

The Active England Learning Zone

**The Annual
Conference for
Active England
Projects**

*Wednesday 24th May 2006
Milton Keynes Hockey Stadium*

hall aitken



SPORT ENGLAND
The nation's biggest supporter



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The Active England Learning Zone

The Annual Conference for Active England Projects



Following over £100 million of investment from Sport England and The Big Lottery Fund, Active England projects are alive and well all over the country.

Big breakthroughs are being made as all sorts of projects try new things to get people to become more physically active. If it were just as simple as throwing money at projects then we could be assured of success. Of course it isn't as simple as that. Amongst the great breakthroughs that people are making, there are also setbacks, frustrations, difficulties, misjudgements and mistakes.

That's only to be expected, because the course of true innovation never runs smoothly. We have to become more and more adept at negotiating the difficulties that stand in the way of a more active nation. We have to become ever more creative. We have to learn from one another and monitor and evaluate what we have achieved.

That's what The Learning Zone 2006 is all about. This not to be missed event will: -

- ➔ Provide an annual injection of inspiration, motivation and insight to enable projects to achieve and even exceed their targets
- ➔ Introduce new ideas and thinking which may help to push your project even further
- ➔ Create connections between projects and share ideas
- ➔ Provide specialist monitoring and evaluation clinics for those with specific issues or those wanting to get even more from the process
- ➔ Showcase specific projects from around the country

We know that projects are working really hard to make Active England a success. This annual burst of inspiration is a chance to re-energise, make important connections and take home new ideas.

Conference Programme

9.30 Chair's Welcome

9.45 Innovate, Innovate, Innovate....

Keynote address, Rt Hon Richard Caborn, Sports Minister (TBC)

10.20 Mind Games – How to use the power of the sporting elite to make your project exceed its targets

What makes a winner? Why do some people consistently hammer the ball into the net with pinpoint accuracy, break their targets at work or achieve ambitious goals. There is one factor that lies behind everything. The mind.

Geoff Grout looks into the minds of sports stars and identifies the attitudes and approaches that enable them to achieve peak performance, and shows how you can use the techniques in your own Active England project to get to where you want to be.

Geoff Grout, Author, Mind Games

11.05 Morning Workshops

12.20 Lunch

1.20 Crest of a wave

Sometimes great ideas come when you are just playing around, and North Cornwall's CREST project began as just a tongue-in-cheek idea.

It has created a programme of extreme sports and tapped into a client group which tends not to respond to

formal, organised, structured sports. To do so the project focused on understanding the sub-culture first, because their target market doesn't associate with activity per se, they associate with what's around it. They tend to be anti-establishment; like an adrenalin buzz; are individual; prefer loose rules; have their own language & code of conduct; and like risk.

By understanding sub culture rather than simply offering activities they have created a quite remarkable set of programmes. Their challenge now is to develop structure without creating a rule-bound culture devoid of risk.

Gareth Dix, North Cornwall District Council

2.00 Afternoon Workshops

3.00 Tea and Coffee

3.15 Mr Motivator – How to give your project a quantum leap

He looks like a cross between Billy Connolly and Santa Claus. But don't be fooled, Watt Nicoll, the effervescent 70 year old was once heralded as the England football teams psychological weapon as they reached the semi-finals of Euro 2002. Nicoll, who has been voted the world's greatest motivator; believes that you can have anything you want, be anything you want to be, and do anything you want to do... if you can satisfy three very simple conditions....

Watt Nicoll MP (Motivated Person)

Workshops

TXT it 2 me

We were all young once. Yet the world is changing so fast now, for some of us our youth seems a long way off. Language, communication, technology and youth culture mutate so quickly, just as we begin to think we are 'cool', they have changed the word.

It is so important that Active England projects do more and more to engage with young people. But how?

Kikass is a charity that brings together young people across the UK to champion career and personal development, while channelling raw talent into finding creative solutions to social issues and building active communities among 16-26 year olds.

It uses some rather unusual techniques that will get you out of your comfort zone. Neil Almond explains the Kikass view of the world and how you can make better connections with young people.

Neil Almond, Kikass

Think like an eight year old

A chance for all those who missed the innovation workshop to participate in a not to missed event.

Active England projects have already shown an ability to think innovatively. However, the record book shows that despite a £1.2 billion investment in sport over the past ten years, participation has gone down.

Investing, and purveying the health and well being benefits of being active, does not on its own, seem to work. We are looking for a massive shift in participation.

This will require a major shift in the way that we think. We will have to think differently...very differently. Think like an eight year old will show you how.

Malcolm McClean, Director, Bearhunt

Active England Monitoring & Evaluation Clinics

If you have some specific issues about monitoring & evaluation you can book into the M&E clinics where experts from Hall Aitken will help you clarify your approach and sort out any minor hiccups on Value Mapping, Rickter Scale, and monitoring trouble shooting.

The Active 'bit'

Want to get up and about and make some connections? Go on an active workshop. An outdoor walking trail will lead you on a tour which showcases **SIX** Active England projects and allows you to get to know other people in the Active England 'family'. Bring your umbrella and be prepared to join in a bit.

Booking Form - *The Learning Zone*

Please note:

Cancellations, which must be made in writing, will be subject to an administrative charge of £50 until 15 working days before the conference, after which no refunds can be made.

Delegates are able to nominate substitutes.

If payment is not received by the conference date, we reserve the right to make an additional administration charge of £50 per delegate.

Return to

or for more information contact:

Shirley Naden-Lamb
Bearhunt
Six Kingsbury House
St Hilary's Park
Alderley Edge
Cheshire SK9 7DA
Tel: 01625 584448
Fax: 01625 585674
email: s.naden-lamb@bearhunt.org.uk

Personal information

Full Name: _____

Job Title: _____

Organisation: _____

Address: _____

Postcode: _____

Tel: _____ Fax: _____

Email: _____

Special dietary requirements: _____

Other special requirements: _____

If this is a block booking, list names of other delegates and job titles

1 _____

2 _____

3 _____

Workshops & Clinics

Please tick either one workshop and one clinic or two workshops

Workshops

Txt it 2 me

Think like an 8 year old

The Active 'bit'

Clinics

Value Mapping

Rickter Scale

Monitoring trouble shooting

Payment information

Number of delegates attending

Public sector @ £110 + VAT (£129.25)

£ Total

Number of delegates attending

Voluntary sector @ £75 + VAT (£88.13)

£ Total

please find a cheque attached for

£

made payable to "bearhunt ltd" OR

please invoice my organisation at: _____

BACs details are as follows:

Name of account: Bearhunt Ltd

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Sort code: 01-05-41

Bank name: National Westminster Bank plc

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