



ACTIVE
UPRISING



AWARDS

VIRTUAL DELEGATE PACK

Active Uprising Conference and the ukactive Awards ceremony

This pack is designed to provide all delegates with the required information regarding the running of the Active Uprising Conference and the ukactive Awards.

#ACTIVEUPRISING

#UKACTIVEAWARDS

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ACTIVE
UPRISING

Active Uprising

We are delighted to be hosting Active Uprising in person this year at Birmingham's ICC. This year Active Uprising aims to inspire and champion our members and our sector. Focusing on ukactive's key themes of:

To protect, inform, and advise our members
To represent and champion our members
To help our members to grow

Agenda

For the full event agenda and timings, click the link [HERE](#).

Date:

Thursday 30th June 2022

Time

Active Uprising: 09:00 – 16:00

Registration to open from: 08:30 am

ukactive Awards Ceremony: 17:30 – 22:30 (event closes at 23:45)



Location:

[The ICC Birmingham](#)

Address:

8 Centenary Square
Birmingham
B1 2EA

Getting there:

By Train:

The nearest train station is Birmingham New Street and from there The ICC is a 15 min walk from the station. For directions, please click [here](#).

By Car:

Parking is available at local public car parks nearby (see details below). For more information on getting there please visit [The ICC's website](#).

Parking:

There are numerous local car parks within a 5-minute walk including the Arena Birmingham, Brindley Place Car Parks and Circus Park.

Arena Birmingham – <http://www.arenabham.co.uk/venue-info/daily-parking>

Park Brindley Place – <http://www.q-park.co.uk/parking/birmingham/q-park-brindleyplace>

Circus Car Park – https://www.birmingham.gov.uk/directory_record/6680/paradise_circus_multi-storey_car_park

Disabled access parking spaces can be pre-booked by calling +44 (0)121 644 7178 with the blue badge details.



ACTIVE
UPRISING

Local taxi company:

Birmingham Taxi | Telephone: 0 121 702 2000 | Website: <https://birminghamtaxi.co.uk/>

Dress code:

Active Uprising:

Business smart/casual

ukactive Awards Ceremony:

Black tie and cocktail dress

Cloakroom

A cloakroom will be available upon entry, and we request that you leave any unwanted belongings there. The cloakroom will be manned and fully accessible throughout the day.

Refreshments

Light refreshments will be available throughout the day and lunch will be provided to all delegates attending the conference.

During the evening, for the ukactive Awards, there will be drinks and a three-course dinner will be served.

Registration & ticketing

You will be required to present either your ticket/confirmation email/your name at the registration desk to check-in and to receive your name badge for the day. If you haven't received your ticket yet, do not worry as we can utilise your name and or your booking name to check you in.

If you have purchased a conference and awards ticket, you will be given a wristband which will also provide you access to the awards evening from 17:30 onwards.

Covid-19 procedures

We have implemented an **optional** traffic light system to ensure that all attendees feel comfortable throughout the day. This will be entirely optional, and there will be no requirement to follow this should you not wish to. The system will encourage people to take a sticker either green, amber or red, in order to indicate your preference as follows:









Green: Open to handshakes and close contact.

Amber: Happy to fist bump and to chat, but not too worried about physical distancing.




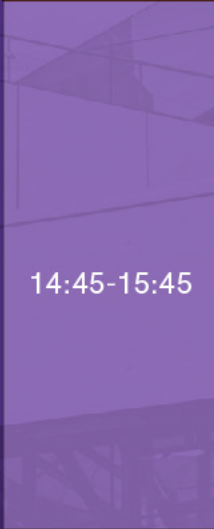






Red: Please respect my space, I am keeping my distance, but happy to chat.




This will be available on the day for all attendees to review and choose which they feel most comfortable with. There will be no requirements to wear a mask /face covering, however if you would like to, please feel free to do so.

AGENDA (AM)

Themes	 To help our members grow	 To protect, inform and advise our members	 To represent and champion our members		
09:00-10:00	Registration & Networking				
10:00-10:15	ukactive Introduction				
10:15-10:35	Rita Clifton CBE, Global Branding Expert: What branding can really do - for you and for your business				
10:35-11:05	Consumer Engagment: A shared ambition for growth				
11:15-12:15	Morning Breakout Sessions				
	 Shifting the public and political dial: Leveraging the relationship between government policy and public opinion Insight & Policy	 Youth voice: Applying youth voice to build community hubs for young people to provide positive, inclusive and safe opportunities Children, Young People & Families	 The decade for change within public sector leisure: Ensuring the sector has the ability to continue tackling inequalities and supporting an active nation Infrastructure	 How digital strategy can support your overall core leisure strategy: Understanding consumer expectations from their digital experience Digital Transformation	 A sector for everyone: How diversity and inclusion are essential to fulfilling sector and market growth Diversity & Inclusion
	LUNCH				

