

ACTIVE
UPRISING

ACTIVE UPRISING 2025

DELEGATE INFORMATION

Thursday 6th March 2025

8:45 - 18:00



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Venue



Queen Elizabeth II Centre,
London, Westminster
Broad Sanctuary, SW1P 3EE

The Queen Elizabeth Centre (QEII), situated directly opposite Westminster Abbey, offers a prime location in the heart of London. Just a two-minute walk from a royal park and less than five minutes from the River Thames, it provides the perfect setting for Active Uprising.

How To Get There

Train Stations

St. James's Park - 4 mins walk

Westminster - 5 mins walk

Charing Cross - 12 mins walk

Victoria - 14 mins walk

Waterloo - 18 mins walk

What3Words

///puppy.fine.open



Key Information

Registration

Registration takes place from **08:45**

Upon arrival, please present your ticket at the registration desk to complete your check-in. Your ticket, which includes a QR code, has been emailed to you, which can be scanned directly from your phone. You will then be given a name badge for the event.

Dress Code

Smart/casual

Key Times

Registration **08:45**

Sessions to begin at **10:05**

Sessions to close at **16:40**

Drinks recetion **16:40 - 18:00**

Other Details

Due to the security of the venue, large bags will be checked on arrival.

A staffed cloakroom will be available throughout the day.

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Active Uprising 2025

This year's Active Uprising will inspire and champion our sector, bringing together motivational speakers to spark forward-thinking ideas and positive change. Alongside thought leadership sessions highlighting key areas of growth and development, the event will offer invaluable insights into the future of our industry.

More than just a day of learning, Active Uprising is a unique opportunity to connect and network with professionals and organisations from across the sector.

Theme

All sessions will focus on the central theme: 'No Growth Without Health'



Agenda

8:45 - 9:45

Event Open / Registration / Networking

10:05 - 10:15

CHURCHILL: Floor G

Welcome and Introduction

Mike Farrar, Chair of ukactive & Huw Edwards, CEO, ukactive

10:15 - 10:45

CHURCHILL: Floor G

The Role of Sport and Physical Activity In Our National Renewal

Paul Corrigan, Strategic Adviser to Secretary of State for Health and Social Care & Mike Farrar, Chair of ukactive

10:45 - 11:30

CHURCHILL: Floor G

Keynote Panel Session: No Growth without Health: How Can the Physical Activity Sector Help Address Poor Health and Economic Growth?

Chair: Marianne Boyle, Director of Membership and Sector Development, ukactive

Panel:

Laura-Jane Rawlings MBE, CEO, Youth Employment UK
Jordan Cummins, UK Competitiveness Director, CBI
Adam Memon, Director of Strategy, NHS England

11:30 - 12:00

CHURCHILL: Floor G

How Rewards and Incentives Shape Our Choices and Transform Behaviour

Iain Pringle, Loyalty Consultant and Managing Partner, New World Loyalty

12:00 - 13:20

PICKWICK: Floor 1

Lunch

BREAKOUT

13:20 - 14:05

CHURCHILL: Floor G

Breaking the Bottleneck: Creating the Framework For a Long-Term Career In Leisure

Chair: Jenny Patrickson, Managing Director, Active IQ

Panel:

Belinda Steward, Managing Director, Places for Leisure
Tara Dillon, CEO, CIMPSA
Gary Laybourne, Charity CEO and Co-Founder of Coach Core
Ben Beevers, Group Development Director, Everyone Active
Ruth Jackson, Chief People Officer, The Gym Group

BREAKOUT

13:20 - 14:05

GIELGUD: Floor 2

A Generation of Anxious Young People: Physical Activity As a Prevention and Solution

Chair: Timothy Mathias, Strategic Lead - Equality, Diversity & Inclusion, ukactive

Panel:

Jamie Cartwright, Co-Founder of BOX12 and Founder of Move for Freedom
Adam Wilson, Quantitative Insight Director, Beano Brain
Dr Victoria Goodyear, Associate Professor in Pedagogy in Sport, Physical Activity & Health, University of Birmingham
Hayley Jarvis, Head of Physical Activity, Mind

BREAKOUT

14:10 - 15:00

CHURCHILL: Floor G

In the Business of Health: Powering Up Partnerships Between the Physical Activity Sector and Wider Business

Chair: Tina Woods, CEO Business for Health

Panel:

Marc Holl, Head of Quality for Primary Care, Nuffield Health Corporate
Sean Phillips, Head of Health and Social Care, Policy Exchange
Elizabeth Bachrad, Head of Programme Strategy Business for Health, Business for Health
David Hale, Government Affairs Director, FSB

BREAKOUT

14:10 - 15:00

GIELGUD: Floor 2

From Hospital to Community: How Will the NHS Strengthen Its Partnership With the Physical Activity Sector?

