

Delivering An Active Nation

Annual Leicester-Shire & Rutland Sport Conference



**LEICESTER-SHIRE
& RUTLAND SPORT**
PHYSICAL ACTIVITY & WELLBEING

Thursday 2nd November 2017

University of Leicester, Stamford Court, Manor
Road, Oadby, Leicester, LE2 2LH



Cost: FREE | #LRS_17

Please confirm your attendance by visiting:

www.lrsport.org/LRSConference



LRS ONE VISION

Leicestershire, Leicester and Rutland the most
physically active and sporting place in England



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12.00 noon—4.30pm



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Programme

12.00 noon	ARRIVAL – Refreshments Buffet Lunch
12.30 pm	WELCOME / STRATEGY LAUNCH Andy Reed OBE, Chair of Leicester-Shire & Rutland Sport
1.00 pm	WORKSHOP 1 PHYSICAL ACTIVITY & SPORT STRATEGY 2017-21—AMBITION AREAS <ol style="list-style-type: none">(1) Get Active: Leicestershire, Leicester & Rutland’s whole school approach to physical education, school sport, physical activity and health & well-being (<i>Jane Roberts, Leicestershire County Council</i>)(2) Stay Active: Understanding the family nucleus (their behaviours, values & influences) to support them to have resilient habits towards physical activity and sport (<i>Tracey Lines, Inspiring Change Consultancy</i>)(3) Active Places: Maximising the use of existing spaces through effective programming & meeting customer need (<i>James Naylor, Everyone Active</i>)(4) Active Economy: How an active & healthy workplace can help your economy grow? (<i>Tbc</i>)
2.30 pm	KEYNOTE SPEAKER Listen to Dr Zoe Williams talk about the importance of having a physically active nation. Zoe will talk about the need to work in partnership to support a population level growth in participation in physical activity and sport through using behaviour change practice and theory. Learn how we need to help people to develop and sustain healthier behaviours to decline the level of inactivity within our population.
3.15 pm	REFRESHMENTS
3.30 pm	WORKSHOP 2: PHYSICAL ACTIVITY & SPORT STRATEGY 2017-21—FOUNDATION AREAS <ol style="list-style-type: none">(1) Well Led: Engaging with new partners to extend our reach into new communities whilst identifying areas of mutual benefit (<i>Danny Myers, The Mighty Creatives</i>)(2) Insight Driven: Understanding our communities, using insight to inform our decision making and shape our delivery (<i>CFE Research</i>)(3) Skilled & Representative Workforce: Explore how locally we can ensure that our physical activity and sport workforce is fit for purpose and representative of our local communities (<i>Tracey Lines, Inspiring Change Consultancy</i>)(4) Marketing & Communications: Creating an effective social media marketing campaign to reach new customers (<i>Makalu Agency</i>)
4.30 pm	DEPART