

Enquiry CCF2478: 6 July 2014 and Response 30 July 2014

Key words: "Fairness conference" costs attendance events

On Monday 9th June 2014 City of York Council hosted a 'Fairness Conference' event. Please supply:

1) The full costs to City of York Council for planning and delivering this event.

The full cost of the event was £18,635.58. £10,000 of this cost was provided by donations from the Joseph Rowntree Foundation.

2) The costs incurred by other organisations who are funded by City of York Council in respect of the above (e.g. Science city York).

None

3) Please confirm the known political affiliations of all panel members and speakers.

There were a number of party affiliated speakers at the fairness conference, they are listed below with their party affiliation:

<i>Labour</i>	<i>Hugh Bayley, MP</i>
<i>Labour</i>	<i>Debbie Abrahams, MP</i>
<i>Labour</i>	<i>Kate Green, MP</i>
<i>Labour</i>	<i>Cllr James Alexander</i>
<i>Labour</i>	<i>Cllr Simon Blackburn</i>
<i>Conservative</i>	<i>Cllr Marco Cereste</i>
<i>Dutch Labour Party</i>	<i>Henk Kool</i>

There were a number of speakers at the fairness conference where we do not hold information on their political affiliation. These are listed below:

<i>Julia Unwin</i>	<i>Chief Executive of the Joseph Rowntree Foundation and Housing Trust</i>
<i>Sophie Jewitt</i>	<i>Owner, York Cocoa House</i>
<i>Alison Garnham</i>	<i>Chief Executive of the Child Poverty Action Group</i>
<i>David Ellis</i>	<i>Headteacher, York High School</i>
<i>Gelradine Howley</i>	<i>Chief Executive of Incommunities</i>
<i>Tracy Ralph</i>	<i>Headteacher, Westfield Primary School</i>
<i>Liz Richardson</i>	<i>Senior Lecturer in Politics at the University of Manchester</i>
<i>Sharon Allen</i>	<i>Chief Executive Officer of Skills for Care</i>
<i>Professor Kate Pickett</i>	<i>Professor of Epidemiology at the University of York</i>
<i>Professor Stephen Smith</i>	<i>Professor of Political Philosophical and Social Policy at the University of South Wales</i>
<i>Maureen O'Neill</i>	<i>President of the Social Affairs Section in the European Economic and Social Committee</i>
<i>Professor Giovanni Allegretti</i>	<i>Architect, Planner and Senior Researcher at the Centre for Social Studies, University of Coimbra, Portugal</i>
<i>Atie Hoekman</i>	<i>Poverty Policy Facilitator, City of Delft, the Netherlands</i>
<i>Dr Rowland Atkinson</i>	<i>Director of the Research Centre for the Social Sciences at the University of York</i>
<i>Professor Alan Walker</i>	<i>Professor of Social Policy and Social Gerontology, University of Sheffield</i>
<i>Sue Cook</i>	<i>Project Director, Leeds City Region Employment and Skills Board</i>
<i>Tracey Robbins</i>	<i>Programme Manger of Neighbourhood Approaches to Loneliness Programme at the Joseph Rowntree Foundation</i>
<i>Eddy Adams</i>	<i>Public Policy Adviser, Consultant and Writer</i>
<i>Rhys Moore</i>	<i>Director of the Living Wage Foundation</i>

There were also two speakers/panel members who are in politically restricted roles. These are:

<i>Kersten England</i>	<i>Chief Executive, City of York Council</i>
------------------------	--

4) Please confirm when potential panel members or speakers, with affiliations to the Labour, Liberal Democrat, Conservative and Green parties were first notified and invited to participate in the event.

Invitations to participate in the event were sent out to the following individuals on the 4th of April 2014.

<i>Conservative</i>	<i>Ian Duncan Smith MP</i>
	<i>Chris White MP</i>
	<i>Eric Pickles MP</i>
	<i>Esther McVey MP</i>
	<i>Lord Freud MP</i>
	<i>Kris Hopkins MP</i>
	<i>Andrew Jones MP</i>
	<i>Julian Smith MP</i>
	<i>Julian Sturdy MP</i>
	<i>Cllr Marco Cereste</i>
	<i>James Wharton MP</i>
<i>Liberal Democrat</i>	<i>Stephen Williams MP</i>
	<i>Greg Mulholland MP</i>
	<i>Cllr Keith Aspden</i>
<i>Labour</i>	<i>Hugh Bayley, MP</i>
	<i>Debbie Abrahams, MP</i>
	<i>Kate Green, MP</i>
	<i>Cllr James Alexander</i>
	<i>Cllr Simon Blackburn</i>
	<i>Cllr Julie Dore</i>
	<i>Cllr Barry Collins</i>
	<i>Cllr Mark Dobson</i>
	<i>Cllr. Jane Dowson</i>
	<i>Baroness Maeve Sherlock</i>
	<i>Cllr. Lucinda Yeadon</i>
	<i>Cllr Tracey Simpson-Laing</i>
<i>Cllr Chris Steward</i>	
<i>Dutch Labour Party</i>	<i>Henk Kool</i>

The following individuals were contacted by phone and invited to participate in the event on the week beginning the 12th of May 2014.