Chair: Dr Hussain Al-Zubaidi, Lifestyle & TV Doctor

Panel:

Priya Oomhadat, Deputy Director of Rehabilitation, NHS England
William Roberts, CEO, Royal Society of Public Health
Duncan Kerr, CEO, Wave Active
Karl Hayes, MD, Impulse Leisure

15:00 - 15:30

PICKWICK: Floor 1

Networking Break

15:30 - 15:50

CHURCHILL: Floor G

From Collaboration to Acceleration: Building High-Performing Teams for Sustainable Business Growth

Claire Rollins, Portfolio Leader, Banyan Software

15:50 - 16:20

CHURCHILL: Floor G

You Can't Make Money From a Dead Planet

Mark Shayler, Innovation and Environmental Advisor

16:20 - 16:50

CHURCHILL: Floor G

Fireside chat with Emily Campbell

Emily Campbell, Team GB Olympic Weightlifter Interviewed by Sarah Watts, CEO, Alliance Leisure

16:50

PICKWICK: Floor 1

Drinks Reception (Sponsored by EGYM Huddle)

18:00

Event Close





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Keynote Speakers



Emily Campbell

Team GB Olympic Weightlifter

Emily Campbell is a British weightlifter, the most successful British weightlifter of modern times and greatest British female of all time. She is a Commonwealth and four-time European champion, and a double World and Olympic medallist.

Emily's journey to the Olympics has helped to shape her vision. Being from a deprived area and receiving no funding for the Olympics, she champions and represents her community for their local support as well as knowing first hand the full suite of benefits of strength training and physical activity.

She is on a mission to Make the Nation Stronger and joins us to speak about her key three pillars of increasing participation in lifting weights and highlighting the importance of strength, female body empowerment and developing children and young people.

These three pillars will form the foundations of her ultimate goal of opening her own weightlifting gym, wanting to influence and create a high standard for new gyms that incorporate elite athlete level facilities, an area for youth development and community led projects and a financially accessible for the community.



Iain Pringle

Loyalty Consultant and Managing Partner
at New World Loyalty

Iain Pringle is a loyalty consultant and Managing Partner at New World Loyalty, with 30 years of experience in loyalty marketing. A key contributor to the creation of Avios for International Airlines Group, Iain has worked with major brands including Shell, British Airways, Virgin Atlantic, Nectar, Tesco and Delta Airlines. His expertise spans strategy, customer insights, and delivering end-to-end loyalty solutions, such as launching a coalition programme in South Africa. Iain is also a founding partner of Loyalty Wired, a podcast reaching a global audience across 45 countries, sharing insights and best practices in the loyalty industry.

Join loyalty expert Iain Pringle as he shares insights from 30 years of experience in loyalty marketing and behavioural incentives. Drawing on real-world examples, Iain will explore how incentives can drive meaningful behaviour change, outline key principles of loyalty theory, and reveal lessons rarely found in textbooks—or AI-generated advice! Packed with practical tips for program managers, this session will offer valuable advice on building a compelling business case for loyalty programs. Don't miss this opportunity to learn, engage, and get your questions answered by a global leader in the loyalty industry.



Mark Shayler

Author, Innovation and Environmental
Advisor

Mark helps big companies think like small ones and small companies think like big ones. He has worked in sustainability for 33 years and works on the creativity and innovation of products, services and business models; and he is a coach and facilitator for businesses and individuals.

His clients include Patagonia, Nike, Samsung, EE, Audi, Bombay Sapphire, Seedlip, Universal Works, Unilever, Mars and many more.

Mark is the author of three books: "Do Disrupt, change the status quo or become it" then "Do Present, how to give a talk and be heard". Latterly, his third book "You Can't Make Money from a Dead Plant: The sustainable method for driving profits" was published by Kogan Page in 2023. Over the last 20 years he has been a keynote speaker for events all over the world.



