

SportExcel Seminar Programme

July – October 2010

- How to write a sports strategy - **Stirling, 1st July; Harrogate, 14th July**
- Customer insight - understanding your customer base, getting more customers and keeping them! - **Leicester, 8th July; Alton Towers, 14th October**
- How to deal with Cryptosporidium - **Loughborough, 23rd July**
- HR Masterclass - **Oxford, 18th August; Leicester, 8th September**
- Business Planning - **Northumbria University, 1st September; Cardiff, 29th September**
- Project management in leisure services - **Sefton, 14th September; Strathclyde, 8th October; London (Islington), 11th October**
- Measuring what matters and making the case - the impacts and outcomes of leisure services - **Hinckley, 20th October**



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SEMINAR PROGRAMME JUNE – OCTOBER 2010



ISRM is pleased to offer this new programme of one-day professional development seminars covering the latest developments in sport and recreation provision and development. Speakers who are experts in their field will present papers on cutting edge issues. This is an opportunity you cannot afford to miss! - it will enhance your CV!

How to write a sports strategy

Stirling Highland Hotel, Scotland, Thursday 1st July

Yorkshire Hotel, Harrogate, Wednesday 14th July

In this workshop delegates will learn about the process of strategic planning for sport. Delegates will be helped to apply the process to their own organisation and to formulate a strategy to address a specified goal. A particular focus will be the nature of evidence required to underpin a robust sport strategy and the broader implications for organisation planning. Case studies will be used to illustrate key issues in planning effectively and helpful external sources of information will be signposted throughout the seminar.

This workshop will be delivered by Fiona Grossart, a sport management consultant specialising in sport planning and performance management. Fiona is co-author of Sport England's sport planning toolkit and reports on the profile of sport in sustainable community strategies in England and sport in the place agenda in local authorities in the East Midlands.

Outline programme for workshop

- Policy context and issues in planning for sport
- Strategy process
- Scoping the work
- Needs/demand analysis
- Planning tools and their use
- Developing options
- Presenting the strategy

Customer insight - understanding your customer base, getting more customers and keeping them!

Leicester City Football Club, Thursday 8th July

Alton Towers, Staffordshire, Thursday 14th October

This seminar is an essential day for any senior/middle manager who has responsibilities for, or an interest in, marketing, sales, retention or customer service. Bringing you the latest thinking and research covering:

- Non user research - why 80% of the population still don't use our services and what you can do to reach them?
- Demographic profiling - what are the options, what is mosaic profiling and market segmentation and how can they help me?
- Marketing and sales - what's new on and off line?
- User research - customer service models, the latest retention research and examples of best practice in terms of customer service strategy and engagement.

Led by Mike Hill, Managing Director, Leisure-net Solutions Ltd. Keynote speakers include: Lesley Foster, Media Director, Hello Media and Lesley Aitken, International Master Trainer Fitpro.

How to deal with Cryptosporidium

Loughborough University, Friday 23rd July

Led by Ralph Riley with key speakers from the Pool Water Treatment Advisory Group. Dr Rachel Chalmers, Head, UK Cryptosporidium Reference Unit, Public Health Wales, Janice Calvert, MSc C.Chem, MRSC, MCIWEM, A Inst SRM, Oakland Calvert Consultants Ltd., Dr Gordon Nicholls, Health Protection Agency and Dr Helen Irvine, Consultant in Public Health Medicine National Health Service, Greater Glasgow and Clyde.

All UK pools should have a procedure in place for dealing with incidents of pool contamination by bathers whether this is a simple faecal accident or a suspected cryptosporidium outbreak. The procedure needs to detail the emergency response including who is to take control of and manage the incident; who deals with any operational actions that may be necessary, who liaises with the health authorities, and who deals with the press and any other necessary contacts. Getting this process wrong can be costly, time consuming and damaging. Just because this has never happened to you and in your opinion is unlikely to happen in your pool is no excuse. Legally every pool must have a procedure that stands up to scrutiny in place and effectively implemented when necessary.

