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6th Annual Conference

Wednesday 3rd July 2002

Novotel London West, Hammersmith

Raising *the game*

More value, more meaning for Lottery funding



KEYNOTE SPEAKERS:



Rt Hon Tessa Jowell, MP
Secretary of State for Culture, Media & Sport



Dianne Thompson
Chief Executive, Camelot Group plc

Richard Buxton

Chief Executive, Community Fund

Stephen Dunmore

Chief Executive, New Opportunities Fund

Peter Hewitt*

Chief Executive, Arts Council of England

David Moffett

Chief Executive, Sport England

Anthea Case

Director, Heritage Lottery Fund

Mike Wilkins

Director, Awards for All (England)

David Coleman

Director, Countryside Agency

Moss Cooper

Arts Council of England

Dr. Tony Gore

Sheffield Hallam University

Barbara Edwards

Coalfields Community Campaign

ATTEND THIS CONFERENCE AND YOU WILL...

- **Talk directly** to board decision makers
- **Develop** new sources of information and advice
- **Be involved** in shaping Lottery strategies
- **Improve** your Lottery effectiveness
- **Discuss** Lottery funding strategies
- **Acquire** useful contacts and networks
- **Leave equipped** with ideas and inspiration

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PRIORITY BOOKING FORM

This event sells out each year. Complete the form now to reserve your place – **see page 6**

PLAN YOUR DAY

The conference agenda allows each delegate to attend three workshops – **see pages 3-4**

RAISING THE GAME

Top names, experts, workshops, networking, advice and guidance and exhibitions.

“These are uncertain and exciting times for the National Lottery. Even in the past month the Culture Secretary Tessa Jowell has flagged up some big challenges for all those involved in Lottery funding, calling for nothing less than a “permanent revolution”.

It is against this background that Lottery Monitor is convening its 6th annual conference, and I would strongly urge you to be there in order to keep abreast of fast-moving events in the Lottery funding world.

We have called this event “Raising the Game: more value, more meaning”. There are two big themes: how to raise the public profile of Lottery funding successes and achievements; and how to drive through changes that will enhance the durability and range of benefits of Lottery funded projects”...

Thanks to the flexibility of this year’s superb venue, we are offering an ambitious choice of workshop sessions in addition to the big plenaries. This way we hope to bring together all the key players covering all the major issues and trends of current significance to you and your Lottery related work. We also intend to keep the size of workshops small, to enable proper discussion and debate.

I look forward to welcoming you as a delegate on the 3rd July.

Jane Taylor,
Editor,
Lottery Monitor

Dianne Thompson, *Chief Executive of Camelot Group plc*



Dianne joined Camelot in February 1997 and was the first female Executive Director to join the Camelot Board. As Commercial Operations Director she was one of the three Executive Directors reporting in to Tim Holley, the then Chief Executive. Dianne headed a team of approximately 420 and was responsible for everything to do with players and retailers, including consumer research, marketing, new game development, sales and the network of 36,000 retailers. Dianne took over as Chief Executive of Camelot after the company was finally awarded the second licence in December 2000.

Richard Buxton, *Chief Executive, Community Fund*



Richard Buxton, 44, joined the Community Fund as its Chief Executive in November 2001. His previous appointment was as the Executive Director (Operations) of the Legal Services Commission, of which he also was a member. Before working at the Legal Services Commission, Richard was the Director of Housing at Westminster City Council from 1995 to 1998. Much of his previous career was spent in management consultancy organisations including Coopers and Lybrand, Capita and Henley Management College. He lives in London with his wife and two sons.

Stephen Dunmore, *Chief Executive, New Opportunities Fund*



Stephen Dunmore was appointed Interim Chief Executive of the New Opportunities Fund in April 1998 and Chief Executive in December 1998. From 1995 to 1998, he worked as Director, Regeneration, Transport and Planning in the Government Office for Merseyside. Following postings in housing and urban policy divisions in the Department of the Environment between 1984 and 1992, he became Acting Chief Executive of the Liverpool Housing Action Trust in 1992 and then moved to the Citizen’s Charter Unit in the Cabinet Office in 1993.

David Moffett, *Chief Executive, Sport England*



David is the new Chief Executive for Sport England. He was born in Doncaster in 1947 and spent much of his early life in Kenya before emigrating to Brisbane, Australia with his family in 1963. In 1992 he was made Executive Director of the New South Wales Rugby Union (NSWRU), then saddled with debts of £6m. However 3 years later, when David took up post as Chief Executive of South African, New Zealand and Australian Rugby (SANZAR), the NSWRU was debt free and trading profitably. While at SANZAR, David negotiated international television contracts and supervised the establishment of the Super 12 competition.

