

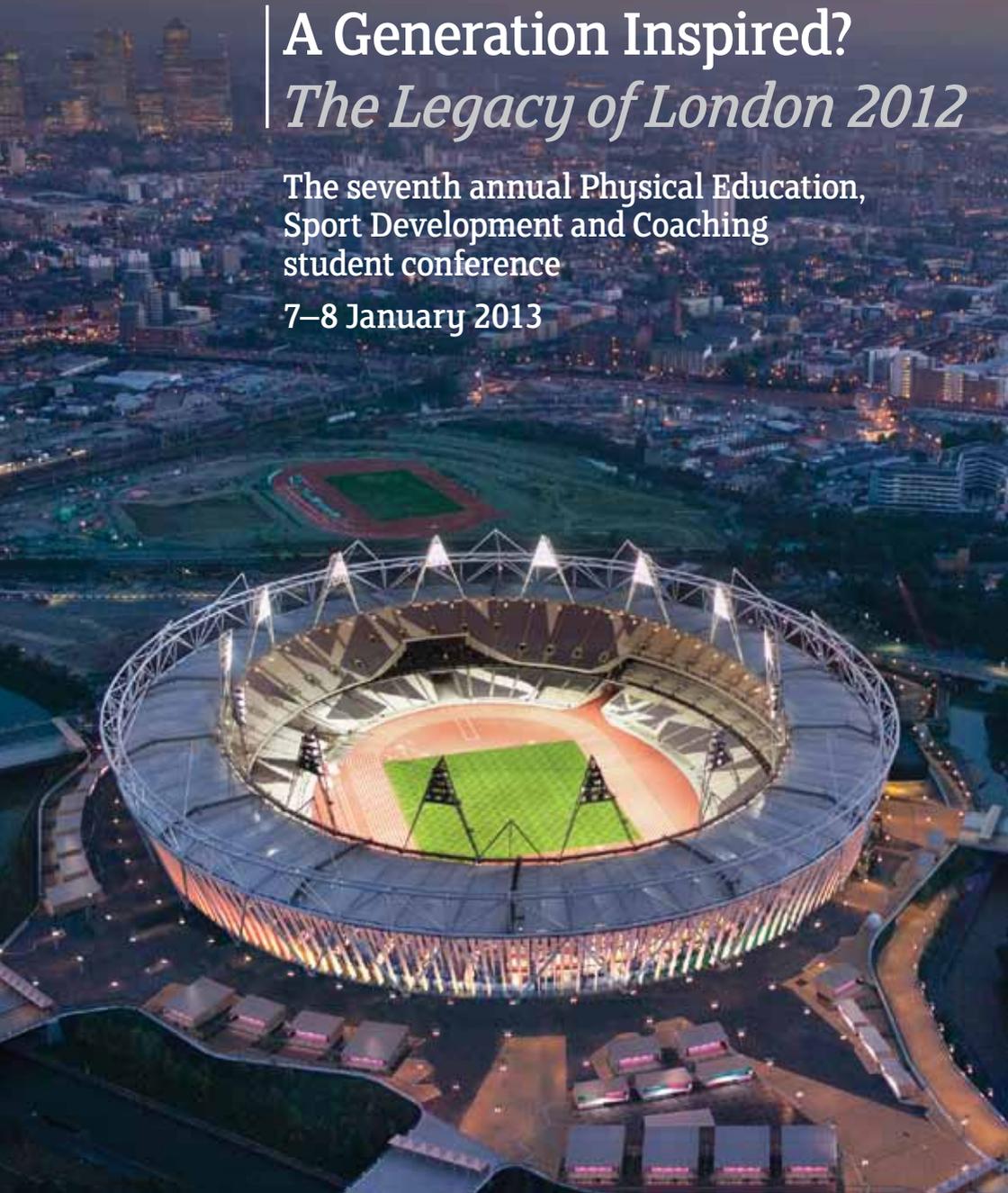
**Sheffield
Hallam
University**

Academy
of Sport and
Physical Activity

A Generation Inspired? *The Legacy of London 2012*

The seventh annual Physical Education,
Sport Development and Coaching
student conference

7–8 January 2013



Welcome

Welcome to the seventh annual Physical Education, Sport Development and Coaching Student Conference.

