fringe event



MP for Don Valley Caroline Flint speaking at a Localis fringe event

Planning for 2016

Some of the key policy areas that we are interested in focusing on this year include:

- Local health
- Stabilising the social care sector
- Getting more houses built
- Getting more social housing built
- Reform of the planning system
- Preparing for business rates devolution
- Where next for devolution and to whom?
- How to catalyse local economic growth
- Public land
- Funding regeneration in an age of austerity
- Utilities and infrastructure
- Addressing the skills gap(s)



*Shadow Minister for Housing,
Roberta Blackman-Woods*



Chair of Justice Select Committee, Bob Neill

We would be delighted to discuss these topics further or, of course, other possible options.

Costs of partnership

Please note that we are happy to tailor costs to suit the requirements of partners.

| Event type | Per single event | Two events | Three events |
|---------------------------------------|------------------|------------|--------------|
| Fringe panel event | £5k | £9k | £12k |
| Private roundtable | £5k | £9k | £12k |
| Drinks reception/private dinner/lunch | £6k | £10k | £13k |

N.B. Venue hire costs, where applicable, will be added to this fee. All costs are exclusive of VAT and extras such as out of the ordinary refreshments (e.g. alcoholic drinks).

Contact

We hope that you have found this brochure useful and would be delighted to hear from you about potential partnerships. To discuss possible options please contact jack.airey@localis.org.uk or call **020 7340 2660**.