About The Conference

The inaugural European-wide Healthy Stadia conference takes place on Monday 21st September 2009 at the Arena and Convention Centre [ACC], Liverpool.

This one day conference is aimed at sporting stadia and club representatives from across Europe concerned with facilities management, corporate and social responsibility, community engagement and sustainability. The conference will be followed by an official dinner at Anfield, home of Liverpool Football Club.

The event will mark the launch of the European Healthy Stadia network, and offers a key opportunity to share the learning, resources and best practice emerging from the Programme.

The Healthy Stadia agenda aims to support stadia and clubs’ business and corporate objectives, helping to build a positive corporate profile, strengthen links with local communities and nurture new partnerships.

A full conference programme is provided overleaf, and will include presentations from EU directorates which have funded the Programme, UEFA, and representatives from the London Organising Committee of the Olympic Games. Key themes and examples of best practice will be drawn from the following areas:

- Corporate and social responsibility
- Community engagement
- Stadia-based health promotion
- Sustainability and energy efficiency
- Racism & xenophobia
- Environmental transport planning & delivery
- Healthy food & drink options

The Healthy Stadia Programme and conference is co-ordinated by NHS Sefton through their UK-based cardiovascular disease charity ‘Heart of Mersey’, and has had significant input from the following Associate Partners:

- Andalusian Centre for Sport Medicine [CAMD] – Spain
- Public Health Agency – Latvia
- University of East London – UK
- Medical University – Lodz, Poland
- Galway Healthy Cities Project – Ireland
- University of Pavia – Italy
- International Sport Projects Association – Finland

Conference Dinner

Liverpool FC (Anfield) from 7.00pm onwards

The dinner will give delegates an excellent chance to relax, network and swap examples of healthy initiatives, and will be preceded by a short tour of LFC museum & trophy room.

Dinner to include:
3 course meal in Champions Suite, Anfield and after dinner speech from a sporting legend.
8.30 – 9.30am  Registration

9.30 – 9.45am  Opening and Welcome
Welcome from Chair and structure of the day

9.45 – 10.00am  Background to Healthy Stadia
Background to Healthy Stadia – Professor John Ashton, NHS Cumbria, UK

10.00 – 10.20am  Speakers from EU DG SANCO and DG EAC Sports Unit
Representative from DG Health and Consumers
Michal Krejza, DG Education and Culture (Head of Sports Unit)

10.20 – 11.10am  European Healthy Stadia Programme to Date
Introducing delegates to the key aims and work packages undertaken by the Programme:
• Introduction to Programme - Robin Ireland, Heart of Mersey, UK
• Audit process and key findings - Olav Bjorkstrom, ISP, Finland
• Toolkit Process: aims of the toolkit of best practice, pilot sites and visits - Fiona Donovan, Galway Healthy Cities, Ireland and Mark Haig, Haig Associates Ltd.
• Project evaluation: findings and lessons learned - Maria Tenconi, University of Pavia, Italy

11.10 – 11.30am  Refreshments and Poster Exhibition

11.30 – 11.40am  10 minute speaker slot for Principal Sponsor

11.40 – 12.50pm  Engaging with the Healthy Stadia Agenda
This session will let delegates learn more about the potential business and societal benefits for clubs, stadia and their wider communities through engaging with the Healthy Stadia agenda:
• Henk Markerink – Vice President, International Association of Assembly Managers & CEO Amsterdam Arena, Holland
• ‘ORLIK’ project for children and sport - Mr Mirosław Drzewicki, Minister for Sport and Tourism, Poland
• Andrea Titterington, Director of Regeneration, Liverpool FC, UK and Mark Haig, Haig Associates, UK
• Jonathan Hill, Head of EU Office, UEFA

12.50 – 1.45pm  Lunch & Poster Exhibition

1.45 – 1.50pm  Introduction to Afternoon Session from Chair

1.50 – 2.00pm  Parallel Sessions (session 1)
Parallel Sessions
These parallel sessions are intended for delegates to learn more about the findings emerging from the European toolkit of best practice, and cover the three key themes of lifestyle, social and environmental.
Format – 3 parallel sessions to be held lasting one hour each, delegates to pick 2 of the 3 sessions.

