

Delegate Pack

13th October 2021
Guildhall, London

Co-headline Partners:



EVENT OVERVIEW

DATE

Wednesday 13 October 2021

LOCATION

The Guildhall, City of London, London, EC2V 7HH
via The Gallery Entrance marked B on the map below



GETTING THERE

Underground:

Moorgate – under 10 minute walk

Bank – 5 minute walk

Train Stations:

Liverpool Street – 12 minute walk

Cannon Street – 8 minute walk

EVENT TIMING

Registration: From 9am onwards

(please leave enough time for checking bags through security)

Conference: 10am – 4pm

Drinks reception: 4pm – 6pm

DRESS CODE

Smart / casual wear



Co-headline Partners:



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REGISTRATION AND ARRIVAL AT THE VENUE

SECURITY WHEN ARRIVING AT THE GUILDHALL:

Upon arrival at the venue, please be aware that any bags or items being brought to the event will require a security check at reception.

TICKETING & REGISTRATION

Each attendee coming to the conference will need to have their own email ticket which includes a specific barcode/QR code and reference number.

When registering at the event, your unique barcode will get scanned and you will then be provided with a printed name badge.



Co-headline Partners:



ADDITIONAL INFORMATION

WIFI:

Name: GHALL EVENTS

Password: GHALLEVENTS

CLOAKROOM

A cloakroom will be available upon entry and we request that you leave any unwanted belongings there, they can be accessed throughout the day

Co-headline Partners:



COVID-19 SAFETY PROCEDURES

In light of the on-going pandemic, we at ukactive, want to ensure the ukactive Conference is following government guidance and providing a safe environment to deliver the event for you all to enjoy.

Government guidelines and restrictions relating to events will be closely monitored to ensure that if necessary any relevant changes and/or further guidelines are put in place at the ukactive Conference.

Protocols that will be in place when you attend on Wednesday 13th October:

Prior to the event:

- ukactive request that all attendees take a lateral flow test prior to attending, even if you are showing no symptoms of Covid19. If you test positive, please do not attend the event and contact events@ukactive.org.uk to inform us.
 - We do not require any evidence of a negative test but we do advise taking one to ensure the safety of all those involved and attending the event.
- If you are showing any symptoms of Covid19 we ask that you do not attend the event to protect others. As above, if you cannot attend due to suspected symptoms please contact events@ukactive.org.uk to inform us.



Co-headline Partners:



COVID-19 SAFETY PROCEDURES

On the day:

- We encourage people to bring a mask/face covering and to use this at any point throughout the event where you wish. If you choose not to wear a face covering, please be mindful and respect those who do.
 - Please also note that face coverings should be worn on public transport when travelling to and from the event.
 - If travelling from abroad, please follow government guidance [here](#).
- Hand sanitization locations will be set-up throughout the venue and we encourage you to use these regularly when moving around.
- All the rooms will be set-up with adequate space to allow plenty of distance during the breakout sessions/keynote sessions. Standing areas will also be available.
- ukactive will be implementing a traffic light system on the day. This system will encourage people to take a sticker either green, amber or red, to indicate your preference as follows:
 - Green:** Open to handshakes and close contact.
 - Amber:** Happy to fist bump and to chat, not too worried about physical distancing.
 - Red:** Please respect my space, I am keeping my distance, but happy to chat.*This will be available on the day for all attendees to review and choose which they feel most comfortable with*

Please follow the current [government guidance](#) around general precautions to take against Covid19 prior and during the event.

IMPORTANT: We are constantly ensuring that we implement the latest and safest guidance and if anything should change with regards to the government guidance and the above we will implement these changes throughout our event. This will be communicated via the email address provided and at the point of registration on the day.

We thank you for your understanding and support in helping us deliver a safe event.

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	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						

	DIGITAL TRANSFORMATION	PUBLIC AFFAIRS & POLICY	HEALTH, WELLBEING & HEALTH INTEGRATION	CAMPAIGNS	INCLUSION & DIVERSITY	UKACTIVE KIDS	WORKSHOPS
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						

KEYNOTE SPEAKERS

AM

Sir Keith Mills GBE DL

Incentivising better health: The role of the physical activity sector.

