Driving value through Sports Development and Leisure services

How can we raise participation levels & deliver a leisure stock fit for the future?

Thursday 26 April 2018
Westminster Lodge Leisure Centre, St Albans
Programme

9:00  Registration, coffee and exhibition viewing

9:30  Session 1: Strategic Perspectives

Can we underpin Council revenue streams through leisure services?

• Understanding the commercial value of leisure centre stock
• Delivering three leisure centres in three years
• What did we learn?

Speaker: Richard Shwe, Deputy Chief Executive, St Albans City & District Council

The Developing Partnership between Public Health and Leisure Services

• A Public Health Strategy that utilises all the Council strengths
• Health interventions that change lives, commissioned services.
• East Riding Leisure, structure and strategy, income generation

Speakers: Andy Kingdom, Deputy Director of Public Health & Kevin Hadfield, Leisure Service Manager, East Riding of Yorkshire Council

10:30  Coffee and exhibition viewing

11:00  Session 2: Sports Development

Working with Volunteers in Sports, Leisure and Cultural Services

• Engaging with volunteers – recruitment, relationship and resourcing
• What difference can a volunteer make?
• Volunteer support for sporting initiatives in Southend

Speaker: Sharon Wheeler, Strategy and Planning Manager - Culture, Southend-on-Sea Borough Council

Good Practice in Exercise Referral schemes

• Key features of a thriving exercise referral scheme
• Steps to identifying and implementing service improvements
• Monitoring Quality and Measuring Outcomes

Speaker: Mark Tweedie, Chief Executive, CEO Active Tameside and GM Active Board lead for Activity Referral

12:00  Networking lunch and exhibition viewing

13:00  Session 3: Facility Management

APSE Best Performer 2017 & 2016 - Shortlist & WINNER of Most Improved Performer 2016

• Staff Development and Retention
• Utilising customer insight to drive service improvement
• Embedding a commercial & customer focus

Speaker: Sean Northcott, Centre Manager-Fullwell Cross Leisure Centre, Vision Redbridge Culture and Leisure

Maximising Leisure Facilities

• Maintaining profitability and high usage levels in a competitive market
• Investing to extend the life of a leisure facility
• Regenerating Leisure Stock

Speaker: Jon Lyons, Leisure & Heritage Services Manager, Chelmsford City Council

14:00  Coffee and exhibition viewing

14:15  Session 4: Raising Participation

Sporting Steps - ‘Investing in Ability’ - engaging adults with learning disabilities, sensory impairment and mental health conditions

• Supporting learning, achievement and psychosocial wellbeing
• Delivering more with less - better health and wellbeing outcomes + reduced social care costs
• Tales from the pitch - client stories

Speaker: Neil Russell, Leisure and Sports Development Manager, Stockton-on-Tees Borough Council

How can coaching services raise participation in physical activity?

• Why did we commission Livewell Dorset, a coaching-based health improvement service?
• The COM-B model of behaviour change and CRM system to guide coaching techniques
• Outcomes & future plans – establishing an Active Aging Programme for Dorset

Speaker: Sam Crowe, Assistant Director of Public Health, Bournemouth Borough Council

15:15  Tour of St Albans City & District Council Leisure facilities – Visit three newly developed leisure centres

16:30  Seminar Close
Seminar objectives

APSE is delighted to announce this unique opportunity to consider the changing role of Leisure services in underpinning Council revenue streams, partnering in the delivery of Public Health Services and maximising participation across socio-economic and demographic groups.

Hosted by St Albans City & District Council at their award-winning flagship leisure facility Westminster Lodge, the day will include case studies of high performing leisure facilities and explore approaches to maximising profitability, delivering new build leisure centres and increasing resident involvement.

Speakers include Sharon Wheeler, Strategy and Planning Manager, Southend-on-Sea Borough Council who will explore opportunities arising from developing a volunteer cohort to support leisure and cultural services and Neil Russell, Leisure and Sports Development Manager, Stockton-on-Tees Borough Council to share the Council's success supporting adults with learning disabilities in to sporting activities and Sam Crowe, Assistant Director of Public Health, Bournemouth Borough Council exploring the role of coaching services in engaging residents in physical activity.

The day will also include a tour of St Albans City & District Council's 3 newly constructed leisure facilities and the opportunity to use the gym, spa and pool before and after the seminar.

Packed full of ideas and forward-thinking initiatives, we look forward to welcoming you to this fantastic facility to explore with like-minded colleagues the changing face of local authority leisure.

Who should attend?

- Local Authority Directors of Leisure and Health
- Senior Leisure Centre Managers and sports development officers
- Elected members with leisure or health responsibility
- Lecturers and academics in Sports Development
- Policy officers on health and commissioning

The Venue

Westminster Lodge Leisure Centre
Holywell Hill
St Albans
AL1 2DL

By Train: Westminster Lodge Leisure Centre is a 4 minute walk from St Albans Abbey train station, with direct trains running from Watford Junction (journey time of approx 23 minutes), and a 25 minute walk from St Albans City train station (1.2 miles), (a 10 minute taxi journey).

By Car: Directions to AL1 2DL from the A1(M): Take A1(M) and A414 to Watling St/A5183 in St Albans (14 min, 9.5 miles); Continue on A5183 to your destination in St Albans, 5 min (1.3 mi)

Car parking onsite is available for free for 2 hours. Further information regarding parking can be found here: [parkopedia](http://parkopedia.com)

Westminster Lodge Leisure Centre has kindly offered delegates an opportunity to use their facilities **free of charge** between the hours of 8am – 10am, and 4:30pm – 7pm on the day of the Seminar.

To use the **swimming pool**, simply show your delegate confirmation letter to the reception desk.

To use the **gym**, delegates are required to complete a Health Form in advance of the day- please contact Reception to request a form by calling 01727 736 080, and remember to show your delegate confirmation letter to the reception desk.

To attend a **class or use the Spa**, please e-mail lesleygarner@everyoneactive.com at least four days in advance to confirm which class you would like to participate in and/or what hours you would like to book in to the Spa.

Check the website for details of classes: [https://www.everyoneactive.com/centre/westminster-lodge-leisure-centre/](https://www.everyoneactive.com/centre/westminster-lodge-leisure-centre/)
Booking form

Driving value through Sports Development and Leisure services, Thursday 26 April 2018

APSE issues a written confirmation for all delegates bookings received. If you have not received your confirmation letter within 5 working days of sending your booking form, then please contact APSE on 01865 749 365.

Payment information

What’s included: The delegate fee covers attendance, delegates’ documentation, lunch and light refreshments. Please note that hotel accommodation is not included.

APSE members delegate fee £175+VAT
Non-members delegate fee £259+VAT
Commercial delegates £375+VAT

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

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

CANCELLATION & REFUND POLICY: Reservation is a contract. Substitution of delegates is acceptable any time in writing by post or email to sschloes@apse.org.uk. 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 | Position | Delegate email
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Please return completed form to Shami Scholes at APSE, Horspath Road Offices, Horspath Road, Oxford, OX4 2RH
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