

THREE WAYS TO REGISTER

Online: www.towns.org.uk **By mail:** Send completed registration form to: AMT Convention Secretariat, Stationery House, 12 Rosecroft Drive, Langstone, Newport NP18 2LQ **By fax:** 01633 413 080

Name :

Organisation :

Invoice address :

Postcode :

Telephone :

Email :

AMT Member? : Y: N: **If 'Y' Member No :**

Please select the region where your organisation is based :

East of England Yorkshire & Humberside South East
 North West Scotland West Midlands
 Northern Ireland East Midlands Wales
 South West North East

Visits, workshops and virtual visits :

A range of Workshops and Study Tours are available. For full details refer to the conference programme. For Thursday morning, you can register for

EITHER: a Study Tour overleaf **Morning:** 1: 2: 3:
OR the Workshop or a Virtual Visit **Afternoon:** 1: 2: 3:

Social Events :

Please tick relevant boxes to indicate the events you wish to attend

Pre-event networking - Wednesday 12 October, Ludlow Brewery

Awards Dinner - Thursday 13 October, Evening

Dietary requirements (Please specify) :

Other requirements :

Delegate and Exhibitor fees (rates below do not include accommodation) :

	Early Bird until 12th Aug	Standard Fee
Members	£130 + VAT	£180 +VAT
Non-Members	N/A	£250 +VAT
Exhibitor- space only	N/A	£300 +VAT
Total to be invoiced :	<input type="text"/>	
Purchase order No :	<input type="text"/>	
Signature :	<input type="text"/>	Date : <input type="text"/>

The rates above do not include accommodation. AMT Convention Secretariat holds a limited amount of rooms at local hotels with car parking facilities and shuttle pick up. Please call 01633 411732 for details. For B&B details, please contact Ludlow TIC on 01584 875053.

How did you hear about the convention? :

NOTES: • Please complete a separate form for each delegate. • Do not send any payment with this form. You will be invoiced on receipt of a completed booking form. All bookings are provisional until payment is received. Payment must be received by 30 September 2011. Registrations after this date should be accompanied with the appropriate payment, made payable to Action for Market Towns. • Cancellations received after 30 September will be subject to an administration fee of 50% of the total cost. • The organisers reserve the right to change the content and timing of the programme, speakers or venue. • Please note that accommodation is not included in the delegate fee, AMT Convention office will be holding a limited amount of rooms – please call 01633 411732 to book your accommodation

LIVING LOCALISM AND DELIVERING ENTERPRISE

The theme of this year's Convention - Living Localism and Delivering Enterprise - encompasses two flagship Government policies and AMT campaigns that impact greatly on small towns across the country. Hosted in the attractive and historic market town of Ludlow, this national theme will be illustrated by local examples as well as pioneering policy and practice supported more widely by Shropshire Council. As ever, at AMT, we will be practising what we preach and bringing people together from across the country to share experiences and enjoy the atmosphere that can be created in the heart of a market town. Come and join us!

Action For Market Towns

Telephone: 01284 756567

Email: info@towns.org.uk Website: www.towns.org.uk



ACTION FOR MARKET TOWNS
 NATIONAL CONVENTION 2011,
 LIVING LOCALISM AND DELIVERING ENTERPRISE
 LUDLOW ASSEMBLY ROOMS, 13 OCTOBER 2011

PROGRAMME

12TH OCTOBER :

18:00 Reception at Ludlow Brewery
Welcome Cllr John Aitken,
Mayor of Ludlow

13TH OCTOBER :

9:00 - 10:00 Registration, coffee, help desks and exhibition

10:00 - 10:05 Welcome and introduction
Philip Eden, AMT Chair

**MAKING THE CASE FOR LOCALISM
AND ENTERPRISE:**
Why we are changing our ways

10:05 - 10:25 The Council Case for Doing Things Differently
Tom McCabe, Corporate Director Places,
Shropshire Council

10:25 - 10:35 Community Leadership and Enterprise:
A Tale of Two Towns
Much Wenlock and Oswestry

10.35 - 10.45

**Why Working with Communities Matters:
The Business Case**
Maryann Denfhy, Head of CSR, Muller Market Drayton
& Business in the Community Spokesperson

10.45 - 10.55

**Helping Making Changes: Tools, Timing,
Tenacity and Trust**
Chris Wade, Chief Executive, AMT

10.55 - 11:10

Questions

11:10 - 11:40

Break

11:40 - 12:40

LIVING LOCALISM DELIVERING ENTERPRISE
Please find full descriptions of workshops and Study
Tours on page 2. The Study Tours (apart from the
Virtual one) will run for 2 hours - 11:10 to 13:10

