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improvement service

**Annual Conference  
& Exhibition 2012**

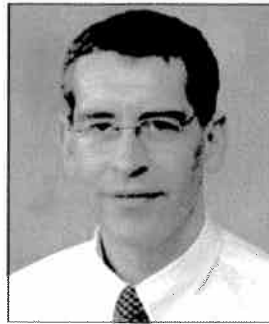


Thursday, 16 - Friday, 17  
February 2012  
Fairmont, St Andrews

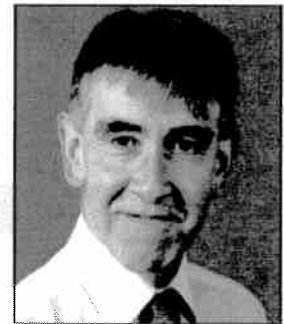
# **GREAT EXPECTATIONS**



**Councillor Pat Watters CBE**  
President  
COSLA



**Rory Mair**  
Chief Executive  
COSLA



**Colin Mair**  
Chief Executive  
Improvement Service

The 2012 COSLA and Improvement Service Annual Conference takes place in February just weeks before the 2012 Scottish Local Government Elections.

Entitled "Great Expectations" the 2012 event will explore a range of relevant issues and topics and look at how we can translate political aspirations into tangible improvements in the lives of people across different communities throughout Scotland.

Councils, and their local partners, face severe spending constraints over the next 4 years. Not only will income fall, but demand for Services will increase sharply as well. If Services and Outcomes are to be protected for communities across Scotland, innovation and change will be necessary if our "Great Expectations" for Scotland's many communities are to be continued to be met.

The COSLA and Improvement Service Annual Conference continues to be the keynote event not only in the Scottish Local Government Calendar but also in the Scottish political context.

As well as providing the opportunity to take stock on local government's achievements in the last electoral term the Conference also provides participants with the chance to look at some of the key issues that will allow us as a society to move closer towards the Scotland that we want to see into the future.

Some of the key issues that "Great Expectations will explore:

- Are the Policy Agendas of Local and National Government different or broadly similar?
- If our aspirations are broadly similar what implementation challenges do we face?
- How do we overcome any such implementation challenges if we are to facilitate real, meaningful local change?
- The demand for services has always been overshadowed by our ability to pay for them, but never has this dichotomy ever been more stark. Therefore, how do we collectively deliver the Great Expectations that the public expect and deserve from us with fewer resources?

In a bid to answer these questions and turn political aspirations into reality the 2012 event will blend both political and managerial perspectives with those of external stakeholders.

The Conference will also be a celebration of excellence within local government in the shape of the Annual Excellence Awards Ceremony which once again has been incorporated within the Annual Conference on the Thursday evening.

The 2012 event will, for the first time, take place over a shorter two day period on Thursday, 16 and Friday, 17 February and will once again be held at Fairmont St Andrews Hotel, Fife.



### THE 2012 FEE INCLUDES :

As a member Authority, attending as a full residential conference delegate will cost **£395** plus VAT.

Included in the full residential conference delegate fee is one nights' accommodation on Thursday, 16 February.

The fee includes attendance at the COSLA Excellence Awards Dinner and Ceremony on Thursday, 16 February. It also includes attendance at the pre-dinner reception and Lunch and tea/coffee.

### PLENARY SESSIONS

The conference will start at 10.00a.m. on Thursday, 16 February and concludes with an address from the First Minister on Friday, 17 February.

This is your chance to contribute to the debate on key issues in Scotland.

The conference is an invaluable opportunity to network in an informal situation.

### ACCOMMODATION

This years' event will be held at the Fairmont St Andrews Hotel and it is anticipated that all conference delegates will be accommodated within the Hotel.

**All accommodation must be booked through COSLA by Monday, 30 January 2012.** We are unable to guarantee places for forms received after this date.

