

Sport chiefs debate Olympic legacy

Sport and physical activity professionals from across the UK are uniting to debate if the Olympic and Paralympic Games has given the industry it's biggest-ever boost.

The industry chiefs will be joining forces later this month, at Coventry's Ricoh Arena, to take part in a seminar hosted by the West Midland's region of the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA).

The event, titled 'Post 2012 – boom or bust' will see professionals from across the West Midlands gather for the special workshop being held on Friday November 30.

Sue Briggs, chair of CIMSPA West Midlands, said the purpose of the event was to reflect and build on what has been a remarkable year for the sport and physical activity industry in the UK and particularly the Midlands.

She said: "The sport and physical activity industry has had an unprecedented opportunity post London 2012 to use the Games to increase participation.

We have experienced a golden summer of sport that was enjoyed by the whole country.

CIMSPA wants to harness the spirit of the Games and love of all things sport to lead the way forward in creating a vibrant UK wide sport and physical activity sector led by professionals.

This seminar will provide a great opportunity for leaders in the sector to look at ways in which the industry can build on the marvellous summer of sport we all experienced in what is currently a very challenging climate."

Mrs Briggs said the event – which is free to attend for CIMSA members - would also look at the financial challenges many in the industry face, both in the public and private sectors.

Sean Holt, Chief Executive Officer of CIMSPA, said he believe the event has come at a crucial point for the industry.

He said: "I have heard reports, from CIMSPA members across the West Midlands and the UK, that there has been an uptake in sport and physical activity thanks to the Olympic and Paralympic Games.

CIMSPA wants to maintain and increase the level of people being active. The event will provide the perfect platform for industry leaders to come together, share ideas and knowledge in a bid to ensure a sporting legacy of the Games is delivered."

The event, which kick-starts at 9am, has already attracted a number of high profile speakers.

For more information, log on to www.cimspa.co.uk

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NOTES TO EDITORS:

CIMSPA

- Launched in 2011, CIMSPA is the professional development body for the UK's sport and physical activity sector.
- CIMSPA provides leadership, support and empowerment for professionals working in sport and physical activity and a single unified voice for the sector. It also aims to drive standards of professional practice, which in turn will support increased participation, outcomes and profit.
- CIMSPA has been awarded Chartership status by the Royal Privy Council, which came into effect at the start of January 2012.

Donna Roddy, Citydesk Sport, on behalf of CIMSPA

The Fireworks, 3-6 The Old Fire Station, 68 Albion Street, Birmingham B1 3EA

office 00 44 845 680 83071

direct 00 44 121 710 4482

web www.citydesksport.com

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