

# ACTIVE WELLBEING IN COMMUNITIES

How can modern sports + leisure facilities better serve the needs of our communities?

10 - 11 April 2025

The Principality Stadium Cardiff / Wales  
Stadiwm Principality, Caerdydd / Cymru

Register  
now!

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For the first time, IAKS UK & Ireland are hosting a seminar and facility tour in Wales. Featuring local and internationally renowned thought leaders, expert talks, and a hands-on workshop - Active Wellbeing in Communities will share lessons from the Welsh experience of sport and leisure – which can be applied to the rest of the UK and Europe. Secure your front-row seat today!

This one and a half day Cardiff event addresses key contemporary issues within the sport and leisure industry. Have people's needs and the needs of society changed? If so, why? What are the new factors that drive these changes? Experts from across the UK, Scandinavia and Ireland will explore this and share potential solutions.

## April 10th

Day 1 will define the issues and needs. The day kicks-off at lunchtime at the stunning Principality Stadium with keynote talks by Derek Walker, Future Generations Commissioner for Wales. He will explain how this groundbreaking legislation is shaping Wales. Sport Wales will discuss how they are responding to changing needs of communities as will Lucy Donovan who will discuss the delivery of Positive Futures in Gwent. There will be an exclusive behind the scenes tour of key venues in the Sports Wales National Centre – the home of Welsh sport. The conference dinner gives an unrivalled opportunity to network and share ideas with peers.

## April 11th

Day 2 examines examples of what the future of activities and community sports facilities could look like. We draw upon experience and expertise from Scandinavia, the UK and Ireland from operators, government bodies and designers. Speakers will identify how activity, sports and well-being can work effectively in different circumstances for different communities and new ways of delivery.

## Why Attend?

This event is essential for anyone involved in planning and delivering sport, activity, health and well-being services or facilities. It will have take-aways for people working with small and large communities who are looking to create inclusive offers with tangible results. It is a unique opportunity to engage directly with a host of pioneering people with truly innovative approaches.

## Who will attend?

This event is ideal for those working at all levels of government, local authorities, developers, health and well-being professionals, sports organisations, sports' governing bodies, community groups, construction and design professionals, and industry consultants.

## REGISTRATION FEE

### Regular after 2 March 2025

IAKS members: GBP 185 (EUR 220)      Public sector: GBP 220 (EUR 261)

Non members: GBP 300 (EUR 355)      Students: GBP 80 (EUR 95)

Conference dinner on 10 April (excl. drinks): GBP 30 (EUR 36)

