

The day will provide a variety of powerful keynote, insightful breakout sessions and workshops to reunite the sector and provide forward looking thought-leadership and the opportunity to debate.

Following similar formats of Active Uprising and National Summit, the ukactive Conference aims to provide unique networking opportunities, insight and a chance to bring the sector back together in person.

Apparel Partner:



	DIGITAL TRANSFORMATION	PUBLIC AFFAIRS & POLICY	HEALTH, WELLBEING & HEALTH INTEGRATION	CAMPAIGNS	INCLUSION & DIVERSITY	UKACTIVE KIDS	WORKSHOPS
09:00	ARRIVAL / REGISTRATION						
10:00	UKACTIVE INTRODUCTION						
10:15	Welcome from Alderman Sir David Wootton, Lord Mayor Locum Tenens						
10:25	KEYNOTE: Sir Keith Mills GBE DL Incentivising better health: The role of the physical activity sector						
10:35	KEYNOTE: Sarah Howard MBE Health in the business community: Opportunities for the sector						
10:50	BREAK & TRANSITION						
11:00 – 12:00	Why embark on a digital transformation journey, what value lies within and what can we learn from other sectors	Incentivising people to exercise (sector and wider built environment)	Social Prescribing: Pioneering a model for the world stage	Campaigns – Women and Girls – How can the fitness and leisure sector support the perception and experiences of this audience? A session to present the key themes from research conducted by This Girl Can and ukactive, looking at barriers and motivators to taking part in exercise within a gym or leisure setting. This session will be supported by a panel discussion to build on the recommendations following the insight, which will be released in early–November as a Playbook	Digital innovation, inclusion and Accessibility : Solutions to engaging new audiences and customer service	Should opening school facilities be the social norm? The Open Doors panel will discuss the power of school holiday provision and the impact from the past summer's delivery including discussion with members from the Holiday, Activities and Food team, Opening School Facilities team and the Nike Open Doors team	NETWORKING
12:00 – 13:00	LUNCH						
13:15	KEYNOTE: The Rt Hon Nadine Dorries MP; Secretary of State for Digital, Culture, Media and Sport						
13:30	SHOWCASE: Jon Reay & Dave Gerrish Initially findings of 'Sector Digital Review: Meeting the needs of the consumer'						
13:40	BREAK & TRANSITION						
13:50 – 14:50	Considerations when designing your digital transformation journey	Integration of the sector into health policy making	Reimagining Rehabilitation: Diversification opportunities in the fitness and leisure industry	NETWORKING	Diversity and Inclusion – a business function or a 'nice to have'?	NETWORKING	Sport England & ukactive Partnership: Exploring partnership progress and successes. Asking the audience how we can improve the partnership and work better and smarter to the benefit of the sector
14:50	BREAK & TRANSITION						
15:00 – 15:45	KEYNOTE: Lucy Wyndham-Read: Resilience and coming back stronger						
15:45 – 16:00	CLOSING NOTE: ukactive CEO						
16:00	CLOSE						
16:00 – 18:00	DRINKS RECEPTION						