AGENDA (PM)

Themes	 To help our members grow	 To protect, inform and advise our members	 To represent and champion our members		
13:45-14:15	Ollie Ollerton: Former UK Special Forces Soldier and directing staff from Channel 4's SAS: Who Dares Wins				
14:15-14:30	Baroness Tanni Grey-Thompson: Reflections on my time as ukactive Chair				
 14:45-15:45	Afternoon Breakout Sessions				
	 The business of health: The role of business and the sector in improving the health of the nation Insight & Policy	 A sector redefined: Redefining how we present and demonstrate the value of the independent sector SWEAT	 Decade of Change: Roundtable discussion on harnessing collaboration in a post-pandemic world to support growth and development across the public and private sector Infrastructure	 Considerations when designing your connected digital strategy: Creating a seamless digital experience for members across all channels Digital Transformation	 Innovation for active ageing: Scalable products and services for your gyms, pools and leisure centres to reach the older adult Active Ageing
	16:00				
	EVENT CLOSE				
	17:30	 UKACTIVE AWARDS CEREMONY			

EVENT PARTNERS:   EGYM  myzone  Orbit4  SWEATWORKS  VIVIFY   xpior 

AWARD PARTNERS:

  InBody  POWER PLATE   LOVE Recruitment  W Fit  ACTIVE SCHOOL HERO 



KEYNOTES

Rita Clifton, CBE, Global Branding Expert

What branding can really do – for you and for your business

TIME: 10:15 – 10:35

Ollie Ollerton

Former UK Special Forces Soldier and directing staff from Channel 4's SAS: Who Dares Wins

TIME: 13:45 – 14:15

Baroness Tanni Grey-Thompson, DBE, DL and hosted by Dave Wright, CEO Myzone

Reflections on my time as ukactive Chair

TIME: 14:15 – 14:30

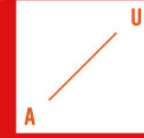


CONSUMER ENGAGEMENT: A shared ambition for growth

TIME: 10:35 – 11:05

SPEAKERS

- **Hattie Jones**, Head of Consumer Engagement at ukactive
- **Dr Paul Bedford**, Customer Retention and Experience Expert
- **Ellie Moss**, Strategy Director, Cake



Shifting the public and political dial: Leveraging the relationship between government policy and public opinion

TIME: 11:15 – 12:15

SPEAKERS

- **Adam Tranter**, West Midlands Cycling & Walking Commissioner
- **Nicola Archer**, Social Research Director, Savanta
- **Lawrence Kay**, Director of Wellbeing & Enterprise, Trilogy Wellbeing
- **Jack Shakespeare**, Director of Research, Policy and Communications, ukactive

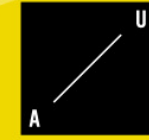


Youth voice: Applying youth voice to build community hubs for young people to provide positive, inclusive and safe opportunities

TIME: 11:15 – 12:15

SPEAKERS

- **Emily Reynolds**, National Programmes Director at Youth Sport Trust
- **Lucie Vickers**, Head of Volunteering & Youth Voice at Street Games
- **Dr Greta Defeyter**, Professor in Development Psychology & Director of 'Healthy Living Lab' at Northumbria University
- **Alexandra Moore**, Head of Children and Young People at Sport England
- **Peter Gaul**, Headteacher at Kings Hawthorns School Liverpool
- **Rochelle**, Youth Worker at City of Birmingham School



The *Decade for Change* within public sector leisure: Ensuring the sector can continue tackling inequalities and supporting an active nation

TIME: 11:15 – 12:15

SPEAKERS

- Ben Beevers, Group Development Director, Everyone Active
- Sarah Watts, CEO, Alliance Leisure
- Vicki Kennedy, Head of Facilities, SLLC/SLNG
- Mark Learnihan, Head of Business Development, Freedom Leisure
- Kevin Mills, Director of Place, Sport England

How digital strategy can support your overall core leisure strategy: Understanding expectations from their digital experience

TIME: 11:15 – 12:15

SPEAKERS

- Jon Raey, CEO at Rewrite Digital
- Jon Dickson, EMEA Sales Director at Keepme
- Claire Rollins, Managing Director at Gladstone

