



Ideopolis Conference 2008: Successful cities in a changing economy

What does the future hold for cities?

Wednesday 16 July 2008

The Lewis Media Centre, Millbank Tower, Millbank, London SW1P 4RS

Confirmed speakers include:

The Rt Hon Hazel Blears MP

Secretary of State for Communities and Local Government

Simon Jenkins

Journalist and Commentator

Ian Pearson MP

Minister for Science and Innovation

Tony Travers

Director, Greater London Group, LSE

Will Hutton

Chief Executive, The Work Foundation

Mike Crouch

Director, Regional Cities East

Sir Richard Leese CBE

Leader, Manchester City Council

Alexandra Jones

Ideopolis Programme Director, The Work Foundation

Andrew Lewis

Director, The Northern Way

Philipp Rode

Executive Director, Urban Age Programme, LSE

Building on The Work Foundation's ground-breaking research on the changing economy and its impact on cities, this conference will bring experts together to discuss how different cities can thrive in the knowledge economy.

The conference will be invaluable for senior managers from the public and private sector with an interest in the economic development and regeneration of cities.

Register online today at www.theworkfoundation.com/products/ideopolisconference.aspx

AGENDA (subject to change)

09:30 Registration

Session One: Successful cities in the knowledge economy

10:00 **Introduction and Welcome** from
Will Hutton, Chief Executive,
The Work Foundation

10:05 **KEYNOTE PRESENTATION:** Successful cities
in the knowledge economy.
Launching the Ideopolis report
Alexandra Jones, Ideopolis Programme Director

10:30 **PANEL RESPONSE AND DISCUSSION:**

- Does the knowledge economy benefit everyone and every place?
- What are the ongoing problems that cities are grappling with and what are the emerging opportunities?
- How can cities strike the right balance?

Panel members will include:
Mike Crouch, Director, Regional Cities East
Tom Macartney, Managing Director, North Staffordshire Regeneration Partnership
Will Hutton, Chief Executive,
The Work Foundation
Chair: Simon Jenkins, Journalist and Commentator

11:30 Coffee and networking

Session Two: Public sector innovation and cities

11:45 **PRESENTATION** from **Ian Pearson MP**, Minister for Science and Innovation

12:00 **PANEL RESPONSE AND DISCUSSION:**

- How can public sector innovation revitalise our inner cities?
- Could it reverse the north-south divide?
- How can this potential be unlocked?

Panel members will include:
Andrew Lewis, Director, The Northern Way
Geoff Mulgan, Director, The Young Foundation
Chair: Simon Jenkins, Journalist and Commentator

12:45 Buffet lunch and networking

Session Three: City Leadership Q & A – brokering focus and avoiding jam spreading

13:30 **PANEL:**
Sir Richard Leese CBE, Leader Manchester City Council
Tony Travers, Director, Greater London Group, LSE
Laura Gordon, Director, Glasgow-Edinburgh Collaboration
Chair: Penny Tamkin, Programme Director - Leadership, The Work Foundation

Session Four: What does the future hold for cities?

14:15 **KEYNOTE PRESENTATION:**
Rt Hon Hazel Blears MP, Secretary of State for Communities and Local Government

14:35 Q&A from the audience
Chair: Will Hutton, Chief Executive,
The Work Foundation

15:00 Tea and networking

Session Five: The future of work in sustainable cities

15:15 **PANEL DISCUSSION:**
Panel members will include:
Philipp Rode, Executive Director, Urban Age Programme, LSE
Kate Barker, author, Barker Review of Land Use Planning
Chair: Stephen Overell, Associate Director, The Work Foundation

16:00 Conference close and networking drinks



Purpose of the conference

This conference will:

- Debate what the changing economy and, in particular, the **knowledge economy** means for British cities;
- Review how **some cities become economically successful**, and how other cities can learn from their success;
- Ask how **everyone can benefit** from the knowledge economy;
- Discuss how **cities can grow sustainably**;
- Involve **experts** from policy, academia and implementation to share their **analysis about the future of cities**;
- Debate the **future of British cities** and shape the next phase of The Work Foundation's research programme;
- Launch the final **Ideopolis report**;
- Launch the second phase of the **Ideopolis City Leaders Network**.

Who should attend

From the private sector

- Chief Executives
- Board Directors
- Managing Directors
- Directors of Strategy and Policy
- Heads of
 - ◇ Government Affairs
 - ◇ Public Affairs
 - ◇ Strategic Development
- Consultants
- Developers/Architects

From central government and national agencies

- Regional Development Agencies
- Executive Agencies

Local government

- Chief Executives
- Director of Regeneration
- Director of Transport

Education

- Sector Skills Councils
- Vice-Chancellors and Pro Vice-Chancellors
- Academics
- Further Education Colleges

Third sector organisations

- Voluntary organisations
- NGOs
- Think tanks/research organisations

Working with the Ideopolis Team

The Work Foundation's cities programme builds on the concept of the Ideopolis: a sustainable knowledge intensive city that drives growth in the wider city region. Over the past four years the multi-disciplinary team has conducted a programme of rigorous research to develop insights that cities can use to help them thrive in the changing economy. We have also carried out bespoke research and consultancy with places including Sheffield City Region and North Staffordshire to help them understand how the knowledge economy affects them and what they need to do to grow their economy further. If you would be interested in supporting our programme of research or working with us on issues in your area, please go to <http://www.theworkfoundation.com/products/ideopolis.aspx> or contact Sarah Barnett at sbarnett@theworkfoundation.com or telephone on 020 7976 3596.

To Register

Complete all relevant sections of this form and return **by 7 July 2008 at the latest**.

Fax: 020 7976 3600

Post: Sarah Barnett, Ideopolis Programme Co-ordinator, The Work Foundation, 21 Palmer Street, London SW1H 0AD

Or register online: www.theworkfoundation.com/products/ideopolisconference.aspx

Full Name(s):
and Position(s):

Organisation:

Address:

Number of places: Standard Rate: places @ £425 + VAT

Discounted Rate*: places @ £340 + VAT

Total cost:
(exclusive of VAT)

Direct phone number(s):

Email(s):

**Billing address if
different from above:**

Purchase order number:

Dietary requirements:

**How did you hear about
this event:**

**Are you a partner of The
Work Foundation?**

Yes

No

**Are you a member of the Ideopolis
City Leaders Network?**

Yes

No

**Would you like to receive information
on the Ideopolis City Leaders Network?**

Yes

No

**Would you like to be added to our
mailing list to receive monthly
updates about Ideopolis work?**

Yes

No

Please mark which sector you work in:

Central Government

Local Authorities

Non Departmental Public Body

Education/Skills

Public Sector

Commercial

3rd Sector/Not for Profit

*Partners of The Work Foundation, Local Authorities, Public Sector Organisations, Voluntary/Not for profit Organisations