12:40 - 14:10

Lunch

14:10 - 15:10

LIVING LOCALISM DELIVERING ENTERPRISE
Please find full descriptions of workshops and study
tours on page 2. Study Tours will not be available in
the afternoon)

15:10 - 15:30

Break

15:40 - 16:10

**Gearing up for New Investment in
Enterprising Communities**
Alastair Ballantyne, Communications Adviser,
Portland Place Capital
Tracy Axten, Relationship Development Manager,
Triodos Bank
John Taylor, Head of West Midlands Region,
Big Lottery Fund

16:10 - 16:20

Questions

16:20 - 16:50

**Awards - Presentations from the
5 Zone Winners 2011**

19:30

Dinner at Ludlow Race Course
Welcome from Councillor David LLoyd,
Chairman of Shropshire Council

21:00



Action for Market Towns Awards 3rd Announcements
The AMT Awards National Winner and the Highly
Transferable Projects Awards will be announced.
Each category winner in each zone will have gone
head to head to get these brand new most
coveted awards

22:00

Closure

WORKSHOPS / STUDY TOURS

LIVING LOCALISM

Self-financing Community Assets in Market Towns (featuring a 5 minute
film and presentation by local spokesperson) of successful investment in
sustainable community facilities in three Shropshire towns.

A. Cleobury Country Centre, Cleobury Mortimer: A multi use building run
as a social enterprise and that serves the needs of local businesses,
education and community groups

B. Wem Town Hall, Wem: An arts, learning, community and
enterprise centre

C. Mayfair Community Centre, Church Stretton: Community - run centre
providing services, room hire and even hosting a country market

Practice Workshop: Climbing the Localism Ladder.

An overview of the important rungs on the ladder to create Community Led
Planning and Solutions. Shropshire Council will share experience of the
Rural Toolkit and North Dorset Council will talk about a decade of their
award-winning partnership with the community.

Policy Workshop: Making Localism Pay.

This workshop will discuss new funding mechanisms for Neighbourhood
Planning - How to negotiate community funding with housing developers and
how the Community Infrastructure Levy and New Homes Bonus
can operate.

Practice Workshop: Acquiring Community Assets.

Acquiring and managing community enterprise and assets. This
workshop will give the latest information on new opportunities through the
proposed Community Right to Buy legislation and how to go about business
planning, acquiring, running and managing land and buildings important to local
people. Participants will also receive information about raising funds
through community share offers.

DELIVERING ENTERPRISE

Study Tour: Growing Environmental Enterprise.

This two hour study tour will discuss the prospects for green start-up
businesses in and around rural towns. It will look at a variety of new
eco-based enterprises in Ludlow including:

A. The restored Mill on the Green with newly installed hydro-electricity
generating water wheel

B. The innovative company, Riversimple, which designs hydrogen-fuelled
cars from its HQ at the Mill on the Green

C. Eco Business Park built to BREEAM highest rating for environmental
excellence in construction and operation

Policy Workshop: Delivering Truly Local Enterprise.

This workshop will look at the role of Local Enterprise Partnerships (LEP) in
fostering economic development that matches local needs in market towns.

Drawing on the experiences of the Marches LEP and national work for the
Rural Coalition and DEFRA led by AMT, it will involve discussion of local,
county and national trends and the opportunities for small towns to benefit
from funding and support.

Study Tour: The Making of "Brand Ludlow".

This two hour study tour around the town will look at Ludlow's
historic environment and how its heritage, farming and local food
traditions combined with new skills have been the basis for successfully
marketing the town to visitors.

Practice Workshop: Delivering Town Centre Vibrancy.

This workshop will consider the conclusions emerging from research
commissioned by AMT and the Government's Town Centre Inquiry led by
Mary Portas. With input from Sainsbury's national property team and local
loyalty specialist My Card, the discussions will focus on how retailers and
councils can work together to lead a town centre comeback.

Practice Workshop: Gearing up for Service Deliver through Social Enterprise.

This workshop will examine the challenges faced in transferring public
services to social and community-based enterprises and explain how
the Big Lottery Fund's £5million Social Investment Fund will help.

This workshop will use examples from both a national perspective
and local Shropshire examples; it will focus on the challenges in extending
the reach of community-based enterprises across a number of
neighbouring towns.