

National sports and leisure services seminar 2010

Survival of the fittest? financing sports and leisure in the future

A major two-day seminar at the Best Western Stoke-on-Trent Moat House

Monday 22 and Tuesday 23 February 2010



Supported by:



Programme: day one

Monday 22 February 2010

09.30 Registration and exhibition opening

10:00 Session 1: How to survive

Opening and welcome announcements
Seminar Chair: Cllr Leon Unczur, Sheriff of Nottingham

How to stay important to your community

- ♦ Appealing to a new audience
- ♦ Surviving cuts
- ♦ Moving with the times

Speaker: The Eminent Prof John Crompton, Texas A&M University, USA

Transforming leisure services

- ♦ Identifying priorities
- ♦ Defensive strategies
- ♦ Changing mindsets

Speaker: Ashley Marriott, Head of Leisure, Broxtowe Borough Council

11:35 Tea/coffee and exhibition viewing

12:00 Session 2: We will survive

Is our profession up to this challenge?

- ♦ What are the opportunities?
- ♦ Know your strength's
- ♦ Innovation - the only way ahead
- ♦ Who should we work with?

Speaker: John Eady, Managing Director, KKP Leisure Consultancy

12.30 Buffet lunch in exhibition area

13:20 Session 3: Workshops

Workshop 1: Practical Solutions

Reflections and discussion on the morning's presentations.

Workshop 2: Can statutory requirements help maintain leisure services?

- In house downsizing risks
- The opportunities of Shared Services
- Tackling the Tame Trust Threat

Speaker: Andrew Unrichard, Partner, Walker Morris Solicitors

14:15 Session 4: New opportunities

Impact of partnerships with National Governing Bodies of Sport

- ♦ Working with L.A's & the CSP's
- ♦ Seeking Win/Win situation
- ♦ Widening participation
- ♦ Opening new markets

Speaker: Simon Dickie, National Development Director, British Rowing

Partnership opportunities with the NHS sector

- ♦ Defining shared priorities
- ♦ Funding and delivery on health
- ♦ A long term solution

Speaker: Michelle Adams
Sport & Leisure Services Manager Stoke-on-Trent Council with Stoke NHS Primary Care Trust

Commissioning of leisure services

- ♦ Identifying strategic aims
- ♦ Demonstrating value for money
- ♦ Opportunities and threats

Speaker: Andy Mudd, Principal Consultant, APSE best value consultancy

15:10pm Tea/coffee and exhibition viewing

15:30 Session 5: Practicable Steps

Winning the war on obesity

- ♦ Is sport & recreation the long term solution?
- ♦ Is individualisation the way forward?
- ♦ Winning through commissioning

Speaker: Professor Paul Gately, Carnegie Professor of Exercise & Obesity, Leeds Metropolitan University

A new look at leisure centre opportunities

- ♦ Redeveloping leisure centres
- ♦ Virtual fitness suites
- ♦ Thinking outside the brand

Speaker: Jamie Morgans, Leisure Services Manager, Vale of Glamorgan Council

The importance of working with sport & physical activity development teams

- ♦ Exploring the potential
- ♦ Simple wins
- ♦ Make your case

Speaker: Alistair Robertson, Head of Sport & Recreation, Sefton Council

17:00 Exhibition viewing and close of day one



Evening Programme

- 19:00 Pre-dinner drinks in exhibition area
- 19:30 APSE annual dinner followed by after dinner entertainment.

Programme: day two

Tuesday 23 February 2010

9.45 Session 6 : The way ahead

Improving service quality

- ♦ Exceeding customer expectations
- ♦ Using market knowledge to drive leisure
- ♦ The Active scheme

Speaker: Wayne Wiggins, Consultant QLM Manager, ISPAL Active Award

Stimulating leisure use through social marketing

- ♦ Principles and practice
- ♦ Target deprived and new user groups
- ♦ Influencing untapped leisure users
- ♦ Demonstrating health outcomes

Speaker: Kelly Evans, Regional Manager, National Social Marketing Centre

Defining a strategy for leisure

- ♦ Prioritising leisure services
- ♦ Getting partner buy-in
- ♦ Demonstrating success

Speaker: Andrew McCormick, Director for Leisure & Culture, Knowsley Council

- 11.10pm Tea/coffee and exhibition viewing

11.30 Session 7 : Where next?

Where next for sports and leisure?

