

Herts Sport & Physical Activity Partnership Annual Conference 2023



Overview

On the 6th December 2023, Herts Sport & Physical Activity Partnership hosted their Annual Conference for 2023. The focus of the event was Active Local, the Partnership's place-based approach to tackling inequalities and physical inactivity.

Please see 'The Event in Numbers' on the right hand side of this page, the event agenda below and overview of workshops delivered on the next page as a reminder of the overview of the day. A breakdown of delegates who attended can be found [here](#). All workshop and opening address slide decks were sent out to all delegates post event and can also be found in our [resource section](#) on our website.

The Event Agenda

9:00	Tea & Coffee on Arrival
9:30	Opening Address
10:45	Workshop One
11:45	Coffee Break
12:00	Workshop Two
13:00	Networking Lunch & HSP Marketplace
14:00	Conference Finishes

The Event in Numbers



106

Delegates Attended



76

Organisations Attended



8

Workshops Delivered



76

Pledge's Made



£7,665

Event Cost

Workshop Delivered

Using data to build a picture of our Active Local Communities

Session 1 – Focussing on Children and Young People

Session 2 – Focussing on Older Adults

Delivered by Scott Hartley, Director of Press Red

Session 1 and 2 – How we can help you access funding?

Delivered by Richard Sutcliffe, Director of Funding4Sport

Session 1 and 2 – Place-based working – What are we talking about?

Delivered by Chris Perks, former Sport England Place-based Lead

Session 1 – How do you increase your participant reach?

Session 2 – How to capture your impact and tell your story?

Delivered by Adam Biddle, CEO GH05T Marketing Agency

Reflections & Learning

Event Planning

The substantial lead time prior to the event facilitated the comprehensive completion of all aspects of event planning. The event manager utilised an 'Event Planning Document,' which was distributed to the broader Active Local (AL) team, enabling their input and involvement. The team played a key role in maintaining the accuracy of the delegate list and encouraging new area-specific registrations. The Fielder Centre, our designated venue, provided exceptional assistance and ensured that the venue was well-suited for the event. According to feedback received via our feedback form, delegates rated the venue with an average of 4.8 out of 5 stars.

Opening Address

According to delegate feedback, one of the most well-received components of the day was the quiz conducted through the Kahoot platform. This activity served as an effective icebreaker while offering valuable insights to delegates by presenting key statistics about AL areas. Additionally, the Active Local 'Our Year' video, debuted during the event, garnered significant praise. Lastly, Partnership Director John received commendation for his insightful response during the Q&A session, particularly regarding the importance of identifying an area's 'Lola' in achieving success in a place-based approach.

Delegate Pack

The decision was made to create a spinoff of the traditional delegate pack, presenting it in the format of a 'Active Local Daily' newspaper. This approach was met with high praise from attendees, leaving a lasting impression and serving as a valuable resource post event. A copy of the Active Local Daily can be found [here](#).



“Really engaging and innovative engagement. I liked the style of address, the quiz and the Q and A’s – much more engaging and interesting than your standard powerpoint means of delivery and we discussed ‘stealing’ some of the ideas”

“I liked the ‘I <3 _’ on the badges and tables as it made it easier to find people in my area to network with”

Reflections & Learning (Cont'd)

Delegate Lanyards

Feedback gathered from the recent Club Conference highlighted a necessity for delegates to have their names and organisations displayed on individual badges. To address this, the event manager collaborated with the University of Hertfordshire's Widening Access Team, who provided lanyards worn by delegates during the event. The initiative not only fulfilled the need for identification but supported the events sustainability focus by removing single-use badges. Additionally, incorporating an 'AL' logo featuring the respective AL area of each delegate facilitated enhanced networking opportunities.

Marketing

Having the support of the Marcomms team leading up to the event was essential. They provided assistance with a diverse array of marketing materials, including the event invitation video, press releases, a social media strategy and contributed to shaping the Active Local 'Our Year' video. Additionally, they handled the design aspects of the event, including marketplace posters, workshop signage, table signs and name badges, as displayed in the image on the previous page.

Active Local 'Our Year' Video

The Active Local 'Our Year' video, featured during the event, showcased work that has been undertaken within our communities over the past year, while also spotlighting notable achievements of the team. The video can be found [here](#). Once more, this video garnered positive feedback for providing valuable insights into our work and showcasing compelling case studies.

Annie Brewster, High Sheriff in Nomination

It was very timely to coincide the launch of Annie Brewster's impending tenure as High Sheriff, for April 2024. Annie's focus will be on 'Sport for Good' which resonates strongly with the ethos driving Active Local. Once more, this initiative was warmly embraced by delegates and subsequent to its introduction, several partners have invited Annie to participate in their organisations programmes, thereby fostering increased awareness.

Feedback Form Statistics

Rating for Opening Address

4.4/5



Venue, Rooms, Catering, Parking

4.8/5



84% of delegates engaged with their Active Local Officers during the event

64% of delegates engaged with the HSP Marketplace

24% of delegates completed the feedback form
71% of delegates completed Pledge/Ask slips

Improve

Timings

A common theme arose within the feedback about the slight overrunning of the opening address which then impacted on the workshops feeling rushed. This is definitely something to take in consideration if there was to be another conference of this type.