<i>Conservative</i>	<i>Nigel Adams MP</i>
	<i>Andrew Griffiths MP</i>
	<i>Robert Goodwill MP</i>
	<i>Robert Halfon MP</i>
	<i>Pauline Latham MP</i>
	<i>Julia Mulligan</i>
<i>Liberal Democrat</i>	<i>Baroness Kramer</i>

5) Please confirm how many participants were expected to attend this event.

The venue which was booked for the conference had a capacity of 200 which was the target attendance for the conference.

6) Please confirm how many participants actually attended the event.

198 participants actually attended the conference.

7) Please confirm how many participants filled in evaluation forms for the event

10 participants filled in evaluation forms for the event.

8) Please share the evaluation data from the event you were able to obtain.

Below is a summary of the evaluation from the event

Summary of Fairness Conference Evaluation

Number of respondents = 10. Response rate as a percentage of attendees – 5%

Please rate the sessions on a scale of 1-5, with 5 being excellent, and 1 being poor.

	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>Average</i>
<i>Keynote speeches</i>		<i>/</i>	<i>///</i>	<i>////</i>	<i>//</i>	<i>3.7</i>

<i>Communities & fairness</i>		//	//	///		3.1
<i>Good growth</i>			/////			3
<i>Views from the community</i>		//	/	/////	/	3.6
<i>Lessons from Europe</i>			/////	/		3.1
<i>The role of civic leaders</i>		//	/	///	/	3.4

Key findings from additional comments (of 10 respondents, 9 gave additional comments)

- *Overall feedback positive, 2 respondents complimented quality of conference planning and management.*
- *3 identified the venue itself as excellent/good/suitable.*
- *4 respondents mentioned that there were too many speakers, too much information or the day was too long.*
- *3 said that more discussion time would have been beneficial, either in the form of workshops or networking*
- *2 suggested that a greater emphasis on what practically had been achieved/how change had been effected would have been helpful.*
- *2 stated that better information on the conference prior to the event would have been helpful*
- *Some other specific comments regarding improving managing of Q & A and facilitating networking.*

Additional comments? – Summaries.

- *“Venue excellent, sessions not interactive enough (have more networking/workshops)”*
- *“Lack of coherence across sessions. Q & A not well managed (comments offered from floor rather than questions developing debate)”*

- *“Too many speakers (too much information), some speakers spoke for too long. Not enough time for questions/debate, no participants list for networking.*
- *“ Good growth difficult to concentrate on. Too much information in short time. European speakers had a difficult brief and too short a time for it. But overall an outstanding conference.”*
- *“Mainly good speakers, but too many and not enough discussion time. Civic leaders failed to show how change had been effected. Concerned over particular comment by Blackpool council leader re university.”*
- *“Good variety of speakers (i.e. academic, local government, community-based). Good venue, overall well organised.”*
- *“ Day too long, too little prior info”*
- *“Conference had an academic feel, more interesting material in final session on what has actually been done to achieve more fairness.”*
- *“Good venue and planning, providing prior details of programme would have enhanced delegate participation.”*

9) Please share the cost/benefit analysis prepared in advance for the event.

10) Please share any risk assessment, including reputational and financial assessments you have for the event.

A copy of the bid to the Delivery and Innovation Fund is attached in Annex A.

11) Please confirm the number of times the webcast has been viewed.

The webcast was available live at <http://yorkfairness.com/watch-live/> and thereafter also on the cityofyorkcouncil youtube page. The 6 sessions are available individually. The total views for these are as follows.

<i>Session</i>	<i>Website</i>	
	<i>Yorkfairness.com</i>	<i>Youtube</i>
<i>Opening keynote speeches</i>	<i>We were unable to obtain viewing statistics for the live broadcast</i>	<i>27</i>
<i>Good Growth</i>		<i>25</i>
<i>Views from the community</i>		<i>93</i>
<i>Communities and Fairness</i>		<i>16</i>
<i>Lessons from across Europe</i>		<i>11</i>
<i>Moving forward, the role of Civic Leaders</i>		<i>19</i>

12) Please confirm who authorised the expenditure for the event.

