

The Evolution of Local Authority Leisure

Repositioning leisure and physical activity provision in a changing environment



Thursday 7 November 2019
Holywell Park Conference Centre, Loughborough

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allianceleisure

Programme

09:00 Registration and exhibition viewing

10:00 **Session 1**

Welcome from seminar sponsor Alliance Leisure - John Leaver, Head of Marketing, TA6 powered by Alliance Leisure

What is the future for local authority leisure?

- Ensuring leisure and culture remain a priority
- Building successful strategic relationships
- Opportunities and challenges for the future

Ishbel Murray, Assistant Director of Environment and Community Services for Richmond and Wandsworth Councils

The developing partnership between public health and leisure services

- Developing a wellbeing strategy that utilises all the council strengths
- Health interventions that change lives, commissioned services.
- Placing active wellbeing at the core of our communities

Karen Creavin, Chief executive, The Active Wellbeing Society (TAWs)

11:00 Coffee break and exhibition viewing

11:30 **Session 2**

“Sporting future – the road to an active nation”

- Our current context
- The opportunities of a whole systems approach to tackling inactivity
- Reaching our priority audiences

Viveen Taylor, Strategic Lead Low Socio Economic Groups & Adam Rigarsford, Strategic Lead Local Relationships, Sport England

Re-thinking accessibility and inclusion in leisure provision

- The benefits of a joined up hub approach to leisure and wellbeing
- Wellness within commissioned leisure services
- Designing in community access to facilities

Eleanor Blackburn Head of Strategic Partnerships and Commissioning, Warrington Borough Council & Emma Hutchinson – Managing Director, LiveWire Warrington

12:30 Lunch and exhibition viewing

13:20 **Session 3**

An evidence based approach to healthy lifestyles

- Building active healthy communities
- Curating award-winning physical activity and health-based programmes
- Case studies from Derby and Leicester

Tracey Lines & Amanda Chambers, Inspiring Change

Leisure law update

- Where now for leisure trusts, contracts & vat?
- Will Brexit herald changes ahead for procurement law?
- Employment legislation in leisure overview

Andrew UpRichard, APSE Associate

ACES Europe - Opportunities for the UK 2021 Onwards

- The (European Capital/City/Community/Town of Sport) Award
- Increasing the visibility of sports and leisure, improved focus on sports development and inclusion,
- Sustaining the legacy post award

Michelle Vorel-Adams, UK President for ACES Europe and Managing Director, Sphere Connect

14:30 Coffee break and exhibition viewing

15:00 **Session 4**

Halton case study: insourcing leisure services

- How outsourcing treats leisure assets; issues of risk transfer
- Cost comparisons; are you paying more to a contractor?
- The leisure service workforce; key differences
- Regaining capacity: using existing in-house capacity and linking with others to rebuild the service

Paul Wright, Enterprise, Community & Resources Directorate, Halton Borough Council

Marketing leisure in 2020

- Identifying and reaching your market
- Digital advertising tips
- Content and context that attracts

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

16:00 Close of seminar

About the seminar

Recent APSE research shows that 50% of local authorities run their leisure facilities via contract, 25% directly in-house and 25% via leisure trusts; they are the guardians of a whole range of sports and leisure facilities, from swimming pools to gyms and sports stadia.

The relationship with health has become increasingly important and the integration of leisure provision and community based interventions around healthy lifestyles is developing rapidly. It is essential that councils recognise this shift and position themselves to deliver physical activities that both increase participation and revenue.

This seminar takes a look at the whole spectrum of local authority leisure provision, the relationship with health and managing leisure directly or as a client. Speakers will outline the strategies that have worked for them, their success in boosting numbers, health outcomes and, importantly, evidencing that achievement.

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

Reserve your place now by completing the booking form and faxing it or emailing it to Caitlyn King at APSE on 0161 772 1810 or cking@apse.org.uk

Venue

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



Exhibition and sponsorship

To discuss exhibition and sponsorship opportunities please contact:

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Spacehouse

E: m.paton@spacehouse.co.uk

T: **01625 614 000**

Contact details

Contact name	Authority
Address	
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Please detail any special dietary or access requirements for the delegates listed below (including vegetarian/vegan)

Delegate packages Exclusive of VAT

What's included?

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

Please note that hotel accommodation is not included.

APSE member delegate fee: **£175 + VAT**

Non member delegates fee: **£259 + VAT**

Commercial delegates: **£375 + VAT**

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1

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