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Claire Rollins

Portfolio Leader, Banyan Software

Claire's career in software started completely by chance - a temporary university job that created a realisation that software is far more about people than it is about code or systems. That sparked a passion for developing individuals and teams, and a belief in how technology, when used well, can unlock potential and accelerate impact for individuals and across entire industries.

A career highlight remains Claire's eight years at Gladstone, within the health and fitness sector, where she led teams across the business before spending four years as CEO. She remains incredibly passionate about the industry, championing innovation and the role that technology can play in getting more people, more active, more often.

As a Portfolio Leader, Claire now partners with software founders and business leaders across different sectors and company sizes. She thrives on helping people to challenge themselves, build high-performing teams, and create the kind of momentum that transforms businesses and industries alike.



Paul Corrigan

Strategic adviser to the Secretary
of State for Health and Social Care

From July 2024 Paul has been a strategic adviser to Wes Streeting the SoS for health and social care

Between 1966 and 1972 Paul studied:

- for his first degree in social policy at the London School of Economics where he was taught how to make social policy work by some of the people who had made post war policy - for his PhD on juvenile delinquency and schooling at Durham University

Between 1972 and 1984 he taught social policy at the University of Warwick and the Polytechnic of North London to undergraduates, social workers, and community nurses. His research was on community development and social policy in inner city areas.

He then worked as a senior manager in London local government at the GLC, ILEA and the London Borough of Islington, In the midst of that 1990-93 he was the education policy officer for the Labour Party.

In the late 90s he was a management consultant before, in 2001 becoming special adviser on health policy to Alan Milburn. John Reid and Tony Blair

Between 2007 and 2009 he was the Director of Strategy and Commissioning for NHS London.

Since then he has been working for himself and in particular was a non exec at the CQC 2013-9 and helped to develop the NHS New model of care 2014-7



Huw Edwards

ukactive, CEO

Huw is the CEO of ukactive, the not-for-profit health body which represents the physical activity sector and has a mission to get More People, More Active, More Often. He took the role in July 2019 following three years as Director of Public Affairs, Communications and Research. During his ukactive career, Huw has played a key role in shaping ukactive's strategy and business plan, as well as leading the organisation's engagement with government and wider stakeholders.

In 2017, Huw was named Leisure Sector Champion for the Department of Work & Pensions disability taskforce, aiming to ensure that the work of the sector in the disability space is aligned to the DWP's objectives.

Previously, Huw was the Public Affairs lead at British Tennis, working across both the Lawn Tennis Association and The Tennis Foundation. He has also worked for both the Department for Culture, Media and Sport and Olympic Delivery Authority during the delivery of the 2012 Olympic and Paralympic Games.

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Mike Farrar

ukactive, Chair

Mike has 13 years of CEO experience in the NHS and remains a prominent thought leader and advisor to the NHS and the wider healthcare sector. He previously served as Chair of the National Strategic Health Authority Chief Executive's Group from 2002 to 2009; Chief Executive of the NHS Confederation from 2011 to 2013; Vice and Interim Chair of Sport England between 2009 to 2012; and Chair of Swim England from 2015 to 2020.

In 2005, Mike was awarded the CBE for services to the NHS and is an Honorary Fellow of the Royal College of General Practitioners, the Royal College of Physicians, and of the University of Central Lancashire.

Throughout his career he has also been committed to supporting sports bodies and charitable foundations, including serving as Chair of the Amateur Swimming Association, a trustee of the Football League Trust, Chair of the Rugby League Players Welfare Forum, and Chair of Huddersfield Town and Huddersfield Giants Community Sports Trust.



Sarah Watts

CEO, Alliance Leisure

Sarah Watts is Chief Executive of Alliance Leisure, the award-winning leisure development company which has developed over 280 leisure facilities since Sarah founded the company in 1999 representing an investment value of more than £450m in leisure infrastructure. Sarah's continued ambition is to develop high quality public leisure that contributes to social and health benefits in local communities. Also appointed as chair of the ukactive Suppliers' Council, Sarah supports the sector to thrive and plays a tangible role in encouraging growth, confidence and investment in the industry.

Keynote Sessions

The role of sport and physical activity in our national renewal.

Keynote followed by Q&A

Delegates will hear from Paul Corrigan, strategic adviser to the Secretary of State for Health and Social Care, on the development of the Government's ten-year plan for NHS reform, and how the sector can support in the identified shifts towards prevention and community provision.