We're once again bringing together the world of academia with the sport and PE professions to provide an inspirational and thought-provoking event for 600 students.

Each year the conference hosts a range of keynotes and workshops that debate topics around a theme, whilst also providing our students with advice and support for their personal development.



A Generation Inspired? *The Legacy of London 2012.*

The London 2012 Olympic and Paralympic Games were an undoubted success, both in the way they were developed, organised and presented through to the medal-winning performance from Team GB. This year's conference will consider this success from a range of perspectives.

The right to host the 2012 Games brought with it a promise that these Games would serve as an inspiration to young people across the world to take part in sport and physical activity and to be the best that they could be.

Throughout the Games, 'Inspiring a Generation' was emblazoned across banners and hoardings throughout the city and in every facility, providing a very public statement as to the intentions of the organisers.

But what will this legacy really mean? Is it really possible for an event such as the Olympics and Paralympics to inspire an increasingly sedentary generation to take part in sport? As a host nation, how can we provide the opportunities and support to allow young people to enter and stay in sport for a lifetime? And how can our students contribute to the future sporting agenda and ensure that this 'legacy' is not just an empty promise?

This conference is a unique opportunity for students and professionals alike to come together to discuss the impact of London 2012, and we'd like to thank the industry professionals who once again have given their valuable time and energy.

Have a great conference.

Sarah Wenham

Academy of Sport and Physical Activity
Sheffield Hallam University

Conference *schedule*

Day 1

Monday 7 January – Collegiate Campus

8.45–9.15am Arrival and registration – Collegiate Learning Centre

9.30–9.45am Introduction and welcome – see your name badge for location

Group 1 Herbert Wing 1

Group 2 Main Building D008

Group 3 Broomgrove Lecture Room

9.45–10.30am Keynote speeches

Keynote 1 – David Hayes, principal, Oasis Academy, Oldham

Keynote 2 – Spencer Moore, head of workforce, British Swimming

Keynote 3 – Alan Bell, IAAF chief technical official and starter for London 2012

10.45–12.15pm Workshop choice

See your name badge for your session code and room.

For more details on the workshops see pages 11–15.

12.15–1.15pm Lunch break

1.15–2.45pm Workshop choice

See your name badge for your session code and room.

For more details on the workshops see pages 11–15.

3–4pm Keynote speeches and closing summary from day 1 – please go to the same room you were in for the morning keynotes.

Keynote 1 – David Morley, director of education, ESP Play Ltd

Keynote 2 – Paul Greaves, England development coach, British Gymnastics (Trampoline)

Keynote 3 – David Joy, director, Derbyshire County Sports Partnership

Day 2

Tuesday 8 January – City Campus

8.30–8.55am Arrival and registration for day 2 – Heartspace Atrium

9–9.15am Introduction and welcome – Pennine Lecture Theatre

9.15–11.15am Keynote speeches

Keynote 1 – John Mills, coaching, education and development director, British Cycling

Keynote 2 – Barrie Houlihan, professor of sport policy, Loughborough University, Red Cross and UNESCO

Keynote 3 – Richard Bailey, director of RBES Ltd and consultant for Nike, Red Cross and UNESCO

11.30–1pm Workshop choice

See your name badge for your session code and room.

For more details on the workshops see pages 11–15.

1pm–2pm Lunch break

2.15–3.45pm Keynote session and closing remarks – Pennine Lecture Theatre

Keynote 1 – Steve Grainger, rugby development manager, the Rugby Football Union

Keynote 2 – John Steele, chief executive officer, the Youth Sport Trust

Keynote – Howard Webb, referee, FIFA and the Premier League



About our speakers

Howard Webb, referee, FIFA and the Premier League

Howard Webb is recognised as one of the world's top football referees. He has officiated in the World Cup and Champions League finals and dealt with some of the biggest names in the world of football.