## OUR EVENT PARTNERS



## HOSTS



**Shaun Dawson**  
Chief Executive,  
Lee Valley  
Regional Park  
Authority, UK



**Joanne Martin**  
Managing Director  
My Leisure  
Consultant limited  
UK

## PANELLISTS



**Paul Cluett**  
Managing Director,  
Alliance Leisure,  
UK



**Barry Dempsey**  
Sports  
Development Officer,  
DLRCoCo,  
Ireland



**Stephen  
Dietz-Hodgson**  
Architect,  
AJA Architects,  
Denmark



**Lucy Donovan**  
Development Officer,  
Senior Positive  
Futures,  
UK



**Owen Hathaway**  
Assistant Director,  
Insight, Policy  
and Public Affairs,  
UK



**Mikael Johansson**  
Project Leader,  
Uppsala Municipality,  
Sweden



**Charlotta Karlsson**  
Strategist,  
Sport Uppsala,  
Sweden



**Jim McManus**  
National Director of  
Health and Wellbeing,  
Public Health Wales,  
UK



**Eoin O'Brien**  
Senior Parks & Land-  
scape Officer, Parks &  
Community Capital  
Programme Manager,  
Ireland



**Derek Walker**  
Commisioner for the  
Welsh Government  
for the Future  
Generations Act, UK



**Steve Ward**  
CEO,  
Newport Live,  
UK



**Lisa Mari Watson**  
Managing Director,  
Tverga,  
Norway



- 12.00 - 13:00 **Arrival and registration teas and coffee**
- 13:00 - 13:10 **Welcome, Croeso I Gaerdydd**  
*Shaun Dawson, Lead IAKS UK & Ireland,  
Lee Valley Regional Park Authority Chief Executive, UK*
- 13:10 - 13:20 **Introduction and themes**  
*Moderator - Joanne Martin, Managing Director,  
My Leisure Consultant limited, UK*
- 13:20 - 14:10 **Keynote address. The future generations act in Wales**  
*Derek Walker, Commissioner for the Welsh Government  
for the Future Generations Act, UK  
Comisiynydd Cenedlaethau'r Dyfodol Cymru*
- 14:10 - 14:40 **Investing in facilities beyond sport**  
*Owen Hathway, Assistant Director - Insight, Policy  
and Public Affairs, UK  
Cyfarwyddwr Cynorthwyol Dirnadaeth, Polisi  
a Materion Cyhoeddus*
- 14:40 - 15:00 **Teas and coffee**
- 15:00 - 15:30 **Outreach**  
*Lucy Donovan, Development Officer, Senior Positive Futures, UK  
Dyfodol Cadarnhaol*
- 15:30 - 16:30 **Health and wellbeing in Wales**  
*Professor Jim McManus, National Director of Health and  
Wellbeing, Public Health Wales, UK  
Cyfarwyddwr Cenedlaethol Iechyd a Lles,  
Iechyd Cyhoeddus Cymru*
- 17:00 - 19:00 **Tour of the National Sports Centre, Sophia Gardens**
- 19:00 - 22:00 **Conference dinner** at Park Plaza Hotel, Cardiff  
not included in conference ticket / additional registration required

[Principality Stadium](#)

President Lounge  
Westgate Street  
CF10 1NS Cardiff

[Park Plaza Cardiff](#)

Greyfriars Rd  
CF10 3AL Cardiff

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- 08:30 - 09:00 **Teas, coffee and breakfast buns**
- 09:00 - 09:20 **Introducing the day**  
*Moderator - Joanne Martin, Managing Director, My Leisure Consultant limited, UK*
- 09:20 - 10:00 **Delivering health and wellbeing centres**  
*Paul Cluett, Managing Director, Alliance Leisure, UK*
- 10:00 - 10:40 **Smart solutions for big impact: lessons from Norway**  
*Lisa Mari Watson, Managing Director, Tverga, Norway*
- 10:40 - 11:20 **Creating space for activity through innovative transformation**  
*Stephen Dietz-Hodgson, Architect, JAJA architects, Denmark*
- 11:20 - 11:45 **Teas and coffee**
- 11:45 - 12:25 **Being an entrepreneur manager: Lessons from Wales**  
*Steve Ward, CEO, Newport Live, UK*  
*Prif Weithredwr, Casnewydd Fyw*
- 12:25- 13:00 **Being a different client, a new approach to facilities**  
*Eoin O'Brien, Senior Parks & Landscape Officer, Parks & Community Capital Programme Manager, UK*  
*Barry Dempsey, Sports Development Officer, Rathdown County Council, Ireland, Dun Laoghaire*
- 13:00 - 14:30 **Lunch and tours of Principality Stadium**
- 14:30 - 15:30 **Activating Cities - The Uppsala way**  
*Charlotta Karlsson, Strategist, Sport Uppsala, Sweden*  
*Mikael Johansson, Project Leader, Uppsala Municipality, Sweden*
- 15:30 - 16:00 **Teas and coffee**
- 16:00 - 17:00 **Workshop. Thinking Differently Together.**
- 17:00 - 17:30 **Conclusions, Thank You, Diolch yn fawr & Goodbye, Hwyl Fawr**
- 17:30 - 19:00 **Networking Drinks**

[Principality Stadium](#)

President Lounge

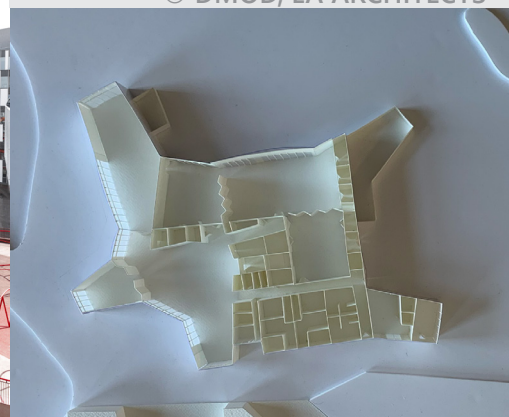
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CF10 1NS Cardiff

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## HOW TO GET THERE

### Principality Stadium

President Lounge  
Westgate Street  
CF10 1NS Cardiff, Wales

## HOTEL RECOMMENDATIONS

Visit [www.iaks.sport/en/event/2025Cardiff](http://www.iaks.sport/en/event/2025Cardiff)  
Delegates are kindly requested to make their own hotel arrangements to suit their requirements.