Project Profiles

The delegates expressed a desire for the inclusion of a broader spectrum of project insights from various Active Local areas within the 'Active Local Our Year' video, citing the short snippets provided as particularly beneficial. Additionally, they suggested that Active Local officers could organise themed sessions to showcase the initiatives they have undertaken within their respective areas.

Workshops

The workshops proved highly successful, with the Marketing sessions attracting the highest attendance. Recording these sessions allowed for greater accessibility of content for delegates post-event. Feedback indicated that all four workshops offered were valuable, with many expressing frustration at being limited to attending only two. This highlights the need to consider offering more workshop sessions in the future, although there is a caveat regarding the potential for extending the duration of the event beyond an optimal length if more than two workshops are scheduled.

Q&A

In alignment with the feedback regarding timing concerns, several delegates expressed a desire to have a wider range of questions from community members during the panel discussions, as opposed to solely from the panelists. Interestingly, this aspect was initially included in the plan; however, this section of the opening address had to be cut short due to the event running overtime.

Introduction of Active Local Officer

For future events, feedback emphasised the importance of physically introducing Active Local officers while also highlighting their respective areas. This would enable partners to establish a personal connection with the officers, fostering stronger relationships.

Internal HSP Marketplace

The concept behind the internal HSP Marketplace was to provide partners, who typically interact solely with their designated AL officer, with the opportunity to connect with the broader HSP team and gain insight into their respective roles. Engagement within the marketplace facilitated subsequent follow-up discussions, with a few of these being demonstrated on the next page.

Quantitative over Qualitative

Feedback from several of our partners explained the ongoing shift that is needed when showcasing quantitative and qualitative. Our video featured a range of quantitative data and there is a need to emphasise displaying our qualitative measurements within the AL approach.

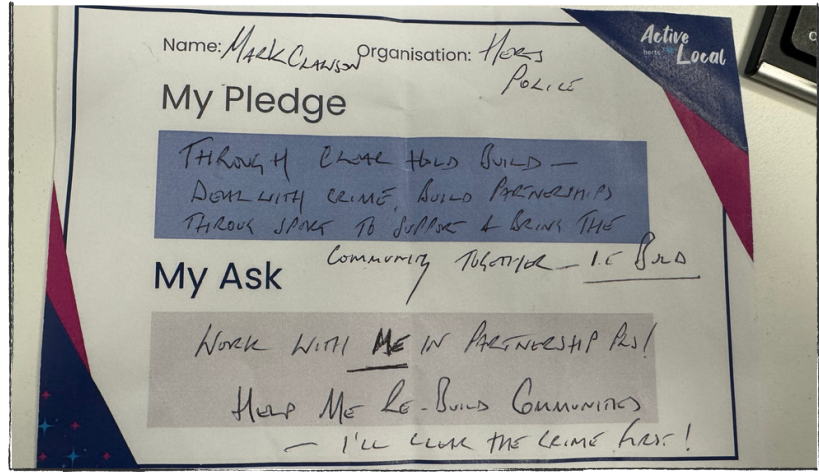
"What an amazing movement we are part of, partnership is the way forward"



Next Steps

Pledge/Ask Slips

As part of our strategy to secure buy-in from partners and to demonstrate our commitment to supporting them, we asked partners to complete a Pledge and Ask slip. The Pledge component signifies the partners commitment to their local work, while the Ask outlines ways in which HSP/AL can offer support to partners. 71% of delegates completed Pledge/Ask slips, indicating a strong level of engagement.



Both the Pledges and Ask will be categorised into themes, compiled into a poster and displayed in the office. This approach ensures that we are equipped to support partners effectively throughout the coming year. Please see the image above as an example of a Pledge/Ask slip.

Lasting Impact - providing an insight into some of the ripple effects of the Conference

Herts Constabulary - A connection was established with Herts Constabulary through Jess. We have now managed to affect a strategic/systematic change in how they are working around Sport as a vehicle to reduce crime. There were two units looking at this but this is now going to change and everything will come under one area.

Park Play - A promising partnership was made between a new company expressing interest in supporting Park Play.

HCC - Liaison with HCC (Karen Dorney) and as such we have been asked to present as a partnership (Tanya, Ros, Matt & Ann-Marie) on our work around sport/physical activity and SEND.

Live Longer Better Funding Support - During the funding workshop Charlotte Bird mentioned that alongside the AL bid writing service, we also have the LLBIH bid writing service, which extends its coverage to all areas of Hertfordshire. Four organisations expressed interest in this and took contact details for further information.

New HAF Provider - A conversation with Emma Willoughby from Essa Water Sports Centre Charity occurred and subsequently, Emma reached out to the HAF inbox to be connected to a HAPpy provider near them (on the Herts/Essex Border - Nazeing). The aim is to collaborate on offering water activity days/half days trips as part of existing HAPpy camps. This initiative is intended to broaden their outreach to this demographic, as travel constraints typically hinder their access to such activities.

Social Prescribers - A new partnership has been established between SEND Yogis and Stevenage South Primary Care Network. This collaboration enables social prescribers to refer new individuals to SEND Yogi's classes, aiming to expand current reach and audiences.

Herts Sports & Physical Activity Partnership
University of Hertfordshire | de Havilland Campus | Hatfield | AL10 9EU
01707 284 229 | sportinherts.org.uk | @sportinherts