STRATEGIC DIGITAL PARTNERS:



CONTRIBUTOR DIGITAL PARTNERS:

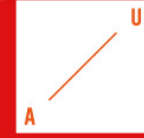


A sector for everyone: How diversity and inclusion are essential to fulfilling sector and market growth

Time: 11:15 – 12:15

SPEAKERS

- **Timothy Mathias** – Lead for Inclusion, ukactive
- **Abhishek Lakhina** – Managing Director, Love Recruitment
- **Kaylë Brightwell** – Head of Aquatics, Swimming Teacher's Association
- **Daniel Palmer** – Sport and Physical Activity Lead, Flair



The business of health: The role of business and the sector in improving the health of the nation

Time: 14:45 – 15:45

SPEAKERS

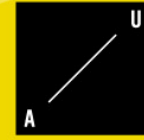
- **Neil Randell**, CEO, Anytime Fitness
- **Alex Lucas**, Senior Research Analyst, ukactive
- **Lydia Hamilton-Rimmer**, Workforce Health Policy Lead, CBI
- **Tina Woods**, CEO, Business for Health

A sector redefined: Redefining how we present and demonstrate the value of the independent sector

Time: 14:45 – 15:45

SPEAKERS

- **Laura 'Bicep' Hoggins**, PT, Author and Director of The Foundry Gyms
- **Chris Burgess**, Owner of Lift the Bar Fitness Education
- **Carl McCartney**, Customer Experience Director at Les Mills UK
- **Steffie Bryant**, EMEA Customer Success Manager, GymSales, powered by ABC Fitness Solutions



Decade of Change: Roundtable discussion on harnessing collaboration in a post-pandemic world to support growth and development across the public and private sector

TIME: 14:45 – 15:45

Facilitators:

- **Warren Smyth**, CEO at Abberycroft leisure
- **David Melhuish**, The Gym Group, Chief Development and Sustainability Officer

Considerations when designing your connected digital strategy: Creating a seamless digital experience for members across all channels

TIME: 14:45 – 15:45

SPEAKERS

- Alex Peacock, Chief Commercial Officer at SweatWorks
- Digital Transformation Award finalists

STRATEGIC DIGITAL PARTNERS:



CONTRIBUTOR DIGITAL PARTNERS:



Innovation for active ageing: Scalable products and services for your gyms, pools and leisure centres to reach the older adult

TIME: 14:45 – 15:45

SPEAKERS

- **Chris Ward**, Innovation Lead, Healthy Ageing
- **Ben Wilkins**, CEO at Good Boost
- **Simone Tomaz**, Post-doctoral Researcher, University of Stirling “GOALD Project”
- **Anthony Blackburn**, Founder of Golf in Society
- **Adrian Leather**, CEO at Active Lancashire

ukactive Awards

ukactive Awards Ceremony

We are delighted to be hosting the ukactive Awards Ceremony in person at Birmingham's ICC. The evening will be an occasion to celebrate all the fantastic facilities, campaigns, initiatives and people from across the sector. We are very much looking forward to it and cannot wait to get together to celebrate everyone's hard work and achievements!

You can view the full list of ukactive Award Finalists for 2022 [here](#).

Active School Hero – Winners to be announced!

As well as announcing the winners for all our award categories, we are delighted to also be announcing the much-anticipated Active School Hero winners for 2022 at the ukactive Awards. For more information, please click [here](#).

Location

Hall 3, at the ICC in Birmingham

ukactive Awards dress-code

Black tie and cocktail dress

Cloakroom

A cloakroom will be available for the Awards evening, we request that you leave any coats and/or unwanted belongings there. It will be manned and fully accessible throughout the evening.

Award hosts

Professor Greg Whyte, OBE

Olympian, Sports Scientist and Endurance Specialist

Laura Hoggins

PT, Author and Director of The Foundry Gyms

ukactive Awards Timeline

17:30 – Drinks reception and networking

18:00 – Welcome from hosts, Professor Greg Whyte and Laura Hoggins

18:10 – 22:15 Award presentations and dinner

22:15 – 22:30 Awards evening to close

22:30 – 12:00 Live Band, Blinding Lights

Cloakroom

A cloakroom will be available for the Awards evening, we request that you leave any coats and/or unwanted belongings there. It will be manned and fully accessible throughout the evening.