Recent outbreaks that have been investigated have shown that we are not good at this with failings throughout the management of the emergency action process. This seminar will look at:

- The conclusions of investigations into recent outbreaks. What have we learned?
- What we know about cryptosporidium; the incidence, the methodology and practice that should be adopted in dealing with a suspected or confirmed incident.
- A new national protocol that needs to be followed where a public health issue of this kind has to be dealt with.
- Developments in dealing with cryptosporidium throughout the rest of the world and in particular America and other European Countries.

HR masterclass

**Barcelo Oxford Hotel, Oxford,
Wednesday 18 August**

**Leicester City Football Club,
Wednesday 8 September**



Lead speaker: Toni Robinson, Senior HR Consultant, Qdos Consulting Ltd. Focusing on the delivery of sport and recreation services can sometimes mean that human resource (HR) issues do not always receive the right level of attention. This seminar will provide you with a practical guide to HR in sport and recreation, covering employment legislation and HR developments which have implications for both employers and employees in today's workplace.

Business planning

Northumbria University, Wednesday 1 September

Cardiff Angel Hotel, Wednesday 29 September

Business planning in the sport sector can sometimes be a risky process because of the volatility of funding, frequently changing policy and changing consumer trends. In this seminar Fiona Grossart will set out a pragmatic approach to developing a robust business plan for a sports initiative or sports organisation taking account of some of these issues. Delegates will learn about the essential components of a business plan and will work through the planning process in practical activities. Delegates will also have the opportunity to explore ways of overcoming some of the distinct challenges they are facing with regard to business planning.

Fiona Grossart, PhD MBA, is a sport management consultant specialising in strategic planning and performance management in the sport sector. She was Managing Director of a commercial sports company and spent many years in the education sector lecturing in sport and recreation business management prior to working full-time in consultancy.

Business planning - outline programme for workshop

- Purpose of business planning
- Business planning process
- Defining the business
- Analysing the business position
- Developing the strategy
- Assessing business risk
- What makes a good plan?

Project management in leisure services

Crosby Lakeside Centre, Sefton, Tuesday 14 September

Strathclyde Country Park, Friday 8 October

Sobbell Leisure Centre, London (Islington), Monday 11 October

APSE in partnership with the Institute of Sport and Recreation Management (ISRM) is pleased to announce a new event on managing projects within the leisure service industry.



Leisure services require frontline supervisors and managers to undertake a range of diverse projects as part of their day-to-day service operations such as:

- Developing partnerships to improve healthy lifestyles
- Designing new sports programmes
- Undertaking change management projects
- Service reviews and procedures

This introductory course is designed to take participants through a five step project management methodology that

they can confidently and effectively apply upon their return to their service, to make a real difference to the projects with which they are involved.

Outcomes:

- Learn the principles of project management
- Knowledge of the project life cycle
- Ability to write a project plan, including a project scope
- Awareness of the role of a project sponsor
- Understand the role a project leader undertakes and the skills required
- Utilise a questionnaire to analyse your project style
- Develop techniques to deal with problems before they arise
- Be able to evaluate a project

Measuring what matters and making the case - the impacts and outcomes of leisure services

Hinckley Island Hotel, Wednesday 20th October

This seminar is aimed at senior service managers or marketing/performance managers interested in



proving the impact their services have on the big social agendas of health, equality, community safety and cohesion. It will be explained why counting users and income is no longer enough, understand the difference between inputs, outputs, impacts and outcomes, why they are important and how to measure them. Finally you will see examples of current best practice and hear from operators who are ahead of the game! Led by Mike Hill, Managing Director, Leisure-net Solutions Ltd., Angela Watson, who worked for IDeA on the culture and sport outcomes framework will share with delegates the support, in terms of advice and toolkit available, from the Improvement and Development Agency (IDeA).

Keynote speakers include: Angela Watson, who worked for IDeA on the culture and sport outcomes framework, Carl Bennett FISRM, Senior Health Improvement Specialist, Stoke-on Trent PCT and Phil Collins FISRM, Chief Executive of Hertsmere Leisure Trust.

