

Report of the Cabinet Member for Transformation & Performance

Cabinet – 21 April 2016

UNESCO LEARNING CITY CONFERENCE 2017

Purpose:	To seek Cabinet approval to underwrite the costs of the proposed UNESCO Learning City 2017 Conference to enable the Swansea Bay City Region to submit a bid to be the host city
Policy Framework:	Medium Term Financial Plan; <i>Sustainable Swansea – fit for the future</i> <i>Corporate Priorities</i>
Reason for Decision:	To enable the Learning City partnership to submit a bid to act as host city
Consultation:	Finance, Legal, Access to Services.
Recommendation(s):	It is recommended that Cabinet: <ol style="list-style-type: none">1. Approve the underwriting of the potential conference costs to enable a bid to be submitted to become the host city of this international conference2. Delegate officers to work with other partners to submit the bid to host the conference3. Delegate officers to seek sponsorship and grant support to reduce the financial liability to the Council.
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1. Introduction

- 1.1 Swansea Council has been working with Swansea University to develop a Learning City approach to encourage learning and raise aspirations.

The aim is to create lifelong learning which develops creativity, innovation and entrepreneurial skills – from pre-primary school to university and throughout life. Embedding entrepreneurial learning in schools and further and higher education was the focus of the initiative.

- 1.2 The partnership has developed over the last three years, and now also includes Gower College Swansea and the University of Wales Trinity St David's. A number of schools are also involved in the direct delivery of enterprise education.
- 1.3 In Mexico City in September 2015, Swansea received the UNESCO Learning City Award for building a Learning City, the only one in the UK, one of only three in Europe and only 12 world-wide. Other UNESCO Learning Cities include Mexico City and Beijing, so this is a significant group for Swansea to be a part of. In February 2016, Swansea Bay City Region was accepted as a member of the UNESCO Global Network of Learning Cities. Swansea has recently had visitors from Ireland, Japan and Uganda on study visits to learn more about the work taking place locally.

2. UNESCO Learning City Conference 2017

- 2.1 UNESCO Learning City holds an international conference every two years – the first being held in Beijing in 2013 and the second in Mexico City in 2015. They are currently advertising for a host city for the 2017 conference and have issued a call for invitations.
- 2.2 Initial conversations with the partners involved have scoped the provision in Swansea against the UNESCO requirements. With support from all partners and particularly Swansea University, Swansea has the capacity and capability to host this conference. Initial costs are in the region of £350,000. These will be subject to change, depending upon requirements unknown at this stage including security arrangements. The main costs are associated with transport (including airport transfer), translation, and the costs of the study visits to share good practice. Delegates themselves pay for air fares, accommodation and any additional stays.

3. Process

- 3.1 The business case application must be submitted to UNESCO by the end of April. Partners are confident at this stage that additional financial support in the form of grants and sponsorship will be forthcoming, although it is not yet in place.
- 3.2 In order to ensure that the application for host city is sound, it is prudent for the partnership to seek support to underwrite the conference. On this basis, agreement is sought for the Council to underwrite the conference costs which are currently projected as £350,000. Officers will undertake risk analysis to seek to contain future rises.

3.3 Officers will seek to negotiate and lobby other organisations across South West Wales to take part in this conference, and to provide financial support.

4. Potential benefits

4.1 The conference will be the third international UNESCO Learning City conference. The 2015 conference in Mexico City drew more than 600 delegates from over 100 countries. Delegates included:

- Minister of Education, Mexico City
- Vice Minister of Education, Mexico
- Vice Minister of Education, Brazil
- Assistant Director-General for Education, UNESCO
- Deputy Secretary General, Beijing
- Mayor of Mexico City
- Deputy Mayor of Espoo, Finland
- President of International Council of Adult Education
- Director of Education, Microsoft Mexico
- Director for Education and Skills, Organisation for Economic Cooperation and Development (OECD)
- Lord Mayor of Dublin, Ireland
- Mayor of Okayama, Japan
- Mayor of Sorocaba, Brazil
- Lord Mayor of Gaziantep, Turkey
- Mayor of Siheung City, Republic of Korea
- Deputy Mayor of Larissa, Greece
- Executive Vice President of Shanghai Academy of Educational Sciences
- Public Policy Director for Intel Mexico
- Managing Director of Kings Group of Companies, India
- Pro-Rector, Polytechnic University, Mozambique
- Permanent Technical Secretary, Ministry of Education, Benin
- Vice President, Bahir Dar University, Ethiopia
- Mayor of Balanga, Phiippines
- Chairman of Advisors to the Governor of Bangkok, Thailand
- Mayor of Matale, Sri Lanka
- Superintendent of Education, San Francisco, USA
- Mayor of Ybycui, Paraguay
- Deputy Mayor of Medellin, Colombia.

4.2 The delegates would be in Swansea for the conference which lasts three days, though many will wish to stay longer. Hotels and student accommodation will be utilised. The majority of the proceedings will take place at the Bay Campus of Swansea University, with the Gala Dinner at Brangwyn Hall.

4.3 Benefits to Swansea are many and include:

- Opportunity for Swansea to demonstrate the City and County as an opportunity for inward investment
- Significant reputational enhancement within Wales, the UK and internationally
- Opportunity to showcase excellence in practice within Swansea schools and businesses
- Spin-off expenditure of a large number of international visitors
- Identification of Swansea as a 'safe' place to send international students
- Identification of Swansea, Gower and Wales as a significant tourist destination
- Opportunities for the further and higher education institutions to demonstrate their offer to international students.

5. Equality & Engagement Implications

There are no Equality and Engagement Implications at this stage of the proposal.

6. Financial Implications

- 6.1 The proposal is for the Council to initially guarantee to underwrite the costs of the conference, estimated at £350,000, with an intention to seek support from other partners to play their part in generating income and supporting the conference. The intention between now and the conference date (summer 2017) is to attract sponsorship, income and grants from third parties to offset the conference costs.
- 6.2 Current costs are estimated and, as with any event planned this far ahead, may be subject to change as more detailed proposals are developed.
- 6.3 Any cost to the Council will have to be met from the 2017/18 budget and, as such, provision will have to be made for such costs during the annual budget cycle for that year by which time the level of residual cost to be covered will be clearer. Preferably the Council should seek to meet any costs from within existing service budgets which, given the lead in time of 15 months, should be feasible in terms of financial and operational planning.
- 6.4 Cabinet will be kept informed of any developments which might materially affect the financial data given in this report.

7. Legal Implications

- 7.1 In order to protect the Council's interests, it will be prudent for the partners to enter into a MOU or inter agency agreement which will provide clarity in relation to such matters as identifying a host partner to lead the bid on behalf of the other partners and to clarify the extent of the liabilities and indemnities between the partners in relation to the share of the projected costs; any increases in projected or actual costs; withdrawal of a partner from the bid.

Background Papers: None.

Appendices: None