

APSE Sports and Leisure seminar 2016

# Healthy Living: Let's Get Physical!

*Championing Local Authority delivery of sports and leisure*



A one day seminar at Chill Factore

10 March 2016

**Book a place on this event and get  
a free lift pass or access  
to the snow park for one hour  
after the seminar!**

# Programme

9:30 am Delegate registration

## 10:00am **Session 1: National and Regional**

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### **“Sporting Future - A New Strategy for an Active Nation”**

- The role of Central & Local Government in supporting physical activity
  - DCMS priorities moving forward for Sports & Physical Activity
  - Active lives, measuring success and redefining success.
- Speaker:** Andrew Honeyman, Head of Physical Activity and Olympic and Paralympic Legacy, Sport Team. Department for Culture, Media and Sport

### **Sports & Leisure: an integral part of health?**

- Devolution, Health & Wellbeing Boards and CCG's, the new environment
  - Developing a collaborative blueprint for physical activity and sport?
  - Where can leisure seek to deliver and build lasting partnerships
- Speaker:** Yvonne Harrison , CEO GreaterSport – Greater Manchester Sports Partnership

11:00am Tea/Coffee Break

## 11:20pm **Session 2: Community Leisure opportunities**

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### **Building Active Communities**

- Evidencing the value of physical activity
  - Engaging the entire wider community in sports and leisure - successes to date
  - Making the case for sports related health intervention and funding
- Speaker:** Dr William Bird MBE, CEO Intelligent Health

### **Aiming high for Sports, Leisure and Culture.**

- Maximising investment and leisure opportunities in a time of austerity
  - Gaining City of Football, leveraging the advantage
  - A £32 million transformation programme, the how and where
- Speaker:** Hugh White, Director Communities, Sport & Culture, Nottingham City Council

12:40pm Tea/Coffee and Buffet Lunch

**All snow park and ski equipment and clothing will be provided.**

**This will take place for one hour, immediately after the seminar.**

## 1:40pm **Session 3: The Wider View**

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### **Developing research into Physical activity**

- The wider perspective on physical activity in health
- Physical Activity or Obesity reduction, emerging priorities
- New concepts for those delivering physical activity in the field

**Speaker:** Professor Michael Duncan, Professor of Exercise Science, Coventry University and Chair of The British Association of Sport and Exercise Sciences, Physical Activity for Health Division

### **Leisure Law Update**

- Where now for leisure trusts and contracts?
- Changes to EU procurement law
- Employment legislation in leisure overview

**Speaker:** Richard Auton, Director, Walker Morris LLP

2:40pm Tea/Coffee Break

## 3:00pm **Session 4: Successful Leisure Delivery**

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### **Growing your Leisure Business**

- Revisiting your leisure offer and modelling it for the future.
- Highlighting successful strategies from across the UK
- Investment and opportunities for local authorities and trusts

**Speaker:** Peter Appleton, APSE Solutions Associate

### **Marketing a Regional Leisure venue**

- Who are the customers and what channels work best to access them.
- Managing demand and incentives to encourage attendance at off peak times
- Using social media and email to ensure to engage customers

**Speaker:** Sarah Atkins, Sales and Marketing Director, Chill Factore

4:00pm Seminar close and snow park activities



## Seminar objectives

A bright new dawn for Sports Development & Leisure.

Maximising the opportunities from health and wellbeing, partnerships and community.

Local authorities and leisure trusts are the dominant providers of a whole range of sports and leisure facilities, from swimming pools to gyms and sports stadia. Frequently listed as a partner by a range of sports and government bodies, funding rarely follows. As a predominantly non-statutory service, leisure has to find a new basis for delivering services, one that relies less on direct Council funding and more on its integration with public health, community activity and local sports clubs.

This seminar aims to uncover the opportunities for enhancing and expanding the role of sports and leisure to take advantage of a growing awareness for investment in tackling the causes of ill health and obesity rather than focusing on curing the long term effects of inactivity.

Speakers are drawn from academia, national and regional sports bodies, local authorities and community sport. Coupled with a legal update, the seminar provides a comprehensive tour of the issues affecting the sports and leisure environment.

**Book a place on this event and gain free access to the snow park after the seminar.**

## 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

## The venue

**Chill Factor,**  
Trafford Quays Leisure Village,  
Trafford Way,  
Manchester  
M41 7JA



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INVESTOR IN PEOPLE



# Booking form

APSE leisure seminar, 10 March 2016, Chill Factore, Manchester

Office Use

Del#.....

DB:.....

Conf:.....

main contact name: \_\_\_\_\_ authority: \_\_\_\_\_

address: \_\_\_\_\_

post code: \_\_\_\_\_

telephone: \_\_\_\_\_ fax: \_\_\_\_\_ email: \_\_\_\_\_

Please detail here any special dietary/access requirements for the delegates listed below:  
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**APSE issues a written confirmation for all delegate bookings received. If you have not received your confirmation letter within 5 working days of sending your booking form, then please contact APSE on 0161 772 1810.**

## Payment information

What's included: The delegate fee covers attendance, delegates' documentation, lunch and light refreshments. Please note that hotel accommodation is not included. A list of recommended hotels in the area is available on request.

- APSE members delegate fee:-** £169 + VAT
- Non-members delegate fee:-** £249 + VAT
- Commercial organisations** £360 +VAT

### Please indicate preferred method of payment (tick):-

VAT registration number 519 286 915

- Please find enclosed cheque (made payable to APSE)
- Please invoice me

**CANCELLATION & REFUND POLICY:** Reservation is a contract. Substitution of delegates is acceptable any time in writing by email to [vstarmar@apse.org.uk](mailto:vstarmar@apse.org.uk) or fax to 0161 772 1811. 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 non-attendance. 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 venue should this become necessary.

Delegate name	Delegate position	Delegate email	Would you like to take part in the snow activities?	
			Yes	No
			Yes	No
			Yes	No
			Yes	No

Please return completed form to Vicky Starmer, APSE, 2nd floor Washbrook House, Lancastrian Office Centre, Talbot Road, Old Trafford, Manchester M32 0FP

or fax direct to: 0161 772 1811 Telephone: 0161 772 1810 - E-mail: [vstarmar@apse.org.uk](mailto:vstarmar@apse.org.uk)