Anthea Case, *Director, Heritage Lottery Fund*



Anthea Case has been Director of the HLF since November 1995. Before then, she worked in H M Treasury, most recently as a Deputy Director in the Budget and Public Finance Directorate with responsibility for Tax Policy and Public Sector Pay Policy. She is married with two children.

Mike Wilkins, *Director, Awards for All (England)*



Mike Wilkins is the Director of Awards for All in England, a post held since June 2001. He previously worked as the Community Fund’s Operations Manager (England) with particular responsibility for the development of the Community Fund’s Small Grants programme and its involvement in Awards for All. He has worked in the marketing department of Cadbury Schweppes as a sales manager for a Nottingham lace firm and as a qualified social worker and manager with Nottinghamshire County Council. He was also Midlands Regional Director with the Family Welfare Association and UK Director of Regional Services with Arthritis Care.

08.30 - 09.30

Registration, refreshments and exhibition

09.30 - 09.40

Introduction

Jane Taylor

Editor, Lottery Monitor

09.40 - 10.10

Rt. Hon. Tessa Jowell MP

Secretary of State, DCMS

10.10 - 10.40

Dianne Thompson

Chief Executive, Camelot Group plc

10.40 - 11.20

Refreshments and exhibition

11.20 - 12.20

Lottery Boards seminars

A1 New Opportunities Funding programmes

***Georgina Brown**

England Regional Manager, New Opportunities Fund

A2 Fair Share

Gerald Oppenheim

Director of Policy & Communications, Community Fund

A3 Community Fund Strategic Plan

Richard Buxton

Chief Executive, Community Fund

A4 Community Funding Programme

Richard Gutch

Director for England, Community Fund

A5 The future of Heritage funding

Anthea Case

Director, Heritage Lottery Fund

A6 Heritage Lottery Fund in the Community

***Simon Olding**

Director of Policy and Research

A7 Sport England

David Moffett

Chief Executive, Sport England

A8 Sport in the Community

Paul Richardson

Senior Strategy and Statutory Services Manager

A9 The new shape of the Arts Council

***Peter Hewitt**

Chief Executive, Arts Council of England

A10 Arts in the UK

Speaker to be confirmed

A11 Awards for All

Mike Wilkins

Director, Awards for All (England)

12.20 - 13.40

Lunch and exhibition

+ lottery award winner presentations

13.40 - 14.40

2nd round of workshops

B1 Targeting on disadvantage, funding for sustainability

Barbara Edwards

Deputy Director, Coalfields Community Campaign

How to channel cash into areas of priority need effectively and in durable ways?

B2. Evaluation: what makes a worthwhile project?

Peter Middleton

Director, L & R Consulting

Lessons that Lottery funders have learnt about what works, both at individual project level and at programme level.

B3 Small Schemes: are we making the most of them?

Annabel Jackson

Annabel Jackson Associates Awards for All

Recent evaluations confirm that small schemes can be extremely effective. But what is the crucial mix of ingredients?

B4 Partnership and strategic finance

Share experiences and lessons learnt addressing how to stitch together the patchwork of funding increasingly needed to support large Lottery grants

B5 The Lottery as a funder of risk and innovation

***Moss Cooper**

Arts Council of England

What does it mean in practice? How does it change our mindset, priorities and accounting mechanisms?

B6 Fair shares for Black and Ethnic minorities?

Judy Ling Wong

Director, Black Environment Network

BME populations remain for many distributors a priority target. What can we learn from examples of success – and failure?

B7 The Rural Agenda

David Coleman

Director, Countryside Agency

Rural Fair Shares making a difference? How can Lottery funders recognise and meet the needs of rural communities?

B8 How should we measure deprivation?

Dr. Tony Gore

Sheffield Hallam University

Debate the principles behind the figures for measuring and targeting resources

B9 New Opportunities Funding Programmes (Repeat)

B10 Community Funding Programmes (Repeat)

14.40 - 14.50

Changeover

14.50 - 15.50

3rd round of workshops (Repeating 2nd round)

- C1 Targeting on disadvantage, funding for sustainability
- C2 Evaluation: what makes a worthwhile project?
- C3 Small Schemes: are we making the most of them?
- C4 Partnership and strategic finance
- C5 The Lottery as a funder of risk and innovation
- C6 Fair shares for Black and Ethnic minorities?
- C7 The Rural Agenda
- C8 How should we measure deprivation?
- C9 Community Fund
- C10 New Opportunities Fund