The money was approved by the Delivery and Innovation Fund Board

Business Case – Delivery & Innovation Fund

Project Aim - What is the overall aim of your project? This should sum up the purpose of your project (max. 1 sentence)

To build national and international partnerships, whilst making an intervention into current national debates surrounding issues of fairness, and to maintain York's strong tradition of commitment to tackling poverty.

Summary of Project – Please summarise the project activity and expected outcomes. This can be copied from your Expression of Interest Form (max 250 words).

Any additional documents can be provided separately if necessary e.g. budgets, business plans, project plans etc

The 'Better All Together' international fairness conference will be a one day event, to be held on the 9th June in the Ron Cooke Hub conference facilities, at the University of York. It aims to bring together representatives from UK and EU cities, UK academia, think-tanks, charities and businesses, to share and explore methods for promoting fairness and eradicating poverty. The event will begin with a number of keynote speeches in the morning session, followed by workshops covering the topics of fairness and housing, communities and engagement, good growth and income inequality, health inequality, the Fairness Commission, and intergenerational fairness. Each workshop shall have a number of contributions from influential speakers. Finally, there will be a question and answer panel session involving high level speakers.

The event will be aimed at an international audience of approximately 200, consisting of people in leadership roles in local authorities, public sector and other charitable/third sector organisations. The conference aims to make an intervention into national debates surrounding issues of fairness, with a hope to influence future policy agendas. Furthermore, the event shall encourage the formation of sustainable partnerships through a mutual desire to eradicate poverty and promote fairness. It shall also aim to build upon the 'good growth' agenda, showing that poverty eradication should be an integral part of economic growth strategies.

Amount of investment required from DIF (£):	20,000
--	---------------

Background to the Proposed Project (max 500 words)
 What is the context and why is this project needed?

In 2011 the York Fairness Commission was established with the purpose of promoting greater fairness and reduced inequality in York. In September 2012 the York Fairness Commission published a report of findings and recommendations which highlighted the need for an international conference of cities and organisations working to promote fairness. This recommendation provided the springboard for the International Fairness Conference, which has developed four main objectives. Firstly, that this conference should aim to make an intervention in to current national debates surrounding fairness, with the hope to influence future agendas , and secondly, it should hope to expose event participants to the leading experts and best practice across the UK and Europe. Thirdly, this event aims to build strong partnerships across the UK and Europe to promote fairness, and draw on our experience to develop emerging solutions to fairness through engaging communities. Finally, this conference will maintain the tradition of York as a city with a strong commitment to tackling poverty

From the findings of the 2012 York Fairness Commission report some key areas were highlighted as obstacles to achieving our goals of promoting fairness and reducing inequality. Of these topics the International Fairness Conference has chosen to focus on fairness and housing, good growth and income inequality, communities and engagement, intergenerational fairness, health inequalities, and the Fairness Commission.

These topics highlight the most contentious issues that are currently dominating national debates. For instance, the good growth agenda which seeks to present a ‘business case’ to national policy makers, to show them how poverty is detrimental to economic growth through the lack of income revenue gained from unemployed persons. It also suggests that economic growth strategies ought to consider poverty eradication as an a-priori issue, to be included in economic growth strategies, rather than being considered as an obvious outcome of growth.

This conference is set within a background of increasing in-work poverty, where more than half of those in poverty are within households where at least one person has work. This goes to show the current state of labour in the UK, whereby being employed does not necessarily mean being lifted out of poverty. Increasingly, we are facing a workforce dominated by casualised, part-time jobs, which removes opportunities for job progression and higher pay, and instead, restricts people to low paid work that is much lower even than what is required for a person to live on. In this context the International Fairness Conference also seeks to highlight the difficulties faced by those young and old, those facing increasingly unaffordable housing, and those whose life expectancy is tied to the unequal growth of neighbourhoods within cities, to name a few. However, this conference is also focused on finding solutions, on encouraging community engagement in tackling local issues of fairness, and through the mutual desire of cities and organisations in

the UK to tackle these issues head on.

Timescales for the Project			
Start date:	January	End date:	June

Please provide a breakdown of the different stages of your project:			
Phase e.g. Planning, Implementation, Evaluation	Activity	Total costs	Dates from and to
Planning	Organising the event format and agenda.	N/A	January
Contacting speakers	Selecting and inviting potential speakers for the event.	N/A	February- March
Negotiating potential speaker fees	Negotiating speaker fees with high profile speakers. (Currently we have been requested to pay a fee for one very high profile speaker).	£1000	February- March
Creating a promotion video	Commissioning One and Other TV and the local poet JB Barrington to put together a promotional video to be screened prior to the event.	£2000	February- April, also to be screened on the day of the 9 th June
Organising entertainment	Arranging for Hidden Part 2 art exhibition to be exhibited at the event, throughout the day. Commissioning an installation based on experiences of poverty by Ebor Vox (£2000). Organising the Joseph Rowntree Foundation "Poverty Film Series" to be screened at the conference.	£2000	February- March, to be performed on the day of the 9 th June
Arranging venues and catering	Arranging a venue for the reception dinner to be held for approximately 40 speakers, arriving on the 8 th June. Organising catering for the day of the event, including coffee break refreshments and lunch for approximately 200 people.	£6000	February- March
Organising additional promotional materials	Arranging webcasting for the event (£1000), and advertising in local press and local government networks.	£1500	March-June

