

Wake up call for sport and physical activity providers

Plans to breathe new life into the delivery of sport and physical activity in the West Midlands are underway - thanks to two leading professionals.

A BBC Wales' 'business doctor' along with a leading professor in sport and physical activity will be talking to leisure providers in Coventry about how innovative leadership and an understanding of the future challenges in sport will help people in the West Midlands get back in shape.

The pair are keynote speakers at the leading Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) conference being held on Monday March 25, at Xcel Leisure Centre in Coventry.

The event is the first in a series of conferences, being held by CIMSPA, across the country.

Dr Paul Thomas, who is well known following his appearance on BBC Wales' 'Business Doctor' documentary, will draw on his academic research experience to promote a dramatic change in the work environment.

He advocates that a better work environment can lead to a more healthier and active lifestyle for employees.

Dr Thomas said:

"I am delighted to have been invited as one of the keynote speakers to the CIMSPA event.

I want to talk to those in the sport and physical activity industry about how putting the 'human-ness' back into leadership is not only vital for creating sustainable, robust organisations with healthy and committed employees but how it will also help to stimulate more people to take up sport and physical activity as a result."

Professor Barrie Houlihan, who is a professor of sport policy at Loughborough University, will be looking at the future challenges the sport and physical activity sector faces.

He said: "This is a really exciting but challenging time for those working in the sport and physical activity sector.

We need to ensure we are prepared for the future challenges the industry faces, so that we can overcome them and ensure we remain on target to increase sports participation across the UK."

Sean Holt, Chief Executive Officer of CIMSPA, said he was delighted to have enlisted the support of Professor Houlihan and Dr Thomas.

He said: "It is a privilege to have Dr Thomas and Professor Houlihan speaking at the West Midlands CIMSPA event.

As the leading Chartered body in the sport and physical activity sector it is our role to ensure we as a workforce are motivated and understand the triggers that stimulate others to become more active.

We need to plan for the future and ensure the workforce of tomorrow is prepared for the challenges that await them."

For more information or to book on a course please log on to www.cimspa.co.uk

ENDS

For media enquiries please contact Donna Roddy on 0121 710 4482.

Donna Roddy, Citydesk Sport, on behalf of CIMSPA.

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

direct 0121 710 4482

web www.citydesksport.com

Social Media putting your brand at risk? www.crowdcontrolhq.com

Information contained in this email or any attachment may be of a confidential nature, which should not be disclosed to, copied or used by anyone other than the addressee. If you receive this email in error, please notify the sender immediately and delete the email from your computer. Virus Warning: Although this email and any attachment are believed to be free from viruses, it is the responsibility of the recipient to ensure that they are virus free. No responsibility is accepted by Citydesk Ltd. for any loss or damage arising in any way from their receipt, opening or use. Citydesk Ltd. Registered in England & Wales Company Number 06579988 Registered