



KINDLY SPONSORED BY



allianceleisure

# APSE Sports and Leisure Seminar 2021

Securing the future of public sport and leisure services



**Thursday 4 November**

Holywell Park Conference Centre, Loughborough

# Programme

9:00 Registration and exhibition viewing

10:00 *Session One*

## **Opening Plenary: 'Securing the future of Local Authority Leisure'**

### **Securing the future of local Authority Leisure**

- What physical activity should local authorities aim to deliver
- Charting the recovery from COVID-19 and beyond
- What is required and what do we need from Government

**Rob Bailey, Principal Advisor, APSE**

**Alex Hains, Head of Business Engagement, Swim England**

**Mark Allman, CLOA and APSE Associate**

*Audience question and answer session*

11:15 Coffee break and exhibition viewing

11:30 *Session Two*

### **Operating leisure in a 2 Tier area**

- The views of the District Council Network
- Integration with County Public health?
- Demonstrating the value added to local health systems

**Bill Cullen, Chair of the District Councils' Network (DCN) Chief Executive Group and Chief Executive, Hinckley and Bosworth Borough Council**

### **Leisure in a Unitary Authority**

- Perspectives on the approach to local leisure provision
- The possibilities and practice of service integration
- How should we commission future wellness/physical activity services

**Julie Russell, Service Director: Arts, Culture and Leisure, Wakefield Council and Vice Chair, CLOA**

*Audience question and answer session*

12:30 Lunch and exhibition viewing

13:30 *Session Three*

### **'Uniting The Movement'**

- 10-year vision to transform lives and communities
- The opportunities of a whole systems approach to tackling inactivity
- Reaching our priority audiences

**Russell Turner, Strategic Lead (Local Delivery), Sport England**

### **The critical success factors for cross sector collaboration in tackling inactivity**

- Why is collaboration so hard?
- The views of leisure and health professionals on tackling inactivity
- What are the critical success factors to cross sector collaboration and how do you implement them?

**Lisa Arnold, Head of Parks, Leisure & Catering Services, Blackpool Council**

*Audience question and answer session*

14:30 Coffee break and exhibition viewing

14:45 *Session Four*

### **Building Healthy Communities**

- How to create engaging facilities.
- How to drive engagement and participation in your facilities.
- How to engage with inactive communities.

**John Leaver, Head of Marketing, TA6 powered by Alliance Leisure**

### **Insourcing and performance in leisure**

- Returning leisure in-house at Wigan
- Developing a performance framework
- Demonstrating the benefits of physical interventions

**Jeff Gorse, Performance Manager, Wigan Council and Alice John, Account Manager, 4global Consulting**

### **Climate Change and Physical Activity**

- The wider context of leisure and climate change
- Case studies and future leisure plans to tackle climate change
- Key points from the industry position statement and headline asks

**Charlotte Banks, Energy Research and Project Officer, APSE**

*Audience question and answer session*

16:00 Seminar close

# Seminar Objectives

## About the Seminar

The seminar follows on from the launch of the report 'Securing the future of public sport and leisure services'. This joint report sets out some of the systemic problems within public sports and leisure services; how these issues have been entrenched in the current financial models of operation, which fail to recognise the public value of the service; and how these challenges have been exacerbated by a decade of austerity preceding the COVID-19 pandemic, which has further stressed the sector's finances. We will be looking at the challenges of refocussing a service and asking some fundamental questions about the nature of service provision in the future. We are joined by leading industry speakers to address the issues and possible solutions.

## Who should attend?

- Local authority directors of leisure and health
- Senior leisure facility managers and sports development officers
- Elected members with leisure or health responsibility
- Lecturers and academics in sports development
- Those studying for sports management qualifications
- Policy officers on health and commissioning

## Venue

**Holywell Park Conference Centre,  
Holywell Way,  
Loughborough University Science and Enterprise Park,  
Loughborough,  
LE11 3GR**

## Delegate Packages Exclusive of VAT

### What's included?

*The delegate fee covers attendance, delegates' documentation, lunches and light refreshments.*

APSE member delegate fee: **£179 + VAT**

Non member delegates fee: **£265 + VAT**

Commercial delegates: **£375 + VAT**

**Click [here](#) to reserve your place on this event**

**CANCELLATION & REFUND POLICY:** Reservation is a contract. Substitution of delegates is acceptable any time in writing by email to CKing@apse.org.uk. Cancellations must be made in writing at least 10 working days before the event, and will incur a 20% administration fee. No refunds can be given for cancellations received less than 10 working days before the event or for nonattendance. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. The organisers reserve the right to make changes to the programme, speakers or mode of delivery should this become necessary. If due to emergency action by UK Governments/Administrations or Public Agencies this event is postponed, for example for reasons of public health and safety, the organisers will transfer your booking to the replacement event or provide a credit voucher against a future event booking.