Howard worked closely with our Centre for Sport and Exercise Science to prepare for the 2010 World Cup in South Africa. He was awarded an honorary doctorate by Sheffield Hallam in 2011.

Howard still lives in Rotherham and is a police officer with South Yorkshire Police. He regularly supports University events and officiates the annual Varsity finals day football match at Hillsborough stadium.

Dave Morley, director of education, ESP Play Ltd

Dave has taught physical education for nearly ten years.

He has also held roles as director of a football academy, senior lecturer in physical education and sport pedagogy at Leeds Metropolitan University, and as the director of the national Talent Development in PE and Sport project.

Alan Bell, IAAF chief technical official and starter for London 2012

The experience of 2012 and the legacy that must follow for athletics

Alan will be presenting his reflections on being the chief start official for athletics at both the 2012 Games. What was the "wow" of London? How should sport learn from and build on this great national success? Can we provide the next generation with opportunities using the 2012 experience?

For the last 11 years Alan has worked at the Youth Sport Trust at the forefront of the development of their international programmes. He has also worked as the lead starting official at eleven world championships.

He has visited over 60 countries through working in his sport. He gained fame for starting the Usain Bolt double world record races in 2009 in Berlin. Equally, he gained notoriety by disqualifying the same athlete in the 2011 World Championship final.

Richard Bailey, director of RBES Ltd and consultant for Nike, the Red Cross and UNESCO

Social influencers and sports participation

'Will there be a legacy from London 2012? Time will tell. But so far the signs are not promising. There is very little indication of a coherent national strategy, critics are quickly dismissed as spoilsports or trouble-makers, and what little planning that has taken place seems more inspired by voodoo than science.

'If we are going to realise a goal of large-scale sports participation, we need to rely a lot more on evidence and a lot less on jingoism and wishful thinking.

'My talk will present some of the research about the social factors that influence or inhibit engagement in sport. It will also explore some of the ways of translating this research into practice. I hope to show that there is an alternative to crossing our fingers and hoping for the best!'

Richard is an internationally recognised authority on sport and human development. His studies have influenced policy and practice both nationally and internationally.

He has undertaken research in every continent of the world, most recently for UNESCO, Nike, the International Red Cross and British Triathlon. He has led all of the recent, major reviews of the outcomes of sports participation, and was significantly involved in Nike's high-profile 'Designed to Move' initiative.

He has a regular blog called 'Talking Education and Sport' (talkingeducationandsport.blogspot.com), and tweets about sport and learning as @DrDickB.

David Hayes, principal, Oasis Academy, Oldham

Their inspiration. Their future. Our responsibility.

During the presentation David will ask if we are truly a nation transformed by the Cultural Olympiad, and what is the role of education now? From there he will explore where the real plaudits went and how that affects schools.

He will be joined in the presentation by an upcoming star at Oasis Oldham, Paul McEvoy. Paul is a PE teacher and a teaching and learning coach. He also carried the Olympic torch.

Paul will outline what he did in school leading up to the Olympics and the challenges faced in school now to keep the flame burning.

Finally, David will talk about his journey to headship as a means of providing advice and guidance to students trying to break into schools.

About our speakers

David Joy, director, Derbyshire County Sport Partnership

How real is the Olympic legacy in Dover, Derby and Durham?

In 2005, Lord Coe made the final presentation to the International Olympic Committee on behalf of the London bid. He was incredibly persuasive and said that the London 2012 Olympic and Paralympic Games would 'reach young people all around the world and connect them to the inspirational power of the games, so they are inspired to choose sport ... improving their lives as a result.'

David Joy will examine the extent to which the Games have inspired young people in England and whether the legacy from the Games, outside east London, is fact or fiction.

David Joy has been the director of Derbyshire Sport for the past 7 years. He has enjoyed a career in sports development spanning more than 25 years. His previous roles include • deputy director, English Volleyball • director, Team Sport Scotland • director of operations, Sports Coach UK • chief executive, Scottish Athletics. His work is now focused in Derbyshire, helping to achieve a shared vision for it to become one of the most active and successful sporting counties in England by 2020.

