

ACTIVE UPRISING 2024

DELEGATE PACK



01 FEBRUARY 2024
LONDON, WESTMINSTER,
QEII CENTRE
9:00 - 16:30



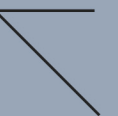
ACTIVE
UPRISING

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WHERE IS IT?



LONDON, WESTMINSTER
QUEEN ELIZABETH II CENTRE,
BROAD SANCTUARY, SW1P 3EE

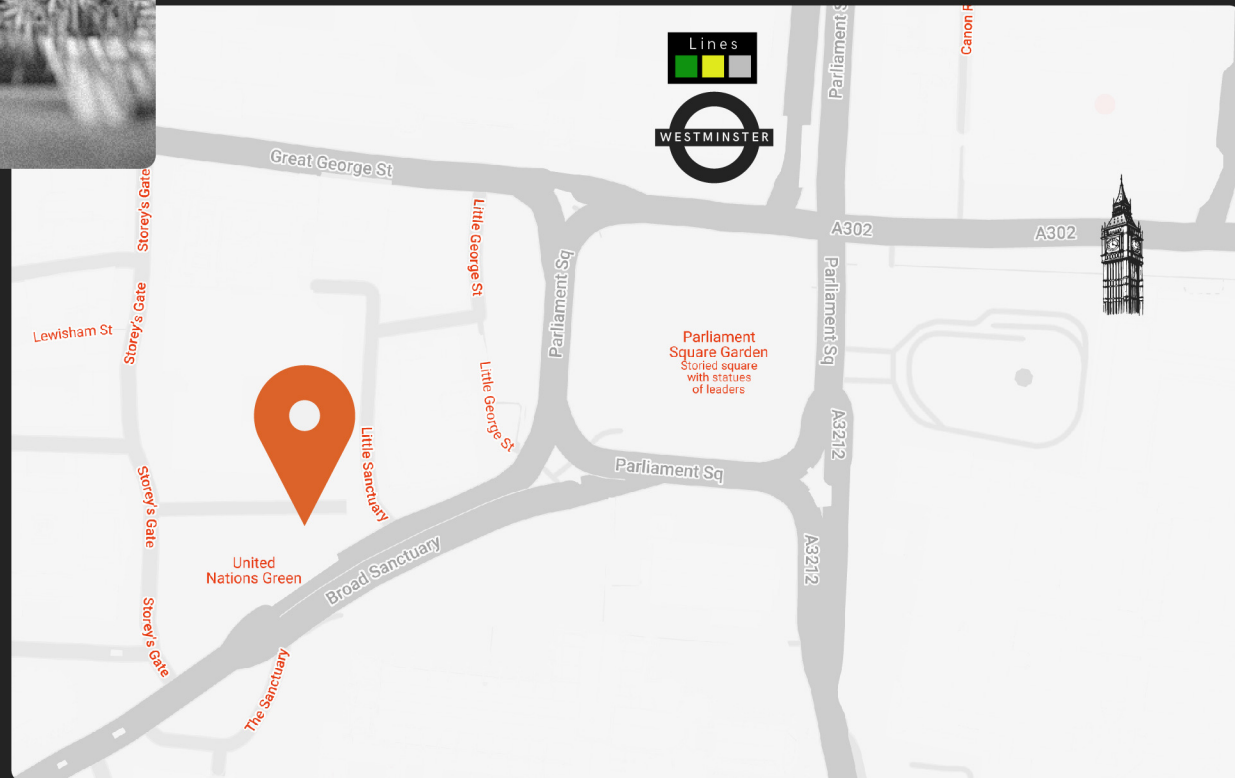
Tube stations

St. James's Park - 4 mins walk
Westminster - 5 mins walk
Victoria Station - 14 mins walk

Main Rail Stations

Charing Cross - 12 mins walk
Victoria - 14 mins walk
Waterloo - 18 mins walk

What3words address (entrance to the QEII Centre):
///puppy.fine.open



KEY DETAILS

Registration: from 08:45

All that is required at point of registration is name (and name of lead booker just in case)

