



‘Beyond 2012: Excellence for All’

***World-Class Delivery,
Training and Inspiration in
Sport***

a 2-Day International Seminar

**Tuesday 29th and Wednesday 30th June
2010**

**Keighley Campus, Leeds City College,
Keighley, West Yorkshire, UK**

featuring

**Guest Speakers on Training, Coaching and
International Expertise across Sport**

plus

Practical Coaching Workshops

and including Conference Dinner

4th *sport*Keighley Annual Olympic Dinner

Wednesday 30th June, 2010

Victoria Hall, Keighley

***sport*Keighley**

‘Beyond 2012: Excellence for All’

Information Pack

Welcome to Keighley!!

Keighley (pronounced *KEETH-lee*) is a thriving town and civil parish within the metropolitan borough of the City of Bradford in West Yorkshire, England. The town, situated 11 miles northwest of Bradford, 8 miles southwest of Skipton and 19 miles west of Leeds, lies at the confluence of the River Aire and the River Worth. The town area, nestling in the surrounding Pennine valleys, forms part of Bronte Country and has a population of just over 50,000, making it the third largest civil parish in England. Keighley is also home to the Timothy Taylor Brewery, the makers of several award-winning ales such as Landlord, Taylor’s Best Bitter and Golden Best.

Keighley has a long and continuing sporting heritage, having produced many Olympians and professional sportsmen and women in the past and in the process of producing more for the future in a variety of sports. Keighley Cougars RLFC are based at Cougar Park in Royd Ings Avenue and currently play in the top domestic RL league, the Co-operative Championship.

The ‘Beyond 2012’ Conference Venue

We are most grateful to Leeds City College, Keighley campus, for allowing us ‘first use’ of the fantastic new building and facilities that have been a recent addition to the Keighley skyline.

The college includes a nationally acclaimed ‘Star Centre’ facility, designed to encourage more young people to study maths and science. This features a mock mission control centre, a planetarium, a simulated rocky planet surface and many other space-related items.

The panoramic view of Keighley, Airedale and the moorland countryside beyond (including the famous Ilkley Moor and Bronte Country) from the conference room itself is second to none!



For a 3-D ‘Fly through’ of the new College see

<http://www.vrthree.co.uk/2010/05/06/3d-walk-through-of-leeds-city-college-keighley-completed/>.

A location plan of the College building is shown below. The new building is adjacent to Keighley Railway Station which lies on the Airedale Line and is ideal for access by rail being 20 minutes or less from Leeds, Bradford and Skipton.

Keighley also has regular bus services from Bradford and Leeds, with the Bus Station marked on the map and with a bus stop (Service 662 from Bradford) immediately outside the railway station. For all public transport details and travel planning see www.wymetro.com.

Access by car with satnav is straightforward although the new postcode for the college building has yet to be confirmed. However, the college is immediately opposite a new 24-hr Asda Store the postcode of which is BD21 3ER (Bingley street). This will bring you to the A6035 Bradford Road and from there you will need to access the college car park via Dalton Lane which is marked on the map.

Location Plan

Victoria Hall (Conference Dinner)



Bus Station

Asda

Leeds City College, Keighley Campus (entrance off Dalton Lane)

Why Keighley? Why this Event?

The *sportKeighley* partnership was formed in Keighley in the late 1990s as a non-funded, non-constituted entity to bring together all of the sectors that had an interest and/or influence on sport and physical activity in the area. It was a response to the fragmentation that is often encountered in many spheres in the UK, with many organisations and sectors sharing very common aims and desires but frequently tripping over each other or even competing to achieve them. The branding that includes the 'Red K' was and remains designed to emphasise all that is good about Keighley. It has been widely adopted by a wide range of organisations and events since its inception.

In 2002 the *sportKeighley* Physical Activity Action Plan (PAAP) identified a variety of proposed strategic actions in and around the district. Section 8 on 'Regeneration and Community Pride' identified as AP8.4 the desire to hold sports conferences in the town. The 'Beyond 2012' conference is the result of such aspirations. The fact that the event is to take place in a new college building in Keighley is also symbolic of the regeneration and investment that, even in these straitened times, is going on in the area. The local ambition is to continue in a similar vein in the future, which, in terms of sport, is of course where the 'Beyond 2012' Conference is focusing.

Keighley is part of the wider metropolitan district of Bradford and in terms of sport and sporting potential Bradford (despite the best efforts of the likes of the Bradford Bulls and Bradford City over the years) is somewhat of a sleeping giant. Work is underway to change this! The *sportKeighley* model provided a framework that has been rolled out to form six Local Sports Alliances across the district and these, along with other key partners, form the **Bradford Community Sports Network** (CSN) which also connects to the Local Strategic Partnership via the Cultural Consortium.