- ♦ Crystal ball gazing
- ♦ Future mega trends
- ♦ Will there be an olympic legacy

Speaker: John Wileman, President ISRM Head of Sports & Leisure, Nottingham City Council

Speaker: Sean Holt, Chief Executive, ISRM

- 12:15 Buffet lunch in exhibition area and seminar close

Seminar Objectives

With the future of local authority sports and leisure looking increasingly uncertain, APSE have put together one of their strongest line-ups ever. Keynote speakers include the internationally renowned Professor John Crompton from Texas A&M University, the world's pre-eminent authority on the marketing and financing of leisure services.

The seminar aims to explore a range of key issues and provide practical solutions to Sports and Leisure financing. A combination of speakers and workshop sessions will provide attendees with a rounded learning experience, one with immediate benefits back at Council level.

Speakers will address the seminar on a range of core issues;

- ♦ Transforming leisure services
- ♦ Appealing to a new audience for leisure
- ♦ Surviving cuts and defensive strategies
- ♦ Leisure funding from alternative sources
- ♦ Is our profession up for the challenge?
- ♦ Innovation in leisure provision
- ♦ Partnerships with National Governing bodies of sport
- ♦ Partnership opportunities with the NHS
- ♦ Winning the war on obesity through sport
- ♦ Commissioning of leisure services
- ♦ The future of sports and leisure
- ♦ Improving service quality

Who should attend?

- ♦ Chief executives
- ♦ Elected members
- ♦ Service directors
- ♦ Sports & leisure and sports development officers
- ♦ Best value officers
- ♦ Policy officers
- ♦ Heads of service
- ♦ Finance officers
- ♦ Trade union representatives
- ♦ Strategic policy consultants
- ♦ Financial & management consultants
- ♦ Academic researchers
- ♦ Contractors and suppliers
- ♦ Voluntary organisations

Reserve your place now by completing the booking form overleaf and faxing it back to Keisha Swaby, Administrative Assistant at APSE on 0161 772 1811.

The Venue

Best Western Stoke on Trent Moat House

Etruria Hall, Festival Way, Etruria, Stoke-on-Trent, Staffordshire, ST1 5BQ.

Tel: 01782 609 988 Fax: 01782 206 101

The hotel has on-site parking for delegates.



INVESTOR IN PEOPLE

Booking form

Office Use
 Del#.....
 DB:.....
 Conf:.....
 Acc:.....
 Inv:.....

APSE sports and leisure services seminar, 22-23 February 2010, Best Western Stoke on Trent Moat House

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 10 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 on both days, delegates' documentation, lunches and light refreshments, and dinner on the evening of Monday 22 February. Accommodation is not included - please see below.

- APSE members delegate fee:- £249 + VAT
- Non-members delegate fee:- £385 + VAT
- Day delegate rate available from:- £169 + VAT (Please contact APSE for further details)

Please indicate preferred method of payment (tick):-

VAT registration number 519 286 915

- Please find enclosed cheque (made payable to APSE)
- Please invoice me (*you will be invoiced by APSE for the delegate fee only*): Purchase order number:

Accommodation Rates (*please indicate requirements below)

Monday 22 February 2010 (1 night subsidised B&B) = Single £60
 Accommodation is also available on Sunday 21 February at £74 B&B for a single room.

All accommodation costs and personal charges incurred at the Hotel are payable upon departure.

Please note that all hotel bookings at this event must be reserved via APSE as the hotel will not accept any direct bookings at the above special rate. If you wish to pay for accommodation before the event, you may contact the hotel directly and request a pro-forma invoice.

CANCELLATION & REFUND POLICY: Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to kswaby@apse.org.uk or fax to 0161 772 1811. Cancellations must be made in writing at least 10 working days before the event (by 4pm on 1 February) 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 address | *Accommodation required (please delete as necessary) |
|---------------|-------------------|------------------------|--|
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Please return completed form to Keisha Swaby, 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:kswaby@apse.org.uk