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# APSE Sports and Leisure Seminar 2024

Rebuilding a future for Local Authority Leisure



**Wednesday 13 November 2024**

Holywell Park Conference Centre, Loughborough, LE11 3GR

# Programme

9:00 Registration and exhibition viewing

10:00 *Session One*

## **State of the Leisure Market 2024**

- Leisure finance, Inflation, recession and staffing
- Charting the recovery from Covid-19 and beyond
- What is required and what do we need from Government

**Rob Bailey, principal advisor, APSE**

**Mark Allman, CLOA and APSE Associate**

## **Building Physical Activity into a healthy future**

- Integrating Physical Activity into a healthy lifestyle
- Emerging links with NHS and primary care
- Future role of local authority leisure and physical activity provision

**Tom Burton, Strategic Lead - Health & Wellbeing Policy, Sport England**

## **Social Prescribing of Physical Activity**

- Understanding the role and reach of social prescribing
- Opportunities for local authorities as delivery partners
- Embedding Physical Activity in Social Prescribing

**Tracey Lines, National Lead Physical Activity, National Academy for Social Prescribing**

*Audience question and answer session*

11:30 Coffee break and exhibition viewing

11:50 *Session Two*

## **The future of Swimming**

- Sustaining a UK pool network
- Aligning health and leisure
- Working with local authorities towards a shared vision

**Philip Brownlie, Head of Public Affairs, Swim England**

## **Life leisure, A wholly owned Community interest company**

- The financial and operational context a leisure CIC
- Keeping the leisure offer relevant and fresh
- Future planning and building resilience.

**John Oxley, Chief Executive Officer, Life Leisure, Stockport.**

*Audience question and answer session*

12:50 Lunch and exhibition viewing

13:40 *Session Three*

## **Moving Communities – Real data**

- Making the case for physical activity through
- What we now know about leisure over the past 2 years
- Opportunities for local government to participate and share.

**Emma Bernstein, Strategic Projects Lead, Sport England & Jack Shakespeare, 4Global Consulting**

## **A whole systems approach to delivery**

- Working with multiple partners to deliver physical activity.
- Evidencing collaborative intervention
- Capturing the impact of activity programmes.

**Kay Searcy, Research and Evaluation Lead, GM Moving**

*Audience question and answer session*

14:40 Coffee break and exhibition viewing

15:00 *Session Four*

## **Building for Healthy Communities**

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

**Chris Ames, Business Development Manager, Alliance Leisure**

## **Net Zero and Leisure Energy Audits**

- Facility lifecycle and condition-based system replacement projects
- Delving deeper into a carbon neutral leisure solution
- Case studies and future leisure plans to tackle climate change
- Options for energy efficiency and micro-generation.

**Alan Barber, Chartered Energy Manager, Salvis Group Ltd**

*Audience question and answer session*

16:00 Close of seminar

# Seminar Objectives

## About the Seminar

First there was Covid-19 and then an energy crisis and then rampant inflation. All have had substantial impacts on local authority leisure with many councils returning leisure to in-house provision. Longer term, there needs to be an in-depth appraisal of the role and outcomes expected of the local delivery of leisure services and physical activity. Ideally leisure should be a seamless partner within the sphere of primary health but achieving this remains elusive for many, operating as they do in a complex system where budgets are held tightly close. Recruitment has become particularly difficult, competing as it does with other service sector businesses.

The seminar will explore the state of the market, staffing and options to move to renewable energy along with presentations from those on the front-line and the challenges they are negotiating.

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: **£188 + VAT**

Non member delegates fee: **£284 + VAT**

Commercial delegates: **£408 + VAT**

**Visit [apse.org.uk/events](https://apse.org.uk/events) to book your place**

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