



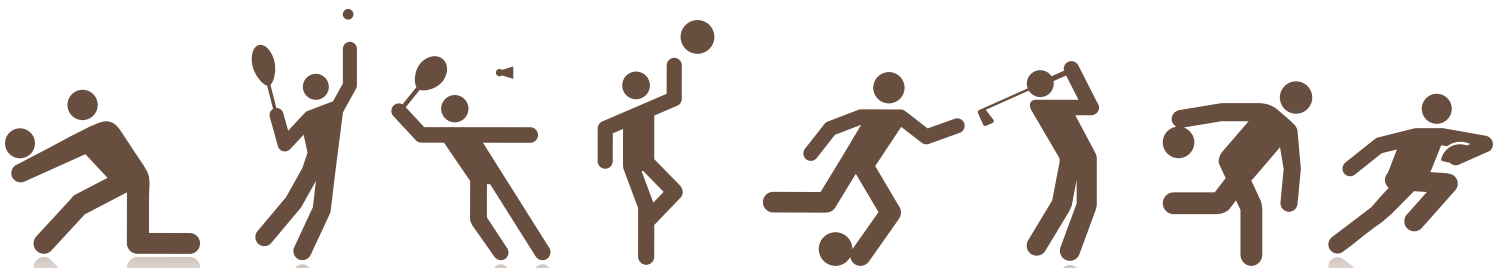
## **West Yorkshire Sports Partnership Conference and Dinner**

Thursday 25th October 2007 -  
The Galpharm Stadium, Huddersfield

**Book Now!**



## **Sport and the Community Reaching the 17,000**



An event that can't be missed for all those delivering  
sport and active recreation in West Yorkshire

£100 per delegate

Includes the conference, lunch and a three course evening meal

Keynote speaker - Derek Mapp - Chair of Sport England -  
Plus Community Sports Champions and their experiences

After dinner speaker -  
Swimming Olympic Bronze Medallist, Steve Parry





**We know that participation in sport and active recreation has not increased in recent years and it is now widely accepted in district strategies, local area agreements and sports governing body plans that there is a target to increase participation by 1% each year.**

In West Yorkshire this equates to 17,000 more adults. The focus of the conference will be to explore how we reach these 17,000 people.

There is some effective work already being carried out in West Yorkshire by some great people. The conference will showcase examples of this work and give the opportunity to share information and collectively create solutions.

The event will also celebrate the Partnerships successes to date by finishing off with an evening dinner at which swimmer Steve Parry will be sharing his sporting experiences, including his Olympic bronze medal performance.

The conference is aimed at all those involved with contributing towards increasing participation in sport and the active recreation .

## Conference Agenda

9.30 am	-	10.00 am	Registration
10.00 am	-	11.00 am	Keynote speakers
11.00 am	-	12.30 pm	Workshop 1
12.30 pm	-	1.15 pm	Lunch
1.15 pm	-	2.45 pm	Workshop 2
3.00 pm	-	4.30 pm	Workshop 3
4.45 pm	-	5.00 pm	Closing address
7.00 pm	-	8.30 pm	Dinner
8.30 pm	-	9.30 pm	Steve Parry

## Workshops\*



### Addressing the Post 16 yr Drop Off:

**David Morby M.Inst.SRM**

Research shows that there is a rapid decline in participation for the post-16 age group. This workshop explores the reasons for this drop off and looks at ways to re-engage post 16 year olds into sport and active recreation. Case studies used within the workshop will highlight best practice ideas and practical advice.

### Marketing Campaigns - Changing Behaviours:

**Jane Wilson**

This workshop explores the dynamics and successes behind campaigns that have been used to change awareness and behaviour, such as the 'Five a Day' promotion. This workshop will look at lessons learnt from such campaigns and how this can be used to increase activity participation rates within West Yorkshire.

### Engaging with the 55 yrs plus Age Group: Alison Morby

The Active People results in West Yorkshire show that participation rates of those aged between 55 and 80 varies between only 16% and 5%. Of the 17,000 new participants, 8,000 could potentially be sourced from this age group. This workshop will discuss the challenges of getting the older adult population taking part in sport and recreation more often and more regularly. Delegates will look at key issues and case studies.

### Repacking the Product: Rugby Football Union

This session looks at how a sport has been remarketed to the public to increase participation. Lead by the RFU, it will explore the techniques used to change perceptions and entice new and former players back to rugby. Discussion groups will then examine how this can be used to develop other derivative sports and activities across West Yorkshire.

### Young People at Risk: Dr Geoff Nichols - University of Sheffield

Looking at the factors that make 'young people at risk' this workshop examines barriers to participation and how sport is used as a tool to re-engage and rebuild communities. The workshop will provide case studies of inventive ways sport has been involved with crime diversion, and how this can be used to generate new participation.

### Market Segmentation: Sport England

Arising out of the Active people results, Sport England has devised a market segmentation model that sets out the various behaviour patterns, methods of communication and relevant messages to different sectors of the population. The workshop will explore how we can make best use of the tool across West Yorkshire.

### Workforce Development:

**Professor Peter Taylor - Sheffield Hallam University**

The capacity and ability of the workforce across West Yorkshire to reach the 17,000 comes under scrutiny from this sports, fitness and outdoors sector audit of skills needs. The research provides a firm evidence base for the planning of workforce development and delegates will discuss its implications and opportunities. The session will also include an opportunity to review the 'Running Sports' programme which provides skills and support for sports volunteers.

### What Works For Women: Jan Birch

This workshop will look at examples of initiatives that have been successful at increasing physical activity levels among women and girls. Delegates will also have the opportunity to review the barriers that exist and discuss interventions to increase participation.

### Campus and Community Interventions:

**Stuart Ross - University of Leeds**

West Yorkshire boasts a huge HE and FE staff, student and facility resource that could have a significant impact on the participation and volunteering agendas. This workshop will give delegates the chance to discuss and develop interventions that support what our partners are doing both inside and outside the campus.

\*All workshops are subject to change



# WYSP - Conference and Dinner - Thursday 25th October 2007

Please complete and return this form to – West Yorkshire Sport, Culture and Leisure HQ1 Red Doles Lane,,  
Huddersfield, HD2 1YF. Tel 01484 234087. Email wys.admin@wysport.co.uk . Fax 01484 226342

## Delegate Details

Title	
Name	
Job Title	
Organisation	
Address	
	Postcode
Tel	
Fax	
Email	

Do you have any special dietary requirements? Please state

## Workshop Options\* - Please tick three options

NB: Delegate places are limited and will be offered on a first come first served basis.

- Addressing the Post 16 yr Drop Off
- Marketing Campaigns – Changing behaviours
- Engaging with the 55yrs plus Age Group
- Repacking the Product
- Young People at Risk
- Market Segmentation
- Workforce Development
- What Works For Women
- Campus and Community Interventions

\*All workshops are subject to change

Payment Details £100 per delegate includes the conference, lunch and a three course dinner.

Contact Name (if different to the delegate)	
Job Title	
Invoice / Receipt Address (if different to the delegate)	
	Postcode
Tel,	
Fax	
Email	

Please invoice my organisation quoting PO number \_\_\_\_\_  
Please find a cheque included for £ \_\_\_\_\_ (Cheques made payable to Kirklees MC)

Cancellation Policy - If you can't find a substitute to attend in your place (please inform us of any change) less than four weeks prior to the conference will we charge you £25.00 (plus VAT) to cover administration, less than four weeks will we charge 50% and less than two weeks before the conference we will have to charge you the full amount.



[www.westyorkshiresport.co.uk](http://www.westyorkshiresport.co.uk)