Speakers



Paul Corrigan

Strategic adviser to the
Secretary of State for
Health and Social Care



Mike Farrar

Chair, ukactive

No Growth without Health: How can the physical activity sector help address poor health and economic growth?

Panel discussion

This panel will hear from industry leaders and thought leaders on where they see the sport and physical activity sector playing a major role in addressing a number of issues are impacting our economic growth as much as our poor health.

This panel will cover areas including:

- 1) workforce productivity and long-term sickness
- 2) the growing economic inactivity amongst 18-24 year olds
- 3) our ageing society.

Chair:



Marianne Boyle

Director of Membership and
Sector Development, ukactive

Panel:



Laura-Jane Rawlings MBE

CEO, Youth Employment
UK



Jordan Cummins

UK Competitiveness
Director, CBI



Adam Memon,

Director of Strategy,
NHS England

How do we incentivise the next 15% and what can we learn from other industries?

Keynote talk

Join loyalty expert Iain Pringle as he shares insights from 30 years of experience in loyalty marketing and behavioural incentives. Drawing on real-world examples, Iain will explore how incentives can drive meaningful behaviour change, outline key principles of loyalty theory, and reveal lessons rarely found in textbooks—or AI-generated advice! Packed with practical tips for program managers, this session will offer valuable advice on building a compelling business case for loyalty programs. Don't miss this opportunity to learn, engage, and get your questions answered by a global leader in the loyalty industry.

Speaker



Iain Pringle

Loyalty Consultant and
Managing Partner at New
World Loyalty

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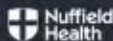
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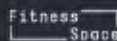


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From Collaboration to Acceleration: Building High-Performing Teams for Sustainable Business Growth

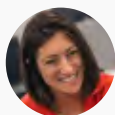
Keynote talk

A TedX style presentation with key take aways and actionable for the audience to implement in their businesses

Claire will be sharing:

- 1) Her journey, how that's helped shape how she builds those teams
- 2) How people are important – having the right people in the right seat makes all the difference
- 3) How those high-performing teams support and aid sustainable business growth

Speaker



Claire Rollins

Portfolio Leader, Banyan Software

You can't make money from a dead planet

Keynote talk

Sustainability doesn't have to be a dull discussion about reducing energy and adding water-saving taps. In this engaging and thought-provoking talk, author and Innovation and Environmental Advisor, Mark Shayler, will explore how sustainability can be a powerful force for innovation and creativity. He'll demonstrate how businesses can use sustainability to shape the future, attract customers, and create thriving workplaces.

Bringing a unique approach, Mark weaves together cultural references from the last 70 years—using pop music and TV advertising from the 1950s to today—to illustrate his points. With 35 years of experience in sustainability and as the author of *You Can't Make Money from a Dead Planet*, Mark promises an insightful, entertaining, and inspiring session that will challenge the way you think about sustainable business.

Speaker



Mark Shayler

Author, Innovation and Environmental
Advisor

Fireside Chat with Emily Campbell

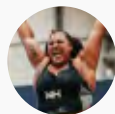
Keynote talk (Interviewed by Sarah Watts)

Emily's journey to the Olympics has helped to shape her vision. Being from a deprived area and receiving no funding for the Olympics, she champions and represents her community for their local support as well as knowing first hand the full suite of benefits of strength training and physical activity.

She is on a mission to Make the Nation Stronger, and joins us to speak about her key three pillars of increasing participation in lifting weights and highlighting the importance of strength, female body empowerment and developing children and young people.

These three pillars will form the foundations of her ultimate goal of opening her own weightlifting gym, wanting to influence and create a high standard for new gyms that incorporate elite athlete level facilities, an area for youth development and community led projects and a financially accessible for the community.

Speakers



Emily Campbell
Team GB Olympic
Weightlifter



Sarah Watts
CEO, Alliance Leisure

Breakout Sessions

Breaking the Bottleneck: Creating the Framework For a Long-Term Career In Leisure

The leisure industry faces ongoing challenges in attracting, training, and retaining skilled staff. This session will explore current industry best practices, identify opportunities for long-term career development, and discuss lessons that can be learned from other sectors. We will also examine how updating qualifications and career pathways can enhance opportunities both within and beyond the industry. By addressing these key issues, we can build a stronger, more sustainable workforce and highlight the leisure sector as a viable and rewarding long-term career choice.