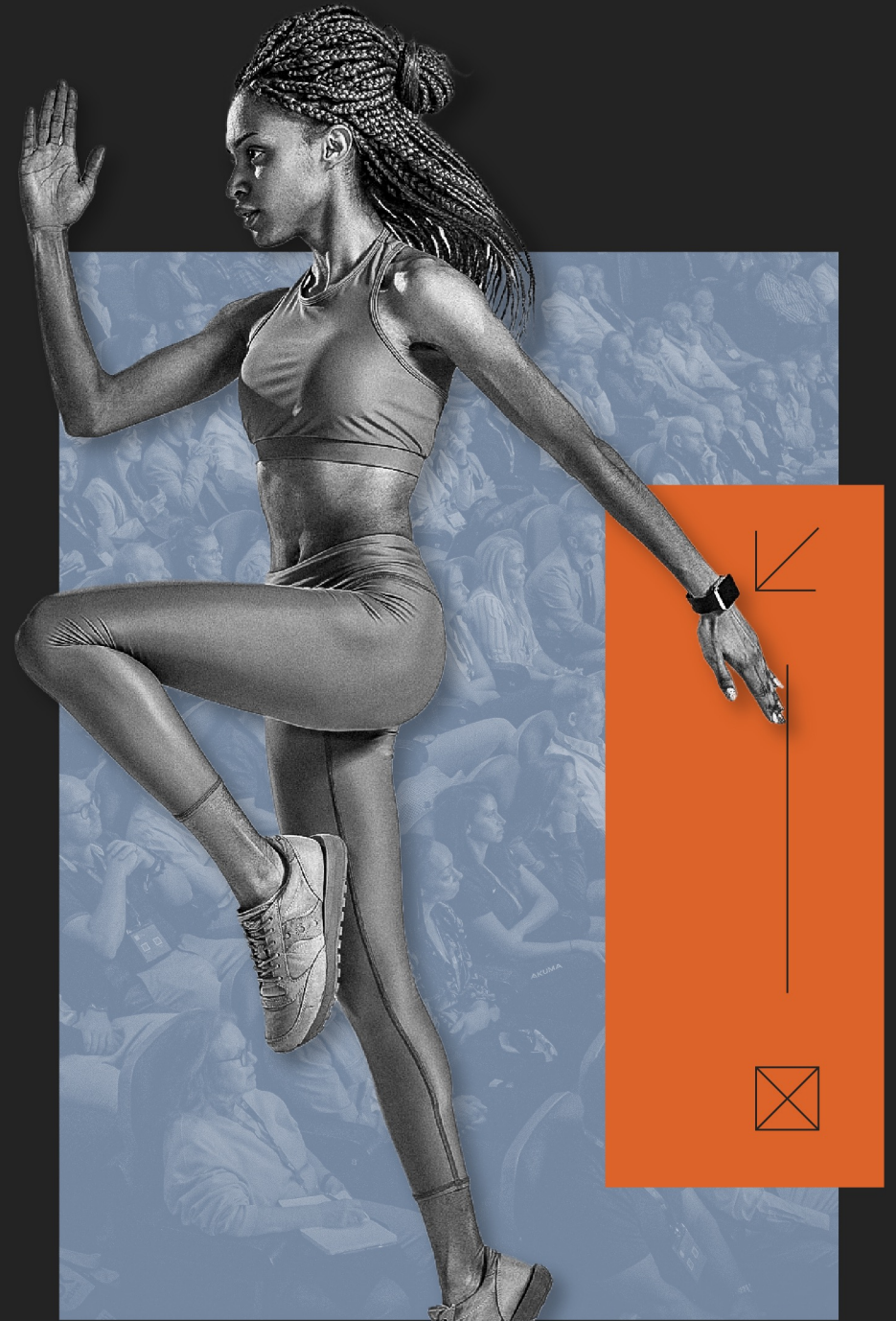
Dress code: Smart/casual

Key timings:

- Registration 08:45
- Sessions to begin at 09:45
- Session to close 16:30
- Drinks reception 16:30 – 18:00

Other details:

- Please note that there are national rail strikes either side of 1st February, so please consider this when planning your travel
- Due to the security of the venue, large bags will be checked on arrival
- A staffed cloakroom will be available throughout the day



WHAT IS AN ACTIVE UPRISING?