The challenges facing community sport in particular have led to a focus locally on community sports enterprise and a radical change in culture and move away from grant-dependency. Involvement at an early stage with the formation of the **National Skills Academy for Sport and Active Leisure** (NSA) has led to the Bradford partnership being regional and national pilots in Leadership and Management and in Community Sports Enterprise, and it is via this link that we are delighted to be able to jointly promote the 'Beyond 2010' Conference with the **NSA, Yorkshire and Humber Region**.

Part of the reaction to changes for sport in the UK has been the channelling of funding via Sports National Governing Bodies and their Whole Sport Plans. The response of athletics as a sport to this challenge has been to instigate 'Athletics Networks' which bring clubs together to shape and steer the sport as it moves into the future. The **Bradford Athletics Network** (BAN) was formed in 2009 and has already had some success in developing links and moving the sport forward locally. This has been helped by the partnership culture that already exists in the Bradford district, and also by the international links that have been developed that enable some comparisons to be drawn with similar areas in Europe and North America. Thus the third strand within the 'Beyond 2010' Conference. The support of BAN and **England Athletics** as a National Governing Body is also hugely welcome, although the discussion will of course extend to all sports.

The three conference themes represent the interests and activities of the promoting partners, and provide a rich and diverse platform for mutual discussion and learning. There is an underlying theme

related to innovation, inspiration and enterprise and also a theme in terms of benchmarking – what can we learn from and what can we teach others? An underpinning theme is in terms of **sports leadership and coaching**. This is because learning, instruction, inspiration, mentoring and innovation in all sports needs to come through the key people at the interface between sports structures and sports participants. This includes participants at all levels, from beginners to elite.

Programme and Contributors

The ‘Beyond 2012’ Conference is not funded as such but instead represents the input and commitment of a range of partner organisations and the generous donation of time on behalf of our keynote speakers and contributors, details of which are set out below. The organisers wish to record their immense thanks to everyone who has contributed in this respect.



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**THE FUTURE OF
TRAINING IS NOW**
Dave Bell - Performance Director

Programme

Day 1 - Tuesday 29th June

09.30 **Registration and Coffee**

10.00 **Welcome & Introduction** – **John Waterhouse**, Chair, Bradford Athletics Network
Danny Crabtree, Dept. of Sport, Leeds City College, Keighley Campus & **John Dennis**,
sportKeighley & Bradford Community Sports Network

10.15 **Keynote: Day 1: Strand A – International Benchmarking**
‘East Africa as a Model for Athletics Development’ – **Filbert Bayi**, Secretary
General, Tanzania Olympic Association (Former 1500m & Mile World
Record-Holder) & Chair, Filbert Bayi Schools

11.00 **Keynote: Day 1: Strand B – Careers and Expertise in Coaching**
‘Skilling Future Coaches’ – **Yuri Matischen**, Regional Chair, National Skills
Academy for Sport & Active Leisure, Sheffield Sharks & Yorkshire Champion for
Sport

11.45 **Day 1 Discussion Groups for Strands A & B**

A. **International Benchmarking of Local Athletics and Sports Development** –
experience from different metropolitan areas and countries (with input from
Canada, Switzerland and the Netherlands), and developing comparisons and
measures of success in the UK and abroad.

B. **Careers, Enterprise and Expertise in Coaching** – promoting professional
development, careers & enterprise in vital aspects of sporting activity.

13.15 **Lunch** - Incorporating Tour and Demonstration of New Keighley Campus Site &
Facilities plus demonstration by Natalie Prescott, Powerplate

14.15

‘Inspiring Sportspeople’ – **David Hemery, CBE**, 1968 Olympic Champion &
former World Record-Holder, 400m Hurdles

15.00 **Day 1 Discussion Groups for Strands A, B and C**

As per the 11.45 session above, plus C. **Performance & Inspiration** - acquiring
experience and knowledge from related sports, and secrets of successful delivery of
high-quality coaching for all ages, abilities and sports disciplines.

16.30 **Briefing on Evening Club Sessions**

16.45 **Disperse** (optional run, swim, cycle, gym)

18.00 **Evening sessions with K&CAC and BAN athletes, Cliffe Castle Park, Keighley**

Programme

Day 2 - Wednesday 30th June

09.30 **Registration and Coffee**

10.00

'From Club to Country' – Steve McNamara, Head Coach, Bradford Bulls RLFC and England National Rugby League XIII

10.45 **Keynote: Day 2: Strand B – Careers and Expertise in Coaching**

'The New Enterprise Culture' – Svend Elkjaer, Sports Marketing Network

11.30 **Day 2 Discussion Groups for Strands A and B**

A. **International Benchmarking** – concluding discussions from previous day

B. **Coaching for Performance & Inspiration** – acquiring experience and knowledge from related sports, and secrets of successful delivery of high-quality coaching for all ages, abilities and sports disciplines.