Chair: Jenny Patrickson, Managing Director, Active IQ

Panel:

Belinda Steward, Managing Director, Places for Leisure

Tara Dillon, CEO, CIMPSA

Gary Laybourne, Charity CEO and Co-Founder of Coach Core

Ben Beevers, Group Development Director, Everyone Active

Ruth Jackson, Chief People Officer, The Gym Group



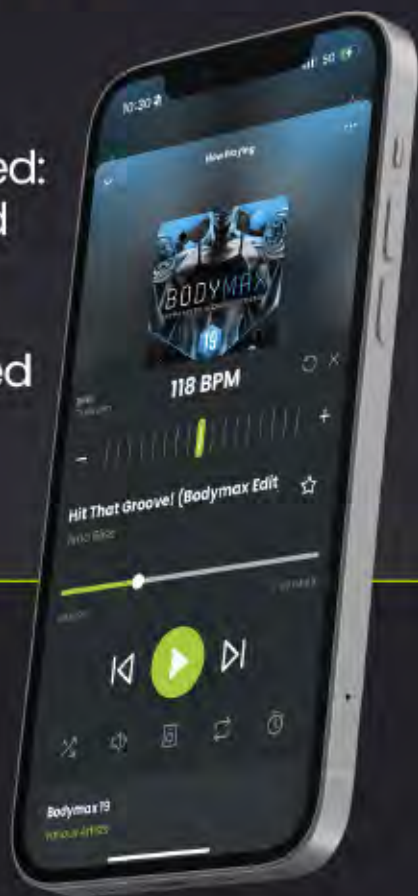
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A Generation of Anxious Young People: Physical Activity as a Prevention and Solution

In this session, we will explore:

- 1) The mental health landscape – Understanding the challenges young people face today
- 2) The power of movement – How physical activity helps prevent and ease poor mental health
- 3) What young people want – Insights into consumer trends and preferences
- 4) Unlocking opportunities – Making physical activity fun, social, familiar, accessible, and safe
- 5) Actionable solutions – Real-world strategies making a difference now

Chair: Timothy Mathias, Strategic Lead - Equality, Diversity & Inclusion, ukactive

Panel:

Jamie Cartwright, Co-Founder of BOX12 and Founder of Move for Freedom

Adam Wilson, Quantitative Insight Director, Beano Brain

Dr Victoria Goodyear, Associate Professor in Pedagogy in Sport, Physical

Activity & Health, University of Birmingham

Hayley Jarvis, Head of Physical Activity, Mind

In the Business of Health: Powering Up Partnerships Between the Physical Activity Sector and Wider Business

This interactive breakout session will focus on how we can build better partnerships between the physical activity sector and business to support the health of the workforce and the growth of our sectors services. We will dive into current landscape of employee health in the workforce and types of workplace health partnerships that currently exist, picking apart why they are successful and what does not work to understand how we both parties can form mutually beneficial partnerships, and when and where our sector can play a role.

Chair: Tina Woods, CEO Business for Health, Business for Health

Panel:

Marc Holl, Head of Quality for Primary Care, Nuffield Health Corporate

Sean Phillips, Head of Health and Social Care, Policy Exchange

Elizabeth Bachrad, Head of Programme Strategy Business for Health, Business for Health

David Hale, Government Affairs Director, FSB

From Hospital to Community: How Will the NHS Strengthen Its Partnership With the Physical Activity Sector?

This exciting NHS, public health and physical activity sector panel will explore the integral healthcare role the sector has with the shift from hospital to community and treatment to prevention. What does healthcare physical activity sector integration look like and what are the optimal relationships and 'best practice' examples of healthcare pathways into sector?

Chair: Dr Hussain Al-Zubaidi, Lifestyle & TV Doctor

Panel:

Priya Oomhadat, Deputy Director of Rehabilitation, NHS England

William Roberts, CEO, Royal Society of Public Health

Duncan Kerr, CEO, Wave Active

Karl Hayes, MD, Impulse Leisure

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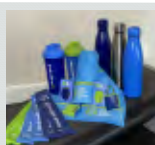
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Starter Packs



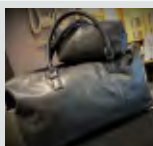
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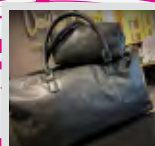
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Fellowships

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Training

Develop your own and organisation's behavioural research knowledge and skills by joining us for our webinars, masterclasses and continuing professional development courses.

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