Sarah Howard MBE

Health in the business community: Opportunities for the sector.

PM

**The Rt Hon Nadine Dorries MP,
Secretary of State for Digital, Culture,
Media and Sport**

Keynote

**Jon Reay, CEO & Founder, Rewrite
Digital & Dave Gerrish
Strategic Lead – Digital, ukactive**

Showcase: Initial findings of the 'Sector Digital Review: Meeting the needs of the consumer.

Lucy Wyndham-Read

Resilience and coming back stronger.
Q&A with Baroness Tanni Grey-Thompson DBE, DL



Co-headline Partners:



See the full list of speakers and bio's via the ukactive Conference website [here](#).

CONFERENCE BREAKOUT SESSIONS: THE GREAT HALL

AM Session

Creating Better Incentives for Physical Activity

Chair(s):

John Cushing & Michael Weadock

Panelists:

Dr Jennifer Dixon

Dr Anushka Patchava

Professor David Halpern

Dr Will Norman

Anthony Wells

PM Session

Unleashing the power of business to drive positive community outcomes

Chair:

Michael Fell

Panelists:

Tina Woods

Peter Walker

Richard Sloggett

Rebecca Passmore



CONFERENCE BREAKOUT SESSIONS: LIVERY HALL

AM Session

Social Prescribing: Pioneering a model for the world stage

Chair:

Kenny Butler

Panelists:

James Sanderson

Sarah Ruane

Joanne Armstrong

Nick Atkins

PM Session

Reimagining Rehabilitation: Diversification opportunities in the fitness and leisure industry

Chair:

Professor Greg Whyte OBE

Panelists:

Ruth Ten-Hove

Dr Davina Deniszczyc

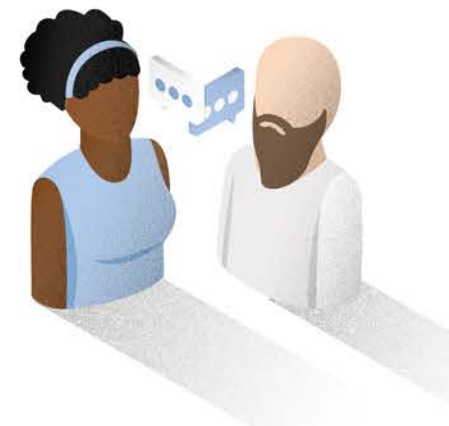
Colin Huffen

Robert Copeland

Breakout Sponsor:



See the full list of speakers and bio's via the ukactive Conference website [here](#).



CONFERENCE BREAKOUT SESSIONS: EAST CRYPT

AM Session

why embark on a digital transformation journey, what value lies within and what can we learn from other sectors

In conversation with:

Dave Gerrish & Jon Reay

PM Session

Considerations when designing your digital transformation

Chair:

Fiona Green

Panelists:

Ian Mullane

Jon Reay

Allison Savich

Faye Van Flute

Breakout Sponsor:

E G Y M

See the full list of speakers and bio's via the ukactive Conference website [here](#).



CONFERENCE BREAKOUT SESSIONS: CHIEF COMMONER'S PARLOUR

AM Session

Open Doors – Why opening school facilities outside of term time is key to children's wellbeing

Chair:

Rochelle

Panelists:

Laura Huizenga

Jamie Histed

Gary Palmer

James Moore

James Hope-Gill



CONFERENCE BREAKOUT SESSIONS: BASINGHALL SUITE

AM Session

Women and Girls –How can the fitness and leisure sector support the perception and experiences of this audience?

Chair:

Harriet Jones

Panelists:

Sarah Roberts

Claire Edwardss

Kate Nicholson

Jodie Maguire



CONFERENCE BREAKOUT SESSIONS: WEST CRYPT

AM Session

Digital innovation, inclusion and accessibility: Solutions to engaging new audiences and improving customer service

Chair:

Timothy Mathias

Panelists:

Ali Jawad

Gavin Neate

Mark Fosbrook

PM Session

Diversity & inclusion: A business function, or a 'nice to have'?