Paul Greaves, development coach, British Gymnastics (Trampoline)

Where did it all begin and how did we get here?

Paul presents an insight into one of Sheffield's largest sports clubs, Abbey Flyers Trampoline Club. The club is now one of the leading trampoline clubs in the UK, having much national success as well as European and World Championship finalists.

The keynote speech will look at the initiation of the club and how it developed from a small recreational club into a multi-networking international organisation.

Paul is head coach of Abbey Flyers, British Gymnastics England development coach, 2011 British Gymnastics Outstanding Coach of the Year and South Yorkshire Sports Elite Coach of the Year.

Paul began trampolining at the age of 11 as an extracurricular activity. He has now made a full-time career out of the sport, developing one of the largest and most successful trampoline clubs in Great Britain through linking with school sports partnerships and creating an effective development model.

Paul was awarded Master Coach last year from British Gymnastics for producing some of the world's best trampolinists. He is a key member of the national coaching staff and continues not only to develop his Sheffield base but also the Great Britain squad.

Spencer Moore, Head of Innovation and Development (British Swimming & ASA)

Coach Development - a new generation of coaches

Over the past eight years Sports Coaching has gone through a period of significant change. The introduction of UKCC has set minimum standards for coach education and the UK Coaching Framework has started NGBs thinking about how best to recruit, train, support and retain their coaches.

This talk will briefly take you through British Swimming's journey over the past eight years and outline our future strategy to develop a world-leading coaching workforce. This will include environmental-specific coaches, ongoing professional development (good to great) and using IT to promote learning and development opportunities.

Barrie Houlihan, professor of sport policy, Loughborough University

Beyond 2012: The future of youth sport

Barrie's research interests include the domestic and international policy processes for sport. He has a particular interest in sports development, the diplomatic use of sport, and drug abuse by athletes.

He has authored or edited 19 books and over 50 journal articles. His most recent books are the Routledge Handbook of Sports Development (edited with Mick Green) and Sport Policy in Britain (with Iain Lindsey).

In addition to his work as a teacher and researcher, Barrie has undertaken consultancy projects for various UK government departments, UK Sport, Sport England, the Council of Europe, UNESCO, the World Anti-Doping Agency and the European Union.

He is also the editor-in-chief of the International Journal of Sport Policy and Politics.

About our speakers

John Steele, chief executive officer, the Youth Sport Trust

John has a unique blend of experience in creating and leading high performing teams, developed as a professional sports coach and chief executive in the private, public and charitable sectors.

He served as an army officer, having trained at the prestigious Royal Military Academy Sandhurst to lead teams in high pressure environments. On leaving the army he worked in the corporate world, before becoming a professional rugby player.

After his playing career, John turned to coaching and successfully led Northampton Saints to become European champions. His experience in rugby union also saw him serve on the England Rugby Board during the successful World Cup campaign of 2003 and be appointed as CEO of the Rugby Football Union.

London's winning bid for the 2012 Olympics and Paralympics saw John take up the post of CEO of UK Sport, which he led for a six-year period into Beijing and London.

With the nation's sporting focus switching to an Olympic legacy for 'an inspired generation', John took up his current post as chief executive of the Youth Sport Trust.

Steve Grainger, rugby development manager, the Rugby Football Union

From 2012 to 2015

In just under 1,000 days England will play host to the world's third biggest sporting event, the Rugby World Cup. Steve will share thoughts on how rugby is preparing to use this opportunity to grow the game and deliver a sustainable legacy.

Steve joined the RFU as rugby development director in June 2011 from his CEO position with the Youth Sport Trust. He has responsibility for all grassroots rugby development, ensuring that the nation's clubs, colleges, universities and schools have the capacity and capabilities to take advantage of the huge opportunity offered by the Rugby World Cup in 2015.

In 2007 he was awarded an MBE for his contribution to school sports.

John Mills, coaching, education and development director, British Cycling

John joined British Cycling in 1999 as coaching and education director, having previously held a variety of coaching, sports development and teaching posts. In 2003 he took on added responsibility for the Go-Ride Development programme. Since this time cycle training, recreation education and more recently participant education have all been added to his portfolio.