SportExcel seminars - essential training opportunities:

ISRM members are encouraged to attend these SportExcel CPD programmes to maintain their currency of knowledge. In this fast moving world it is not sufficient just to qualify to manage. Managers need to know the latest thinking and debate this with their colleagues to continually improve their services to both their internal and external customers. Employers are encouraged to support team members to participate in a CPD programme.

About the seminars:

Your seminar fee includes refreshments, lunch and a FREE ISRM FOLDER. Multiple booking discounts are available, as are discounts for ISRM and ISPAL members, ISRM corporate affiliates, Sporta, YST and AFPE members and holders of the National Pool Safety Award. To book your place use the form overleaf.



BOOKING FORM: Please use one form per delegate. Extra forms are available on request from ISRM, or from www.isrm.co.uk

Seminar title	First date	Tick	Second date	Tick	Third date	Tick
How to write a sports strategy	Stirling, 1 July	<input type="checkbox"/>	Harrogate, 14 July	<input type="checkbox"/>		
Customer insight	Leicester, 8 July	<input type="checkbox"/>	Alton Towers, 14 October	<input type="checkbox"/>		
How to deal with Cryptosporidium	Loughborough, 23 July	<input type="checkbox"/>				
HR Masterclass	Oxford, 18 August	<input type="checkbox"/>	Leicester, 8 September	<input type="checkbox"/>		
Business Planning	Northumbria Univ, 1 September	<input type="checkbox"/>	Cardiff, 29 September	<input type="checkbox"/>		
Project Management	Sefton, 14 September	<input type="checkbox"/>	Strathclyde, 8 October	<input type="checkbox"/>	London, 11 October	<input type="checkbox"/>
Measuring what matters	Hinckley, 20 October	<input type="checkbox"/>				

Personal details (Please complete in block capitals)

Title: _____ First name: _____ Surname: _____

Organisation: _____ Position: _____

Address: _____

Postcode _____

Telephone _____ Fax: _____

Email: _____ Special dietary requirements: _____

Payment options

Seminar fees (Except Project Management seminar) : *(please tick which applies to you)*

- | | |
|--|---|
| <input type="checkbox"/> Current ISRM CPD member: £75 + VAT | <input type="checkbox"/> NPSA award holders: £82.50 + VAT |
| <input type="checkbox"/> ISRM members: £85 + VAT | <input type="checkbox"/> ISPAL members: £85 + VAT |
| <input type="checkbox"/> ISRM/YST/Sporta corporate affiliates APFE: £100 + VAT | <input type="checkbox"/> Non-members: £110 + VAT |

Seminar fees (Project Management seminar **ONLY**) : *(please tick which applies to you)*

- | | |
|---|--|
| <input type="checkbox"/> ISRM member (any type): £139 + VAT | <input type="checkbox"/> Non-members: £225 + VAT |
|---|--|

Cheque: I enclose my cheque made payable to ISRM to the value of: £ _____

Invoice: Please invoice me at the following address to the value of: £ _____

Discount rates:

Book two delegates on the same seminar or one delegate on two seminars and receive 10% discount on the total invoice. Book three or more delegates on the same seminar or one delegate on three or more seminars and receive 20% discount on the total invoice. Does not apply to project management seminar.

Organisation: _____

Address: _____

Postcode _____

Telephone _____ Official order number: _____

Credit/debit card: please charge the following card with the stated amount: £ _____

I wish to pay by: Visa Debit <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/>		Card security code			<input type="text"/>	<input type="text"/>	<input type="text"/>
Card number		<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Expiry date		Maestro issue number					
Signature							
Name on card							
Address							
Postcode							

Cancellation fees:

Any cancellation made prior to 7 days before the seminar will receive a 50 per cent refund.

Any cancellation made within 7 days of the seminar will be charged full price. In both cases substitutions can be made.

All details and seminar programme correct at time of going to press but may be subject to change

RETURN ADDRESS:

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