This year's Active Uprising will inspire and champion our sector and our members with a range of motivational speakers to provoke positive and forward looking ideas. As well as having a number of thought leadership areas to provide and demonstrate specific areas of growth and development within our sector. Not only will it be a day packed with insight and learning but it will also be a chance to network and connect with people and organisations from across the industry.

All sessions will focus on the theme of 'growth, development and improving the health of the nation'





8:45 - 9:45	EVENT OPEN / REGISTRATION / NETWORKING	
10:00 - 10:15	Mike Farrar, Chair of ukactive National growth through healthy and active communities	CHURCHILL: Floor G
10:15 - 10:35	The Rt Hon Stuart Andrew MP Parliamentary Under-Secretary of State for Sport, Tourism and Civil Society Keynote followed by Q&A	CHURCHILL: Floor G
10:35 - 10:50	Sarah Coghlan, Men's Health Expert, Movember Keynote: "Building a global men's health movement with fun at its heart"	CHURCHILL: Floor G
10:50 - 11:20	BREAK / NETWORKING	
11:20 - 11:30	Introduction from Kim Leadbeater Labour MP	CHURCHILL: Floor G
11:30 - 12:30	Keynote Panel Session: "The NHS and the fitness and leisure sector: what do we need from each other?" Chair: Kim Leadbeater MP Panel: Charlotte Osborn-Forde - Chief Executive Officer, National Academy for Social Prescribing Ben Beevers - Group Development Director, Everyone Active Emmerline Irving - Head of Improving Population Health, West Yorkshire Health & Care Partnership Dr Davina Deniszczyk - Medical & Charity Director, Responsible Officer, Nuffield Health George MacGinnis - Challenge Director for Healthy Ageing, UKRI	CHURCHILL: Floor G
12:30 - 13:00	Dean Leak, Culture & Leadership Coach Keynote: "How the health of the nation and the health of your organisation starts with you"	CHURCHILL: Floor G
13:00 - 14:15	LUNCH	
14:30 - 15:45	MOORE: (Floor 4) Operational Excellence & Resilience This breakout will look at examples of excellence and resilience within our sector via TEDx style presentations from leaders on: Sustainable Futures, Equality, Diversity and Inclusion as well as Consumer Insights and Consumer Led Programmes. This session will look to provide key snippets of information, that looks to provide tangible takeaways to reflect back into your business area. Focus Talk 1: Sustainable Futures - David Melhuish, Chief Development and Sustainability Officer, The Gym Group Focus Talk 2: Consumer Engagement - Hannah Beecham MBE, Founder of Red January Focus Talk 3: ED&I - 2024: the year of the Games, what impact can they have on disabled people, and inclusion and access at large for the physical activity sector - Barry Lloyd, Programme Manager - ParalympicsGB Every Body Moves Q&A	CHURCHILL: (Floor G) Growth & Sector Development In this breakout we will explore the real and implementable growth opportunities are for the sector and what development of the sector looks like. Through a series of TEDx style sessions, this breakout will draw on Consumer Insights to understand these growth areas, the future of standards across the industry and how, through demystification of AI, this can be used with emerging technologies. Focus Talk 1: Consumer Engagement - Julie Allen, Business Development Director; Active Insight & Dr Matthew Wade, Head of Research & Development, ukactive Focus Talk 2: Standards in 2024 - Cliff Collins, Convener of CEN Working Group Focus Talk 3: Demystifying AI, discuss it's use and consideration when using emerging technologies' - Ian Mullane, Founder, Keepme Q&A
16:00 - 16:30	Jill Scott MBE in conversation with Professor Greg Whyte	CHURCHILL: Floor G
16:30 - 18:00	DRINKS RECEPTION	
18:00	EVENT CLOSE	

AGENDA

‘National Growth through healthy & active communities’

Mike Farrar

Chair of ukactive

Hear from ukactive Chair, Mike Farrar, as he explains how ukactive’s strategy for the growth and development of the sector addresses the nation’s greatest challenges, plus the new and exciting partnerships, projects and evidence that will shape the sector’s year.



