

Rethinking public leisure and culture: building a sustainable future

9.30 - 10.00am	Conference Welcome and landscape reflections from Community Leisure UK			
10.15 - 11.15am	<p>Bill Grimsey - Leisure and culture's role in redefining town centres</p> <p><i>Placemaking and community hubs for the future - a changing landscape. Where can public leisure and culture support and contribute to building resilient and attractive places for local communities? Bill Grimsey is the author of The Grimsey Review, highlighting the need for the centres of towns and cities to focus on becoming community spaces.</i></p>			
Break				
11.30 - 12.30	<p>Workshop 1: Trends in Leisure</p> <p>David Minton, Leisure Database</p> <p><i>Insight into UK and global trends for the leisure sector, particularly in light of the Covid-19 pandemic. What can we learn from elsewhere?</i></p>	<p>Workshop 2 The Future of Public Leisure</p> <p>ukactive</p> <p><i>An opportunity to hear from ukactive colleagues on their consultation into the future of public leisure: Initial feedback Next steps.</i></p>	<p>Workshop 3 - Creating digital access for all</p> <p>Wales Co-operative Centre - Digital Communities Wales</p> <p><i>Digital inclusion means having the motivation, skills and access to use digital technology. Digital Communities Wales: Digital Confidence, Health and Well-being works with organisations to help them take practical action to support digital inclusion locally. During this session, they will share best practice of creating digital access including tangible actions that delegates can start implementing right away.</i></p>	<p>Workshop 4 Customer proposition: re-engaging your customers</p> <p>Final details tbc</p>

Break - Visit the marketplace to hear from our Business Partners

<p>1.30 - 2.30pm</p>	<p>Workshop 5 Digital tech developments</p> <p>Arts Council England - Digital Culture Network DFC Les Mills Technogym</p> <p><i>An interactive session with actionable insights from experts on effectively managing digital activities across culture and leisure, with a focus on monetising these serves.</i></p>	<p>Workshop 6 Behaviour and culture change</p> <p>Andrea Quinn, Geelox</p> <p><i>Synopsis - To change a culture, you first need to understand what is driving the culture that exists today. That requires an understanding of people by getting an insight into what's driving their behaviour. Andrea will share the successful methods that some leaders have used when applying a scientific approach to changing behaviour and show how that has become even more important through the current pandemic.</i></p>	<p>Workshop 7 Spark of innovation - celebrating best practice</p> <p><i>An opportunity to celebrate and share innovation and best practice from across our membership</i></p> <p><i>A series of short (3-5 mins) presentations from colleagues across our network.</i></p>	<p>Workshop 8 - Culture and place</p> <p>Smithsonian Center for Folklife and Cultural Heritage - Smithsonian Folklife Festival curation</p> <p><i>The Smithsonian Folklife Festival is an international exposition of living cultural heritage produced outdoors by the Smithsonian Institution's Center for Folklife and Cultural Heritage (CFCH). It is an educational presentation that features community-based cultural exemplars. The preparation of each Festival programme usually spans multiple years and includes local collaborations and programmes. During this session, Smithsonian's CFCH will share their experience of how a Festival can be used to champion local culture and how cultural activity contributes to placemaking.</i></p>
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Break

2.45 -
4pm

Ken Hughes - Re-Awakening and maximising the post Covid-19 Consumer Opportunity

Challenges and opportunities continue to lay ahead: here Ken helps us be prepared for the non-linear recovery in the short term and long term through Ken's thoughts, knowledge and perspective. Ken Hughes is the leading international Consumer and Shopper Behaviouralist presenting thought-provoking insight on the "The Captive Economy" Re-Awakening and maximising the post Covid-19 Consumer Opportunity.

This keynote session is kindly sponsored by our business partner Technogym.



Conference Close

Hashtag: #ReimagineLeisure #ReimagineCulture