In his current role John is responsible for the strategic development and delivery of British Cycling's coaching, education and development programmes, which currently employ over 80 full-time staff.

Workshop details

Monday 7th January Morning Workshop Sessions Collegiate Campus

Session ID	Speaker	Organisation	Workshop title	Room
1	Andy Gair	Apex SLM	Rugby across the ages and stages	Sports Hall
2	Paul Greaves	Abbey Flyers Trampoline Club	Power movement	Movement Studio
3	Lesley Minervini	Youth Sport Trust	Matalan TOP Sport	Gym
4	Kim Horton and Craig Malkin	LINKS School Sport Partnership	Making school games work in the primary school	D107 Main building
5	Richard Caborn	Former sport minister	A life in the day of a sports minister	Mary Badlands
6	Andrew Watson	Yorkshire Cricket Board	Delivering a cricket legacy by building capacity and capability	The Mews N104
7	Nikki Enoch	Vaga Associates	Community games – growing the movement	D003 Main building
8	Andrea Kemp	Podium Training and Development Ltd	Managing your career in sport	D006 Main building
9	Tom Smith	England Handball	Handball arrives with a bang	D103 Main building
10	Steve Bullough	Academy of Sport and Physical Activity	English football for English footballers? Twenty years of the Premier League.	Saunders B003
11	Justyn Price	StreetGames	Podium to pavement – young people leading sport on their doorstep	The Mews N202
12	Sarah Evans	Sporting Futures	Leaving a legacy – volunteering and working with voluntary community groups	D013 Main building

Monday 7th January Morning Workshop Sessions Collegiate Campus

Session ID	Speaker	Organisation	Workshop title	Room
13	Suzanne Glavin	Sport England	Creating a sporting habit for life – can this create a true lasting legacy from London 2012?	Saunders B007
14	Martin Mansell	MJM Associates	Paralympic sport in a school/community setting for everyone (reverse integration concept for all)	Coll Hall A027
16	Maxine Gregory	Academy of Sport and Physical Activity	How to do research – a practical guide	Coll Hall A201
17	Simon Kirkland	Sport Structures	The Middle East and sport development	Coll Hall A021
18	Darren Norwood	Tupton Hall School	Aim for the stars!	The Mews N302
19	John Allpress	The Football Association	Teaching and learning	D007 Main building
20	Suzy Broadhead	Youth Sport Trust	Developing effective school club links	D001 Main building
21	Rosie Mayglothling	GB Rowing	A passion for coaching – a rowing perspective on London 2012	D004 Main building

Monday 7th January Afternoon Workshop Sessions - Collegiate Campus

Session ID	Speaker	Organisation	Workshop title	Room
22	Omari Williams, Donna Krukowski, Amber Wilson and David Gibbons	Techne Global	Techne Jinga – combining football with music to revolutionise school sports coaching	Sports Hall
23	Faye Ruddleston and Emma Morris	LINKS School Sport Partnership	Sportability in schools – working with young disabled people	Movement Studio
24	Lesley Minervini	Youth Sport Trust	Matalan TOP Sport (repeat session)	Gym

Session ID	Speaker	Organisation	Workshop title	Room
25	Christina King	Academy of Sport and Physical Activity	The engineering behind the Olympic medals	D007 Main building
26	Gemma Hart	Academy of Sport and Physical Activity	Assessing the impact of the School Games Programme	Coll Hall A201
27	Matt Gibbs	British Wheelchair Basketball Association	Working in disability sport	Saunders B007
28	Tom MCgrail	Sheffield United Girls' Centre of Excellence	An insight into coaching at Sheffield United Girls' Centre of Excellence	The Mews N205
29	Kathryn Mudge	ZEST	Improving life chances through community sport development	D001 Main building
30	Clare Barell	UK Sport	International sport development – making it happen overseas	Coll Hall A027
31	Kath Robinson	Sport Structures	Coach education in disadvantaged communities	The Mews N104
32	Kate Lewis and Ian Annis	Sheffield City Council and Sheffield Eagles	An insight into working in primary schools – the good the bad and the wonderful!	Mary Badlands
33	Sarah Green	Sport Structures	Sportivate – an insight into linking national programmes to create a positive change in active people	Saunders B005