Workshop 1: Lifestyle
A look at best practice examples where sports stadia have implemented initiatives aimed at promoting a healthy lifestyle to staff, visitors, and their communities:
1) Promoting health of visitors and staff - Botniarenas Stadium, Finland
2) Health promotion messaging – San Pablo Sports Palace, Spain
3) ‘Healthy Schools’ bus initiative - Everton FC, UK
4) Introducing healthy food & drink options to stadia – Lindley Group, UK

Workshop 2: Social
A look at best practice examples where sports stadia have implemented initiatives aimed at tackling social issues within their communities through community engagement & education:
1) Promoting women in sport - Olympic Sports Centre Riga, Latvia
2) Grassroots community interventions – FC United of Manchester, UK
3) Men’s health interventions and sports stadia – European Men’s Health Forum
4) Racism & Xenophobia - UK and Austrian representatives from Football Against Racism in Europe (FARE)

Workshop 3: Environmental
Sports stadia have a significant impact on the environment of their communities such as traffic congestion, parking, litter and energy consumption. These issues are now central to stadium planning and this session will look to highlight best practice in this area:
1) Promotion of sustainable travel modes to Galway City Stadia
2) Recycling programme – Lords Cricket Ground, UK
3) Environmental transport planning – SDG Transport Planning, UK
4) Stadia sustainability and the environment – representative from the Royal Institute of British Architects, Sports Forum

2.00 – 2.20pm  Repeat of Workshop Options (session 2)

2.20 – 2.30pm  4.20 – 4.40 2012 Olympic Legacy & Healthy Stadia
Legacy of the 2012 Games - How the Games can engage with Healthy Stadia initiatives – Representative from London Organising Committee of the Olympic Games

2.30 – 2.40pm  European Healthy Stadia Network Launch
Presented by Associate Partners of the European healthy Stadia Programme (UK & Spain):
- What is the aim of the Network?
- Clear outline of how to get involved
- Benefits to Network membership
- Features of website for networking and news

2.40 – 2.50pm  4.50 – 5.00pm Closing remarks from Chair and introduction to conference dinner travel arrangements and timings

3.00 – 3.15pm  Refreshments available

3.15 – 4.15pm  Repeat of Workshop Options (session 2)

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4.50 – 5.00pm  5.00pm Conference close

5.00pm Conference close
The European Healthy Stadia Conference, 21st September 2009, The Arena and Convention Centre, Liverpool

Please complete a separate form for each delegate. Please write clearly in block capitals and black ink and complete all of the information requested. Places are limited and allocated on a first come first served basis - please register early to avoid disappointment.

Alternatively you may prefer to complete this form online by visiting [http://healthystadia.eventbrite.com](http://healthystadia.eventbrite.com)

Your Preferred Contact Details
- Title
- First name
- Surname
- Job title
- Company / Organisation
- Contact address
- Postcode
- Country
- Telephone
- Fax
- Email

Conference Fees
- 'Early Bird' Conference Rate (available until June 1st): Conference and Conference Dinner £230.00 (inclusive of VAT at 15%)
- Standard Conference Rate: Conference and Conference Dinner £287.50 (inclusive of VAT at 15%)

Please note this is a not for profit conference. Delegate fees have been set at a level that ensures this conference ‘breaks even’.

Hotel Accommodation
Specially arranged accommodation is available at the Jury’s Inn Liverpool, which is opposite the conference centre.

Please indicate below if you require accommodation and this will be invoiced alongside your conference fee.

Accommodation required for:
- Sunday 20th September Only
- Monday 21st September Only
- Both nights – 20th and 21st September

Bed and breakfast single occupancy rate £75 per night
Bed and breakfast double occupancy rate £85 per night

Please note that any cancellation of rooms will have to be made 30 days prior to the night of your stay.

Payment
(Please tick the relevant box to indicate your method of payment)
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Please note: All payments must be made in pounds sterling (£)

Special requirements (dietary, disability, access)

How did you hear about this event?

Signed
Date

Would you be interested in having a poster display at the event? Yes / No

Please send this completed registration form to the event administrators:

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