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22:15 – 22:30 Awards evening to close

22:30 – 11:45 Live Band, Blinding Lights (Carriages at 00:00)

ukactive Work & Projects

Active Workforce

The Active Workforce is ukactive's inaugural report on workplace physical activity and is the first of its kind looking at the perspectives of both SMEs and the fitness and leisure sector. Conducted in partnership with Sport England and with support from FSB and CBI, the report provides new insight and strategic recommendations into the current workplace physical activity opportunities in place for small to medium sized enterprises (SMEs), what support is needed to better these and how existing sector workplace services can be promoted and grown in this area. Scan the QR Code or click below to see what the recommendations are.



SCAN ME

Open Doors Blueprint

ukactive and Nike have launched the Open Doors Blueprint, a new guide which has the potential to unlock the UK's school sport facilities, giving every child and young person access to activities and food outside of school hours. The document is a practical resource aimed at schools, local authorities, activity delivery partners and funding organisations, offering best-in-class guidance from the Open Doors programme, which has proved successful in London, Birmingham, Liverpool and Manchester.



SCAN ME

ukactive Strategy and 2022 – 2023 Milestones

ukactive has published its strategy and milestones for the coming year, as part of its vision for growth and development across the rest of the decade. The document highlights the key elements from ukactive's 2022/23 business plan, which was developed in collaboration with the ukactive Board and its member groups to ensure the organisation fully supports the sector to develop and grow. To read the full document, [click here](#).



SCAN ME

THANK YOU TO OUR EVENT PARTNERS

ACTIVE UPRISING PARTNERS

Breakout partners

Consumer Engagement  

Active Ageing  UK Research and Innovation

Children, Young People & Families 

Digital Transformation

STRATEGIC DIGITAL PARTNERS:

CONTRIBUTOR DIGITAL PARTNERS:

Diversity and Inclusion 

Sweat  | powered by ABC

Exhibition Partner  

UK ACTIVE AWARDS PARTNERS

Headline Sponsor



Regional & National Club Centre of the Year 

Generation Active Award 

Healthy Communities  allianceleisure

Diversity and Inclusion  POWER PLATE

Digital Transformation Award  SWEATWORKS

Business Continuity, Recovery & Success Following on from Covid-19 

Physical Activity Excellence Award 

Education Provider of the Year 

Outstanding Leadership Award 

Physical Activity Hero Award 

New Concept, Build or Design 

Marketing Campaign Award 

Active School Hero  



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Information from our Partners

Active IQ operates globally and is the UK's leading Ofqual-recognised awarding organisation for the physical activity sector. We design qualifications and high-quality resources that support clear career pathways, and lead the way in health, wellness and physical activity, championing industry standards at the highest level in the UK and internationally.

Over the years we have evolved to become an awarding organisation with a difference. Our diverse portfolio includes qualifications and supporting resources, the Skills Hub, professional recognition, and professional career development. We also offer End-point Assessment services for a growing number of apprenticeship standards.

We have over 100 qualifications at a range of levels, from Entry Level through to Level 5, all supported by eLearning, manuals and lecture packs. All our qualifications are accredited by Ofqual, Qualifications Wales and CCEA in Northern Ireland, and a wide range of programmes are recognised by CIMSPA and REPs.

More information [here](#)

WHY

SHOULD YOU
WORK WITH
Active iQ

THE UK'S MOST TRUSTED
AWARDING ORGANISATION
IN THE HEALTH AND
FITNESS SECTOR

✓ Flexible delivery options

✓ Virtual learning platform with integrated CPD

✓ Extensive tutor and learner resources

✓ Inclusive business consultancy to support the recovery and/or growth of your organisation

✓ Professional recognition and support for your own L&D programmes

✓ Professional career development programme

✓ Endorsed by CIMSPA

✓ Ofqual recognised & regulated.



REGULATED
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ELEARNING



PROFESSIONAL
CAREER
DEVELOPMENT



SKILLS HUB

We are on a mission to support the best organisations worldwide to provide the highest quality education for the Health, Fitness and Wellbeing sector.

Extraordinary ideas come when you collaborate.

WE DEVELOP
APPROVE
QUALITY ASSURE
CERTIFICATE
CHANGE LIVES



#beginwithbetter
#ActiveIQ

Find out more at:
www.activeiq.co.uk

Contact us today to find your nearest approved centre and quote 'UKACTIVE22'
T: 01480 467950



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As the leader in club sales enablement, GymSales helps your team capture, nurture and convert prospective members, as well as identify and manage upsell opportunities for member retention.

Click on the videos below for a deeper look at several highlights



News Feed and Drill-Down Reports

Drill down from a quick summary of your sales activity to understand your teams' efforts and what happens to leads.

