



# EUROPEAN HEALTHY STADIA CONFERENCE

REGISTRATION FORM



The Healthy Stadia Programme is funded by the European Union in the framework of the Public Health Programme



21-09-09  
LIVERPOOL, UK

# 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
- Municipal Enterprise for Social Welfare (DEKOMET) – Greece
- 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.



# Conference Programme

## 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 – 11.30 Refreshments and Poster Exhibition

## 11.30 – 11.40 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 Arena Management Europe & CEO Amsterdam Arena, Holland
- 'ORLIKI' 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

## 2.00 – 3.00pm (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

## 3.00 – 3.15pm Refreshments available

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

## 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

## 4.40 – 4.50pm 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

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

## 5.00pm Conference close



# Registration Form



ESC >

## 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>

## Your Preferred Contact Details

Title \_\_\_\_\_ First name \_\_\_\_\_  
Surname \_\_\_\_\_  
Job title \_\_\_\_\_  
Company / Organisation \_\_\_\_\_  
Contact address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Postcode \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_

## Conference Fees (Please tick applicable rate)

**'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

**Accommodation required:**

- 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)

I enclose a cheque for £ \_\_\_\_\_  
(payable to 'Events Northern Limited Client Account')

Payment by BACS  
(please send remittance advice).

Account: Events Northern Ltd Client Account  
Branch: Co-operative Bank, Skelmersdale  
Sort Code: 08-92-50, Account Number: 70534001  
International Bank Account Number GB13 CPBK 0892 5070 5340 01

If payment is not enclosed please complete the following details so that an invoice can be issued by return. This will request payment by BACs, cheque or credit or debit card (via paypal). Please note that there is an additional service charge for payments made via paypal (charged at 3.4% + 20p).

Contact name \_\_\_\_\_  
Address \_\_\_\_\_  
Postcode \_\_\_\_\_  
Telephone \_\_\_\_\_  
Purchase order / reference number (required) \_\_\_\_\_

**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:

Events Northern Limited  
The Willows, Bee Lane, Penwortham, Preston PR1 9TU  
Tel: 01772 336 639 Fax: 01772 336 639  
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Email: [info@eventsnorthern.co.uk](mailto:info@eventsnorthern.co.uk)

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**Terms & Conditions:**

Your registration will be confirmed within 5 days of receiving this registration form. Cancellations received one full calendar month before the event will be refunded, minus a 25% administration fee; regrettably no refunds can be processed after this date. Places can however be substituted at any time with the prior knowledge and agreement of Events Northern. Payment must be received in advance of the conference.

We hope that this event is of interest to you. If you would not like to receive information from us in the future please email [info@eventsnorthern.co.uk](mailto:info@eventsnorthern.co.uk) with REMOVE in the subject line.