Monday 7th January Afternoon Workshop Sessions - Collegiate Campus

Session ID	Speaker	Organisation	Workshop title	Room
34	Katy Nunn	Academy of Sport and Physical Activity	Unleash the Spielberg in you – a beginners' guide to video capture and editing	Coll Hall A007
35	Alan Bell	Youth Sport Trust	How young people gain from working in sport with peers from other cultures, nations and educational systems	D103 Main building
36	Adam Fuller	Arches School Sport Partnership	The use of sports coaches within school sport – a positive or negative effect?	D003 Main building
37	Adam Whitehead	Dame Kelly Holmes Legacy Trust	Elite athletes – a lost generation	D006 Main building
38	Steve Woolland	WCTD Limited	What can we learn from the sporting success of London 2012?	Saunders B003
39	Adam Hughes	Sheffield Eagles	3-year funding – does this encourage legacy?	D004 Main building
40	Nigel Harrison	West Yorkshire Sport	People places play – is the legacy working?	D013 Main building
41	Gail Chambers & Ruth Pawson	Kirklees Active Leisure	Engaging our community in 2013	The Mews N302
42	John Ackerley	The Football Association	So you think you want a job in football, do you?	D107 Main building
43	Rachel Washington	British Swimming	More than sports development – the reality of working for an NGB	The Mews N202

Tuesday 8th January Morning Workshop Sessions - Eric Mensforth Building City Campus

Session ID	Speaker	Organisation	Workshop title	Room
44	Bob Laventure	British Heart Foundation National Centre for Physical Activity and Health	Active ageing – are you ready to meet the demand of the ageing population?	3117
45	Professor Ian Maynard	Academy of Sport and Physical Activity	Performing under pressure	3111
46	Charlotte Turnbull	Charlotte Turnbull Consulting	Make time to coach the coach	3123
47	Paul Connelly	Sport Coach UK	Coaching with Sport England's new directive – the participation agenda	3120
48	Steve Cox	Sheffield Hallam University Students' Union	Coaching – more than just delivery	3205
49	Lisa Mchendry	Youth Sport Trust	Connecting the health and sport agenda	3208
50	Chris Jones	England Athletics	Inspiring a different generation – taking athletics to new markets	3215
51	Mark Ormerod	Buckinghamshire and Milton Keynes Sports Partnership	Has Elvis left the stadium?	3118
52	Siobhan Atkinson	The Premier League	The Premier League – creating chances	3204
53	Ron Tulley	Amateur Boxing Association	Can you develop boxing in schools and community?	3214
54	Liz Delany	Education Funding Agency	Can London 2012 succeed in inspiring a generation, when many young people moving up to secondary schools are 'physically illiterate'?	3207

Tuesday 8th January Morning Workshop Sessions - Eric Mensforth Building City Campus