**For further information regarding the Hotel or accommodation, please contact Linda Bruce on 0131 474 9228 or E.Mail [Linda@cosla.gov.uk](mailto:Linda@cosla.gov.uk)**

### HOTEL INFORMATION

Fairmont St Andrews, Scotland sits proudly amidst the rugged coastal landscape of East Scotland. It is 50 minutes from Edinburgh and 90 minutes from both Aberdeen and Glasgow. The resort offers an international standard of service and meticulous attention to detail in the comfort and convenience of a modern world class resort. Fairmont, St Andrews, Scotland is approximately 2 miles from St Andrews town centre and 20 minutes from Leuchars Railway Station. Information on Fairmont, St Andrews, Scotland can be obtained from their website [www.fairmont.com](http://www.fairmont.com)

### DELEGATE ATTENDANCE OPTIONS

The following flexible attendance options allow you to attend the conference on a basis which best suits your needs. These changes are in response to customer demand and reflect delegates' increasing workplace commitments. Please read the options and mark your choices on the booking form.

#### OPTION 1

##### Full residential conference delegate

Accommodation on 16 February and attendance at all Conference sessions, including tea/coffee and lunch on 16 and 17 February. Pre-Dinner Reception, Excellence Awards Ceremony and Dinner, on 16 February.

#### OPTION 2

##### Day delegate on Thursday, 16 February

Attendance at all sessions, tea/coffee and lunch on 16 February. Does NOT include accommodation or attendance at dinner.

#### OPTION 3

##### Day delegate on Friday, 17 February

Attendance at all sessions, tea/coffee and lunch on 17 February. Does NOT include accommodation or attendance at dinner.

#### OPTION 4

##### Accommodation on Wednesday, 15 February

Bed and breakfast at the Fairmont St Andrews on the night of 15 February

#### OPTION 5

##### Accommodation on Thursday, 16 February

Bed and breakfast at the Fairmont St Andrews on the night of 16 February

#### OPTION 6

##### Pre-Dinner Reception, Excellence Awards Ceremony and Dinner on Thursday, 16 February

Attendance at the Pre-Dinner Reception, Excellence Awards Ceremony and Dinner on 16 February

#### EXHIBITING

The exhibition is an integral part of the Conference, attracting a wide variety of organisations working in both the public and private sectors. Refreshments will be served in the exhibition areas to ensure that exhibitors have the chance to meet with delegates.

Further information is available from Jessica Maloumi on 0131 474 9224 or e.mail [Jessica@cosla.gov.uk](mailto:Jessica@cosla.gov.uk)

#### ADVERTISING

The official conference handbook contains essential programme and speaker information and is distributed to all delegates attending the Conference. There is a limited amount of advertising space available in the handbook which will be A4 size and printed in full colour.

The following rates will apply :

Full page	-	£450 plus VAT
Half page	-	£280 plus VAT
Quarter page	-	£200 plus VAT

For technical specifications please contact Linda Bruce on 0131 474 9228 or e.mail [Linda@cosla.gov.uk](mailto:Linda@cosla.gov.uk)

#### SPONSORSHIP

Sponsoring one particular aspect of the conference brings its own list of benefits and related costs.

Organisations may also contribute to the cost of one of the options shown below with recognition in the Conference Handbook.

For estimated costs or to discuss your contribution, please contact Linda Bruce on 0131 474 9228 or e.mail [Linda@cosla.gov.uk](mailto:Linda@cosla.gov.uk)

OPTION
Excellence Awards Conference Dinner
Evening Pre-Dinner Reception
Lunch (es)
Refreshment Breaks
Complimentary Gifts
Delegate Writing Pads
Delegate Pens
Delegate Conference Bags

#### PROMOTIONAL LITERATURE AND/OR COMPLIMENTARY GIFTS

An opportunity exists for including promotional literature or small complimentary gifts in the delegate briefcase at a cost of £150 plus VAT per item. We would require you to supply approximately 300 copies or gifts.