Parliamentary Under- Secretary of State for Sport, Tourism and Civil Society followed by Q&A

The RT Hon Stuart Andrew MP

Minister for Sport, Stuart Andrew MP will deliver a keynote speech followed by a Q&A with Huw Edwards. This will provide insight into the Government's view of the importance of the physical activity sector, the ambitions set out in its latest Get Active strategy, and the role of the sector in driving this forward as part of the National Physical Activity Taskforce.



Building a global men's health movement with fun at its heart

Sarah Coghlan

Men's health expert - Movember

Hear from Sarah as she talks about how Movember has developed into a global movement and how the role of physical activity plays an important part in this movement.



10.35-10.50



'The NHS and the fitness and leisure sector: what do we need from each other?'

Chair: Kim Leadbeater

Labour MP

Panel:

- Charlotte Osborn-Forde
CEO National Academy for social prescribing
- Ben Beevers
Group Development Director, Everyone Active
- Emmerline Irving
Head of Improving population Health from West Yorkshire Health & Care Partnership
- Dr Davina Deniszczyc
Medical & Charity Director, Responsible Officer, Nuffield Heath
- George MacGinnis
Challenge Director for Healthy Ageing, UKRI

Chaired by Labour MP and former personal trainer Kim Leadbeater, this session will provide tangible examples of how your organisation can position itself as a trusted partner of the NHS and how the sector is integral to the delivery of health pathways, with all the growth potential that entails.



‘How the health of the nation and the health of your organization starts with you’

Dean Leak

Culture & Leadership Coach

This session aims to leave the audience with tools for being the best version of yourself and influencing others, creating their unique leadership compass and the five essential ingredients for nurturing a healthy culture in any organisation.



THE BREAKOUTS

Operational Excellence & Resilience

This breakout will look at examples of excellence and resilience within our sector via TEDx style presentations from leaders on: Sustainable Futures, Equality, Diversity and Inclusion as well as Consumer Insights and Consumer Led Programmes. This session will look to provide key snippets of information, that looks to provide tangible takeaways to reflect back into your business area

Chair: David Monkhouse, Co Director of Active Insight and active-net

Focus Talk 1: Sustainable Futures - David Melhuish, Chief Development and Sustainability Officer, The Gym Group