Comprehensive Performance Reports

Easy-to-read dashboards and performance benchmarks give a snapshot of your day-to-day sales effectiveness.



Track Against Sales Targets

Compare your month-over-month overall sales and results by salesperson.

Rank Your Sales Team

View results by salesperson by a single club or across all locations, including a leaderboard.



Follow Up with New Leads

Immediately research and reach out to leads via phone, text and email in a single, trackable platform.

Custom, Automated Lead Cadences

Customize your team's approach based on lead source, prior interactions, and more.

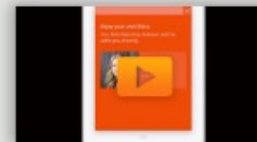


Understand Upcoming Activities

View today's sales activities and follow-ups, or view your teams' upcoming calendar.

Collect Walk-In and Guest Data

Capture walk-in and guest information and waivers, using your in-club device or the prospect's smartphone.



Create Custom Forms for Any Sales Event

Create a fast custom form to support your marketing efforts.

**ENERGIZING MEMBER ACQUISITION
WITH TOOLS TO WORK SMARTER
SO YOU CAN GROW FASTER.**

Save the Dates for Elevate 2023

After three years of pandemic-induced anticipation, on the 15th and 16th of June, Elevate opened its doors to thousands of physical activity, health and performance professionals at the ExCeL Centre, London. Over 250 exhibitors united to showcase a wealth of new products and innovations, many of which had never been debuted before. "In a world of Zoom calls and computer screens, getting hands on with the products is what it's all about," said CEO of Speedflex and bestselling author, Peter Ferris.

Plans are already being put in place to make Elevate 2023 even stronger. Next year's event will take place 14th-15th June. A vast range of companies, from leading global suppliers to independent start-ups, are securing their spot in the exhibition hall. Supplementing the 2023 trade show will be yet another high-quality education programme.

Over 200 speakers will share world-class expertise in panel sessions, seminars are live demos. The 2022 event was a hotspot for buyers and decision makers, including CEOs, International Sales Directors, Managers, as well as influencers including ex Love-Islander Adam Collard, rapper Big Narstie and Instagram sensation Victoria Winterford. "Face to face interactions are fundamental to business relationships, development and innovation," confirms Lucy Findlay, Event Director. "Elevate helps reconnect, celebrate resilience, and create opportunities." Iain Murray, UK Sales Director of Power Plate, reinforces the important of all fitness professionals being at Elevate 2023. "You have to be at Elevate. It is the number one event on the calendar, and if you're anything to do with fitness, health or sport, Elevate is the place to be." For further information visit www.elevatearena.co.uk or email lucy.findlay@elevatearena.com.



ELEVATE

14-15 JUNE 2023 | EXCEL | LONDON



Market leaders in the leisure industry



Judge us by the
company we keep:



More people
More active
More often



LES MILLS

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Merchandise**

Starter Packs

Business Gifts

Uniforms

**Stockholding
& Fulfilment**

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Outreach

Referral

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FOR INNOVATIVE AND FORWARD THINKING UK PERSONAL TRAINERS

who are looking for a competitive advantage in delivering the most effective and time efficient training method to increase muscle strength and mass to their clients. Whole body EMS-Training (Electro-Muscle-Stimulation) with miha bodytec is the only tool that provides HIT training results in half the time unlike traditional training methods with less stress on the joints. miha bodytec is the scientifically proven whole body training solution that requires professional supervision at all times!

- New form of full-body workout – really intense training
- Professional grade technology – not just a consumer ab-stimulator
- Combining 'free will contraction' with an electrical impulse
- All major muscles engaged & even the smallest of muscle fibres are activated
- HIT training results in 20 minutes – bodyweight joint loading only
- Effectiveness proven in numerous scientific studies
- Workout always conducted by a qualified trainer

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ADVANTAGES

FOR YOU

- Be a trailblazer and have a competitive advantage
- Fully mobile – use it anywhere!
- Train more clients each day
- Increase your income Optimise your work life balance
- Engage your clients with the fastest & most efficient training method in the world
- Expand and explore new client types

FOR YOUR CLIENTS

- Reach training goals faster with personal attention
- Increase BMR to aid body fat reduction
- Improve muscle definition and tone
- Alleviate muscular tension and pain Improve quality of life and sense of wellbeing
Save time

To book your demo, please email uk-info@miha-bodytec.com

E G Y M





myzone™

keepme



VOLUTION





VIVIFY *vi*

MATRIX





UK Research
and Innovation

LesMILLS