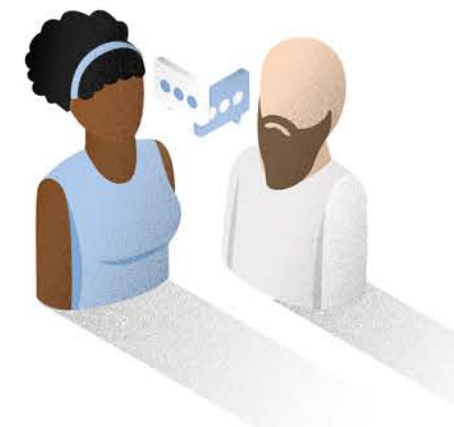
Chair:

Timothy Mathias

Panelists:

Wayne Morris

Catherine Edmunds



CONFERENCE BREAKOUT SESSIONS: CHIEF COMMONER'S PARLOUR

PM Session

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

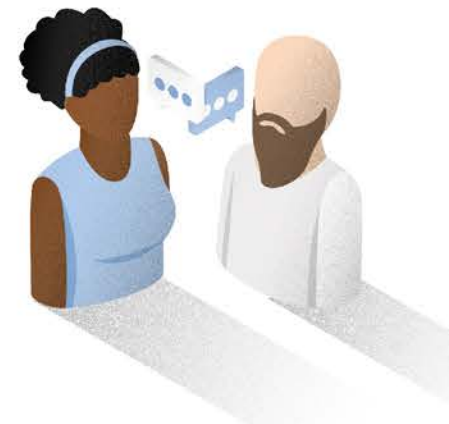
Facilitators:

Emma Bernstein

Marianne Boyle

Sinead McCafferty

Dr. Steve Mann



MEMBER CONSULTATION

ukactive is undertaking a comprehensive consultation with ukactive members, partners, governance groups, committees and decisions makers across government and its agencies, to understand the needs of its membership and sector, and inform the organisation's longer-term strategy from April 2022.

The consultation presents an opportunity to build on the things ukactive has learnt during a period of unprecedented levels of engagement with its members and decision-makers across Government over the past 18-months. It offers a chance for ukactive members, partners, governance groups, committees and decisions makers across government and its agencies to share their opinion on the future direction of ukactive. This will help ukactive to improve membership experience and engagement, as well as develop products and services, and help inform business decisions.

The questions are designed to be completed by anyone within your organisation who engages with ukactive to provide us with a broad understanding of the needs of our members and partners.

After some questions about your organisation, we will ask you about your organisation's business priorities over the next five years, how you currently engage with ukactive and your priorities for engagement, and finally your awareness of ukactive's current work streams and their importance to you. Please answer as honestly and accurately as possible.

As a thank you for completing the consultation you will have the opportunity to enter a prize draw for one of five Amazon vouchers worth £50 each.

Thank you for completing the ukactive consultation and supporting the future direction of our sector.



Scan the QR code to
go to the survey



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OUTDOOR ACTIVATION

SkateboardGB

On the afternoon of the 13th of August for the ukactive Conference, the City of London Corporation in partnership with Skateboard GB (the National Governing Body for skateboarding) have arranged for a skateboarding installation to accompany the ukactive Conference. This will comprise of a half-pipe for more experienced demonstration skaters and a range of lower-impact obstacles for beginners, provided by leading events supplier King Ramps. Learn to Skateboard, who deliver the weekly beginners' sessions at House of Vans as well as lessons with schools and other partners across the Greater London area, will provide free skateboarding lessons to groups of Aldgate School and City YMCA Kits students between 12pm and 5.30pm. Then from 5.30pm to 7.00pm there will be a demonstration by experienced and sponsored skaters, including young people who are part of the new Skateboard GB talent pipeline Hub at BaySixty6 skatepark, one of 4 new national pilot Hubs established to develop the next generation of world class skateboarding talent, following Team GB's Bronze medal success in skateboarding's inaugural Olympics appearance in Tokyo this summer.

Also find Skateboard GB's CEO James Hope-Gill on our ukactive Kids Panel 'Open Doors – Why opening school facilities outside of term time is key to children's wellbeing'

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Thank you to all the ukactive Conference Partners

Co-Headline Partners



Breakout Partner



Breakout Partner



Exhibition Partner



Exhibition Partner



Exhibition Partner



Apparel Partner



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Exhibition Partner



Drinks Reception Partner

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