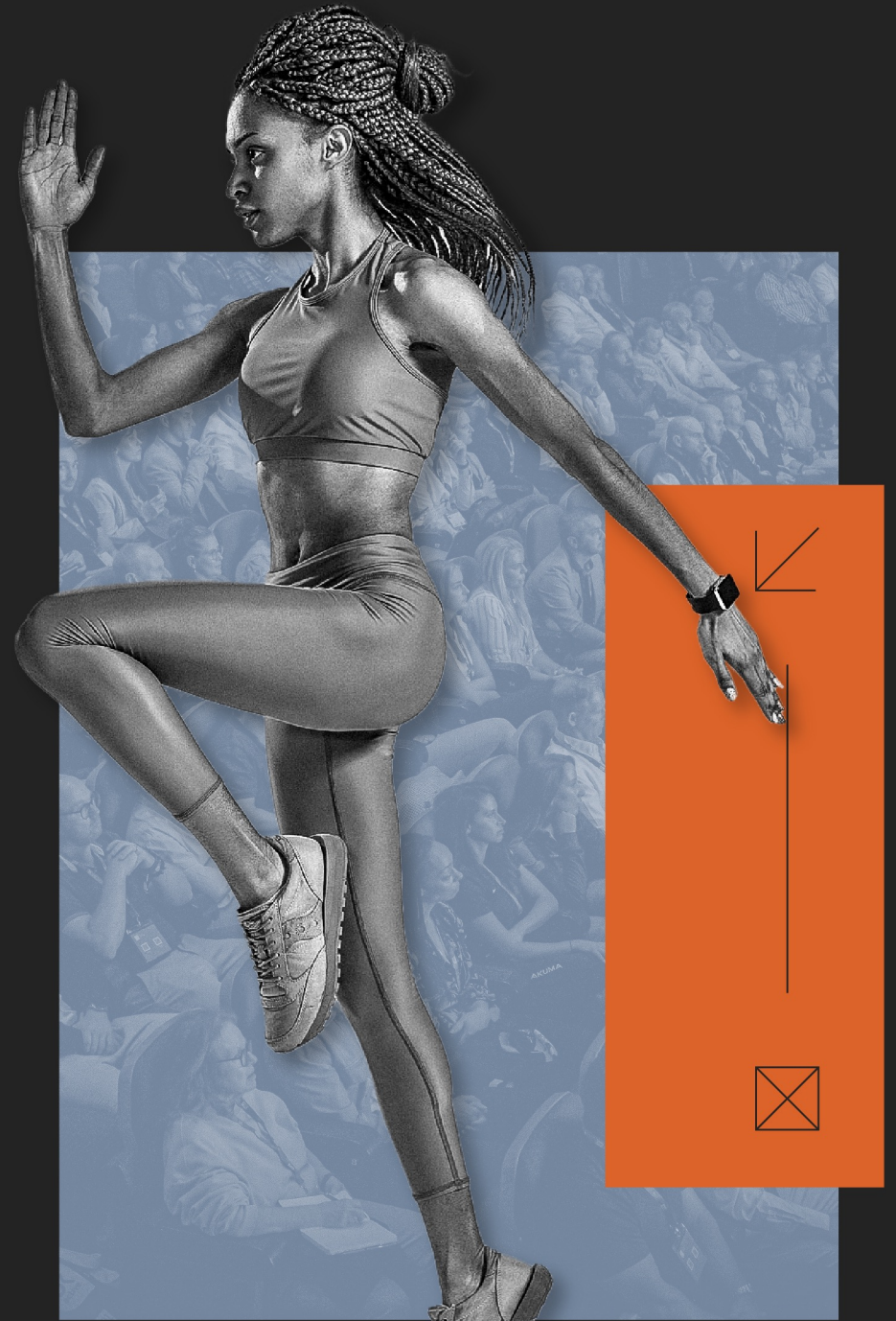
Focus Talk 2: Consumer Engagement - Hannah Beecham MBE, Founder of Red January

Focus Talk 3: EDI - 2024: the year of the Games - Barry Lloyd, Programme Manager – ParalympicsGB | Every Body Moves



Room: Moore (Floor 4)

14.30-15.45



Growth & Sector Development

In this breakout we will explore what the real and implementable growth opportunities are for the sector and what development of the sector looks like. Through a series of TedX style sessions, this breakout will draw on Consumer Insights to understand these growth areas, the future of standards across the industry and how, through demystification of AI, this can be used with emerging technologies.

Chair: Katy Cox, Management Consultant working with the NHS and third sector, ukactive Board Member

Focus Talk 1: Consumer Engagement - Julie Allen, Business Development Director; Active Insight & Dr Matthew Wade, Head of Research & Development, ukactive

Focus Talk 2: Standards in 2024 - Cliff Collins, Convener of CEN Working Group

Focus Talk 3: Demystifying AI, discuss it's use and consideration when using emerging technologies' - Ian Mullane, Founder, Keepme

Room: Curchill (Floor G)

14.30-15.45



Jill Scott MBE in conversation with Professor Greg Whyte

Jill Scott MBE

Host: Professor Greg Whyte

This session will be an informal conversation which will be hosted by Professor Greg Whyte. We will see Jill give us insights into her time with the Lionesses, being resilient and how to achieve success. Jill will also talk about life after retirement and her work with National Physical Activity Taskforce).



EVENT PARTNERS



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UKRI Healthy Ageing Challenge

The UKRI Healthy Ageing Challenge has enabled businesses, including social enterprises, to develop and deliver services and products which support people as they age, along with the innovative business models that will help them to be adopted at scale.

The UKRI Healthy Ageing Challenge has funded over 240 research and innovation projects, over a third of which relate to staying active – equivalent to an investment of at least £18.6 million.

Discover how some of our projects have been helping people stay active in this [short film](#).

Visit two of our project investments, [Good Boost](#) and [Business Health Matters](#), in the Active Uprising 2024 exhibition area.



**UK Research
and Innovation**

Showcasing research
and innovation from
across the UK



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