15.50 - 16.00

Reconvene in main hall

16.00 - 16.30

Raising the Game! - Panel debate

Chair: Martin Wainwright

The Guardian

Tim Suter

Chief Executive, QUEST

Stephen Dunmore

Chief Executive, NOF

(* speakers to be confirmed)

SUPPORTED BY:



LOTTERY MONITOR is the UK's leading newsletter on Lottery funding issues. Published 10 times a year, LOTTERY MONITOR provides accurate and up-to-date information and an

exclusive statistical advisory service to guide its readers through the lottery maze. For more information please visit our website www.lottery-monitor.com

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"Good format allowing flexibility and interaction"

J.D. SCOUT ASSOCIATION

Who should attend?

- Senior managers in government departments and offices
- Lottery and external funding officers in local government
- Chairs and directors of art, leisure, community affairs, finance and economic development groups
- Chairs and directors of regeneration partnerships
- Charity and voluntary sector executives
- Distribution board officers (national and regional)
- Executives from policy groups, agencies and non-departmental public bodies
- Voluntary sector association executives
- Architecture, surveyor and landscaping partners
- MP's and councillors
- Central government civil servants
- Consultants/private companies
- Senior executives in environmental, educational and health organisations



“A very good conference, good presentations, workshops and ample time for networking”

J.M. BRADFORD MDC

So many reasons to attend:

“**Raising *the* Game** – more value, more meaning” is this year’s theme for the LOTTERY MONITOR 6th annual conference. With hundreds of participants expected and with the support of Camelot Group, we are in no doubt that this conference will be **THE** lottery event of the year.

Our programme this year will give delegates the opportunity to choose 3 workshops from a choice of 29 alongside an extensive exhibition and previous fund winners presentations.

With top names, experts, networking opportunities, seminars and exhibitions this is one event where you will leave with an abundance of ideas, facts and inspiration to revitalise your organisation.

“An excellent opportunity to network”

S.D. NORTHCALL

Standard Delegate Rates

Lottery Monitor Subscribers

First delegate: £ 215 + VAT = £ 252.63
Further delegates £ 195 + VAT = £ 229.13

Public sector (charities, local authorities, voluntary organisations)

First delegate: £ 245 + VAT = £ 287.88
Further delegates £ 225 + VAT = £ 264.38

Other

First delegate: £ 345 + VAT = £ 405.38
Further delegates £ 295 + VAT = £ 346.63

Please register the following delegates:

First Delegate

Subscriber Yes No

Title First Name

Surname

Job Title

Department

Email

Seminar choices A B C

Second Delegate

Subscriber Yes No

Title First Name

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67-71 Goswell Road, London EC1V 7EP

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Email: carla@lottery-monitor.co.uk

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If you are interested in reaching a senior audience through an exhibition space at the conference, please contact Carla Charlton on 020 7251 6545

VENUE:

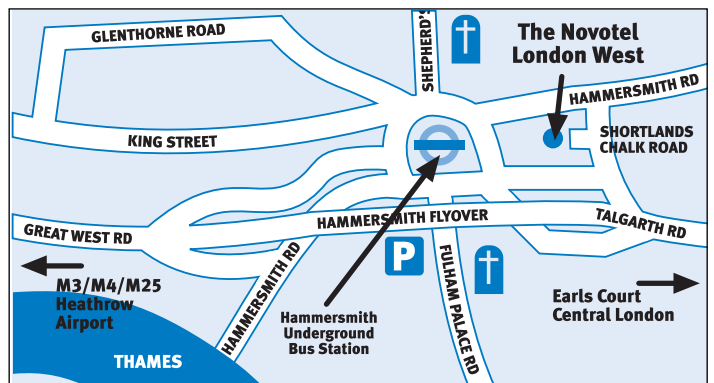
The Novotel London West, 1 Shortlands, London W6 8DR
Tel: 020 8237 7407

GETTING THERE:

Tube: Hammersmith Underground in just 3 mins walk away.
The station is served by the District, Piccadilly, Hammersmith and City lines. **Air:** Shuttle service between the hotel and all terminals.
Car parking: The secure underground car park has space for 240 cars.

ACCOMMODATION:

Please call the Novotel direct and quote "Lottery Monitor" to receive special rates



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Substitutions are welcome at any time. Cancellations received by the 7 June will be subject to a full refund. Cancellations made by the 24 June will be subject to a 50% + VAT refund per ticket. Lottery Monitor reserves the right to alter the programme without notice due to unforeseen circumstances. We also reserve the right in our absolute discretion and without further liability to cancel the programme in which all monies will be refunded.

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