



## **A healthier Scotland through sport and physical activity**

*how we can work together to make Scotland healthier by  
getting more people, more active, more often*

A one-day conference on how we can develop community sport and physical activity for everybody, throughout life, and make a contribution to a healthier society

**12<sup>th</sup> September 2017, Stirling Court Hotel, University of Stirling**

It is widely accepted that sport and physical activity can have a positive impact in a number of areas on our physical and mental health, and importantly, on preventing health problems.

Physical activity can help reduce obesity, help people to socialise, engages us in the local community, help health bodies to communicate with hard-to-reach groups and can help improve mental wellbeing, to name just a few.

The Government recognises that regardless of age, income, educational level, social group or where people live a physically active life can give us great physical and mental benefits.

Despite these obvious benefits, it seems that community sport organisations and physical activity providers and the health sector do not always work together. Often they operate in separate silos, use their own jargon, measure success in different ways and generally do not create the synergy which could improve results in so many ways and optimise the outcome.

At the same time, there are a number of case-studies where local authorities, patient organisations, healthcare professional and research bodies, NHS healthcare providers, sports organisations, community groups, GP practices, workplaces and physical activity providers have developed and delivered innovative and efficient initiatives by creating shared values, through dialogue and engagement.

*This conference is not about policies and strategies. It focuses on best practice and provides thoughts, tools and to-dos. Real stories and successes to be told, lessons to be learnt, ideas and experiences to be shared on how to create a healthier Scotland by getting more people, more active, more often.*

**The conference** will focus on areas such as

- How can we develop collaboration and partnerships locally between sport, physical activity and health?
- Should we develop new sport and physical activity offerings aimed at 'new' groups or should we offer them the traditional or slightly adapted opportunities?

- Who and how do we finance the various initiatives?
- How do we develop and deliver sport and physical activity opportunities for hard-to-reach groups?
- How do we develop and deliver sport and physical quality activity opportunities for people with social and mental health problems?
- How can the various departments within our local authorities improve the way they cooperate internally and thus improve the benefits and outcome of their work?
- How do we satisfy the sport and physical activity needs of new target groups, such as generation z, older people or immigrants?
- How can we motivate and help sports clubs to become hubs for their communities and develop and deliver #MoreThanSport?
- How can we create/improve sport and leisure facilities which integrate sport, physical activity, health and community?
- How do we measure behaviour change and impacts?
- How can we best motivate and support innovators and entrepreneurs to create new initiatives across sport and physical activity?

## **The organisers**

**A healthier Scotland through sport and physical activity** is organised in partnership between Developing Potential and Sports Marketing Network.

**Developing Potential** is run by Diane Cameron, a leading consultant supporting social enterprises within sport and physical activity in Scotland. Over the years she has worked with a large number of these bodies and has a clear understanding of the role sport and physical activity can play in making Scotland a more active and healthy nation.

**Sports Marketing Network** is a leading provider of information and advice on how to develop more innovative and enterprising solutions on how to create vibrant, visible and viable community sport and physical activity.

For more than 10 years SMN has been working across the UK and Denmark using conferences, workshops, webinars and consultancy to support and inform.

**This conference sits alongside 2 sister events:**

**Et sundere Danmark gennem idræt og motion**

*...sådan kan Idræt Motion og Sundhed arbejde sammen og få flere danskere mere aktive*

**11<sup>th</sup> May 2017, Islands Brygge Kulturhus, Copenhagen**

**Everybody Active, how?**

A one-day conference on how we can develop community sport and physical activity for everybody, all of life, and make a contribution

**25<sup>th</sup> October 2017, Villa Park, Aston Villa FC, Birmingham**

**For further information contact Svend Elkjaer on 014233 326 660 or email [svend@smnuk.com](mailto:svend@smnuk.com)**



**A healthier Scotland through sport and physical activity**  
**12<sup>th</sup> September 2017, Stirling Court Hotel, University of Stirling**  
*Registration Form*

Contact name	
Organisation name	
Contact tel.	
Contact email	
Invoicing address including post code	
Purchase order number	

**Names and contact details of all delegates**

Name	Job Title	Email

**Delegate Fees:**

**Standard Rate: £150** Central government departments and agencies, local authorities, universities, colleges, NHS, from community sports clubs, Community Sport Hubs, governing bodies of sport, local authorities, community sports trusts leisure trusts, informal sports providers, community sports enterprises, community groups and other community sports providers, professional associations and voluntary / charitable organisations with an annual income over £300.000)

**Community Rate £95** (Voluntary / charitable organisations with an annual income under £300.000)

**Payment details**

I enclose a cheque for £ \_\_\_\_\_

Please invoice me/my organisation (for Purchase Order Number see above) for £ \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

Print name \_\_\_\_\_

Position in organisation \_\_\_\_\_

**Please complete and return to**

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 email svend@smnuk.com Tel: 01423 326 660