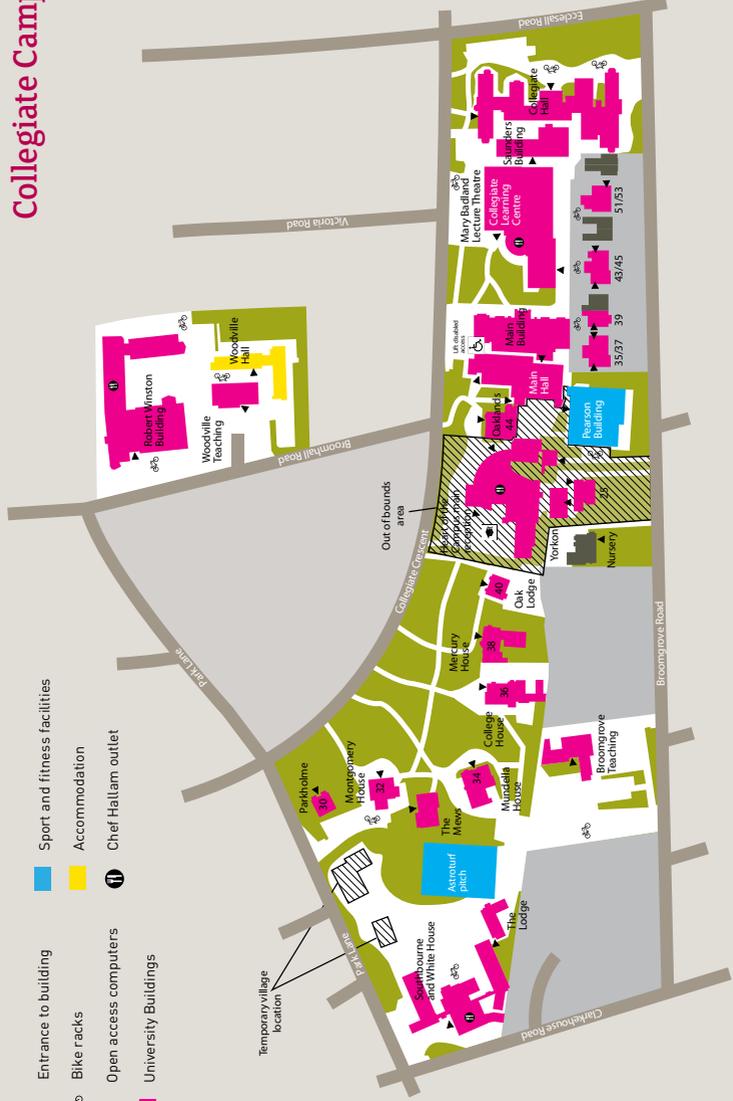
Session ID	Speaker	Organisation	Workshop title	Room
55	Sarah Clarke	Lincolnshire County Sport Partnership	Show me the (taxpayers') money!	3114
56	Alice Fairhall	Fairplay Sport	Carving out a niche in the fitness and sport events industry – a look at self-employment and personal training in Sheffield	3113
57	Jayne Harrison	Peak Potential Consulting Ltd	How to network your way to a successful career	3112
58	Tony Blackshaw	Sheffield Hallam University	Lost in the 'Mo'ment? The legacy of the London 2012 Olympics	3109
59	Jane Powell	England Hockey	Hockey nation – be a part of it – from international to 5 years old	3119
60	Rachel Latham	Channel 4	From sport student to Channel 4 in one easy move	3107
61	Helen Crowley	StreetGames	Engaging women and girls in sport and physical activity	3206
62	Tom Teeling-Smith & Eva Eggington	Sheffield Academy of Young Leaders	Sustaining the volunteer buzz post-Games in Sheffield	3108
63	John Day	Wales Academy	Securing your first appointment – the application process and interview technique	3213
64	Francesca Kelly	British Swimming	Getting ahead of the game – where volunteering can take you!	3101
65	Vicky Norman	British Swimming	Partnership working – the good, the bad and the legacy	3106