## ORGANISER

IAKS – International Association  
for Sports and Leisure Facilities  
Eupener Str. 70, 50933 Köln  
Germany  
[www.iaks.sport](http://www.iaks.sport)

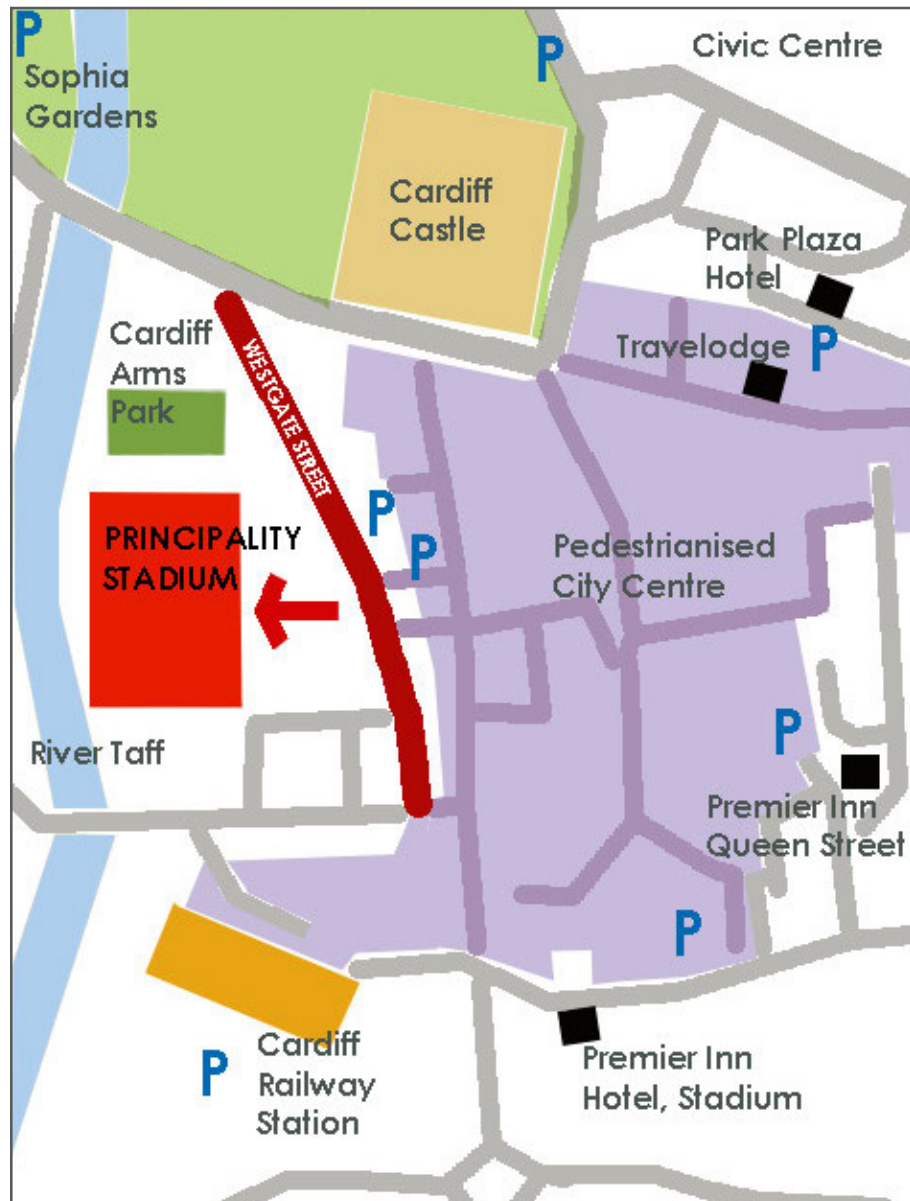
## CONTACT

Silke Bardenheuer  
bardenheuer@iaks.sport

Registration will be open until 6 April 2025.

<https://Cardiff2025.eventbrite.de>

Cancellations are free of charge until two weeks before the seminar, after which a cancellation fee of 50% will be charged.



**Register  
now!**