Please contact Linda Bruce on 0131 474 9228 or e.mail [Linda@cosla.gov.uk](mailto:Linda@cosla.gov.uk) for further information.

## DELEGATE BOOKING FORM

Please photocopy this form for each delegate attending and return it to Linda Bruce at COSLA, Verity House, 19 Haymarket Yards, Edinburgh, EH12 5BH.

T: 0131 474 9228 F: 0131 474 9378 E: Linda@cosla.gov.uk by **Monday, 30 January 2012.**

First Name _____	Designation _____
Surname _____	Organisation _____
Telephone _____	Address for Correspondence _____
Facsimile _____	_____
Email _____	_____

## ATTENDANCE OPTIONS AND COSTS

Delegates are invited to 'pick and choose' the most appropriate options. For a description of all the options, please refer to the notes overleaf. We regret that **NO REFUNDS** can be made, although delegates may substitute, providing reasonable notice is given. It is also important to note that it is **NOT** possible for delegates to 'share' a conference place. Prices are shown excluding VAT

<b>Full conference option</b>	<input type="checkbox"/> *Member	<input type="checkbox"/> Non-Member (please tick)
1 Full residential conference delegate (includes everything listed below EXCEPT accommodation on Wednesday, 15 February)	<input type="checkbox"/> £395	<input type="checkbox"/> £450
2 Day delegate on Thursday 16 February	<input type="checkbox"/> £180	<input type="checkbox"/> £230
3 Day delegate on Friday, 17 February	<input type="checkbox"/> £180	<input type="checkbox"/> £230
4 Accommodation on Wednesday, 15 February	<input type="checkbox"/> £145	<input type="checkbox"/> £145
5 Accommodation on Thursday, 16 February	<input type="checkbox"/> £145	<input type="checkbox"/> £145
6 Pre-Dinner Reception, Excellence Awards Ceremony & Dinner on Thursday 16 February	<input type="checkbox"/> £95	<input type="checkbox"/> £95

**\*Member**

\*Member - Denotes Elected Members and Officers from Scotland's 32 Authorities including Police and Fire Authorities

## PAYMENT

Please choose one of the following payment schemes (A or B)

- A. I enclose a cheque for the amount shown above made payable to COSLA

### Amount payable

Please add VAT at 20%

£ \_\_\_\_\_

### Total amount due to COSLA

£ \_\_\_\_\_

A VAT Invoice will be sent separately and a confirmation letter closer to the date of the conference.

- B. Please invoice my organisation

Authorised signature

\_\_\_\_\_  
Please print name

## SPECIAL REQUIREMENTS

	Delegate	Partner
Diet ?		
Audio ?		
Visual ?		
Access ?		

## PARTNER BOOKING DETAILS

Partners of all delegates are welcome to attend the conference at an additional cost of £250 plus VAT.

First Name \_\_\_\_\_

Surname \_\_\_\_\_

Address for Correspondence \_\_\_\_\_

\_\_\_\_\_

Telephone \_\_\_\_\_

For catering and administrative purposes, please provide details of your planned attendance at the event. All accommodation will be in either a twin or double room with your partner. Access to the leisure facilities at Fairmont St Andrews is also available to Partners.

## PARTNER'S ATTENDANCE SCHEDULE

Accommodation on Thursday, 16 February  
(double/twin occupancy)

Refreshments and lunch on Thursday, 16 February

Refreshments and lunch on Friday, 17 February

Pre-Dinner Reception, Excellence Awards Dinner and Ceremony on Thursday, 16 February

Amount payable **£250.00**

Please add VAT at 20% **£50.00**

**Total amount due to COSLA - £300.00**

I enclose a cheque for the amount shown above

Further information is available from Linda Bruce on 0131 474 9228 or e.mail [Linda@cosla.gov.uk](mailto:Linda@cosla.gov.uk)