Maps

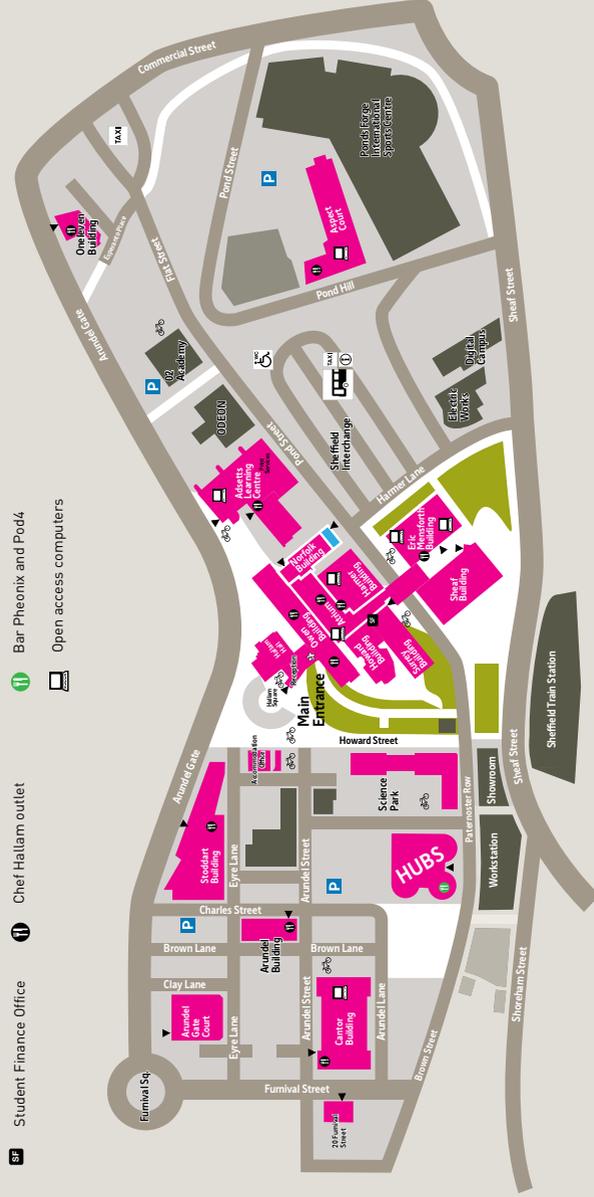
Collegiate Campus

- ▼ Entrance to building
- 🚲 Bike racks
- 🖨️ Open access computers
- 🏠 University Buildings
- 🏊 Sport and fitness facilities
- 🏠 Accommodation
- 👨🍳 Chef Hallam outlet



City Campus

- ▼ Entrance to building
- ★ Cash point
- 🏢 Student Finance Office
- 🚲 Bike racks
- 🏊 Sport and fitness facilities
- 👨🍳 Chef Hallam outlet
- 🏠 University buildings
- 🏠 Bar Phoenix and Pod4
- 🖨️ Open access computers



2012 – our sporting legacy

Sheffield Hallam at London 2012

It was Team GB's most successful Olympics for over 100 years. And at Sheffield Hallam University we played a key role in supporting some of the highest profile achievements.

We provided sport science support and training facilities for medal-winning athletes from across the globe, including GB Boxing and Brazil Judo. Both teams won their first ever female gold medal.

And over 200 of our students worked as Games Makers – more than any other university as a result of our unique partnership with the London Organising Committee. Chief executive Paul Deighton described it as 'the most significant partnership we have with any educational institution in the country by a long way.'

The Academy for Sport and Physical Activity

This year also saw the launch of the Academy of Sport and Physical Activity. Made up of over 100 academic staff and over 1,600 students, it forms a large community that's serious about achieving excellence in the sport industry.

We make an international contribution to the advancement of sport and physical activity by providing

- high quality, industry-led courses and career development opportunities for all our sports students
- world-renowned research
- market-leading consultancy services

By bringing these components together we form a unique and major centre of excellence for sport industry education, research and knowledge transfer.

Looking to the future

We're already putting plans in place to ensure our staff and students are at the heart of the next round of major global sporting events. We have agreements to provide sport science support and for our students to get involved in the 2014 Winter Olympics in Sochi and the 2016 Olympics in Rio.

Back home, we're building on the Active Universities scheme, funded by Sport England as part of an Olympic initiative. In the first year of the project more of our students took part than in any other university in the north of England.

And we're at the forefront of a major Olympic legacy initiative with the creation of a £10 million institute forming part of the country's first ever National Sports and Exercise Medicine Centre of Excellence.





**Sheffield
Hallam
University**

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*student rates - joining fee applies to monthly memberships



**Sheffield
Hallam
University**

Active

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Tweet about the conference using the hashtag **#PESDCC13**

Find out more at **extra.shu.ac.uk/pesdc**

For more information on Sheffield Hallam's Academy of Sport and Physical Activity visit **www.shu.ac.uk/sport/academy**