Organising materials and manpower for the day	Organising delegate packs, pop-ups, and ICE Creates storyboard. Commissioning the creation of York Fairness website with One & Other (£5000). Arranging for approximately 6 council staff members to be present to host the event, as well as for volunteers from the university to provide additional help.	£7500	March-June
Arranging travel and accommodation for speakers	Organising the flight and rail travel for international speakers. Arranging rail travel for a select number of UK speakers. Arranging accommodation for speakers arriving on the 8 th June. Arranging additional transportation costs, such as taxi/bus hire.	£8500	March-April (for the 8 th -9 th June)

Any other information about project activity:

--

Expenditure – please identify how you intend to spend the DIF funding

Expenditure item	Amount (£)
Speakers fees	£2,240
Promotion video	£1,600
Entertainment	£153.60
Venue and catering	£3,840
Promotional materials	£960
Materials for the day and additional manpower	£3,200
Speaker expenses (travel and accommodation)	£5,440
TOTAL DIF FUNDING	£20,000 (64% of the overall budget).

Other funding - Please provide details of any other funding, including in-kind

--

support. Please specify whether this is confirmed or awaiting a decision.

- The Joseph Rowntree Foundation has agreed to give £10,000 towards the event, which will cover the rest of the spending budget (34%).
- The University of York has provided the free use of the Ron Cooke Hub conference venue.
- The European Economic and Social Committee has provisionally agreed to sponsor one European speaker to attend the event (this would allow for a an extra European speaker to attend the event and has not been included in the budget).

TOTAL PROJECT BUDGET: (DIF funding + other funding)	£30,000
---	---------

Sustainability - Will your project be able to continue after DIF funding has ended? For example, will the project generate income? Or do you have a plan in place to obtain further funding from elsewhere?

This is currently being organised as a one-off event that requests funding for the expenses that are incorporated within the day of the conference, as well as the previous evening. Thus, this event is not expected to generate income as a direct result of the conference. There are hopes that it will lead to future savings in revenue, through the reduction of poverty within the city, but this is in no way an income-generating initiative. Moreover, since this is a one-off event the question of the project being able to continue after DIF funding has ended does not apply. Any alternative funding that we have obtained will also be for this one-off event and thus further funding, beyond the event is not required.

Benefits – Please describe the benefits that your project will deliver, under the following headings. Please be **clear, specific** and **quantify** the expected benefits wherever possible.

Project Legacy – what are the changes that your project will bring about that will continue after the funding has ended?

The legacy of this project cannot be easily quantified, but rather, they can be measured in broader beneficial impacts. These can be assessed through four key areas. Firstly, through the development of sustainable partnerships, as the natural and encouraged consequence of bringing together representatives from cities across the UK, and Europe, to collaborate on issues of poverty and economic growth. Secondly, through this collaboration, there is reason to believe that we can influence national debates and future agendas through the strength of the discourse that will be raised throughout the day and subsequently. This will be ensured not only through the relevance of the topics under discussion, the influence and experience of the speakers

invited to participate, as well as through the wider publicity of the event, which we plan to webcast. Furthermore, the event will be publicised in local government networks, local press, and we also aim to have national press coverage. The promotional video, which is being created through One and Other TV, will be aired throughout May and June on YouTube, as well as at the event, in order to gain a broader appeal.

Thirdly, and in relation to the two previous points, this event will further the rapidly progressing initiative of providing a 'business case' for a focus on poverty eradication, by presenting the economic value of addressing poverty as an integral part of economic growth strategies. This 'business case' has already found grounding in the Joseph Rowntree Foundation 'Good Growth' research projects, as well as in the collaboration of the Leeds City Region and in the Northern Fairness Commission initiatives, and as such can only be strengthened and made more influential through this conference. Finally, this event offers the chance to maintain the city of York's traditional commitment to anti-poverty approaches, and provides us and other UK cities, with the opportunity to develop our best practice in this area.

Leverage – will the DIF funding help to secure other funding? Or will it enable other activity that would not otherwise have gone ahead?

If this project were to receive DIF funding it would allow for the payment of high merit speakers, the increased quality of event broadcasting, the ability to fund an excellent promotional video and further promotional requirements.