13.00 **Lunch**

Incorporating Tour and Demonstration of New Keighley Campus Site & Facilities:
Natalie Prescott, Powerplate

14.00 **Keynote: Day 2: Strand A – International Benchmarking**

'International Benchmarks and the Bradford Athletics Network' - Simon Forde, Chair, Airedale Athletics, and Director of Strategy, BAN

14.45 **Day 2 Discussion Group for Strand C - led by Dave Bell, Performance Director, Perform Centre, Rossendale**

C. **Coaching for Performance & Inspiration** – acquiring experience and knowledge from related sports, and secrets of successful delivery of high-quality coaching for all ages, abilities and sports disciplines.

(Incorporating Common Purpose 'Inspiring Communities' session)

16.00 **Conference Summary Session** – summaries provided by convenors of the workshops plus **Open Forum** – chaired by John Dennis

16.30 **Free Time** (optional run, swim, cycle, gym)

18.30 **Pre-Dinner Drinks, Victoria Hall, Keighley**

19.00 **Conference Dinner, 4th Annual *sport*Keighley Olympic Dinner, Victoria Hall,**

Keighley

Keynote Speaker: Gerry Sutcliffe MP, former UK Sports Minister

Discussion Sessions

Day 1 (11.45 & 15.00)

- A. International Benchmarking of Local Athletics and Sports Development** – experience from different metropolitan areas and countries (representatives from Canada, Denmark and the Netherlands), and developing comparisons and measures of success in the UK and abroad.
- B. Careers, Enterprise and Expertise in Coaching** – promoting professional development and career pathways in business, schools, clubs and higher education.
- C. Coaching for Performance & Inspiration** – acquiring experience and knowledge from related sports, and secrets of successful delivery of high-quality coaching for all ages, abilities and sports disciplines (15.00hrs only).

Day 2 (11.30)

- A. International Benchmarking**
- B. Careers, Enterprise and Expertise in Coaching**

Day 2 (14.45)

- C. Coaching for Performance & Inspiration**

Invited Speakers, Guests and Participants

All speakers, invited guests and all other participants are encouraged to participate in all sessions within each strand, so that the maximum cross-fertilisation of ideas and expertise can occur.

It is expected that in each Discussion Group, invited speakers and facilitators will introduce the overall theme context for the particular session (see below) in order to then enable ample time for free discussion from the whole group.

International Benchmarking

(Strand A)

Aims

1. To establish a **template of ‘Generic Outcomes’** that can be used both to evaluate projects such as the Bradford Athletics Network and to focus activities
2. To identify a **small number of simple measurements** for identifying:
 - a. Health benefits generated by local athletics
 - b. Fitness levels and impacts
 - c. Social impacts
 - d. Learning and personal development benefits
3. To **compare a city-region such as Leeds-Bradford** (and West Yorkshire) with similar city-regions in mainland Europe and North America. These may include:
 - Dortmund in the Ruhr area of Germany
 - Enschede and the Twente district of the Netherlands
 - Øresund area of Sweden and Denmark (Malmö, Copenhagen etc)
 - Hamilton, Ontario or Greater Halifax, Nova Scotia (Canada)
4. To investigate **establishing an international collaborative research project** for the above, for potential funding from the European Commission’s 8th Framework Programme.

Underlying Themes of Discussion Sessions

Sessi on	Aim	Content
Tue 11.45	Aim 2a)	health indicators, the role of athletics and exercise in physical and mental health, preventative and curative
	Aim 2b)	improving fitness and nutrition and measuring levels of fitness and performance across all ages and abilities
Tue 15.00	Aim 2c-d)	identifying social and personal development that the Bradford athletics network project can achieve, measuring baselines and impacts of the network’s activities
Wed 11.30	Aims 3-4	establishing international comparisons and research projects;
	Aims 1-2	agreeing conclusions

Possible Measurements for the Generic Outcomes Template

<i>Area</i>	<i>Category</i>	<i>Possible measurements</i>	<i>Target group/method</i>
health	Body-weight/figure	Hip-waist ratio; BMI; girth measurements	Selected club and unattached runners
	Cardio-vascular health	resting HR; blood pressure	Selected club and unattached runners
	Mental health	POMS questionnaire	Focus groups; GP referrals; self
	Other		
fitness	Exercise	Hours/mins per week at various levels of intensity	Census/analysis by social scientists
	Fitness levels	VO2max test; lactate test; Cooper test	
	Performance	Times/distance graded by age	Cross-section of athletes participating in designated training programmes
	Other		
social	Participation rates		Census/analysis by social scientists
	Social and community cohesion	ethnic minorities, outreach groups, areas of severe/multiple disadvantage	
	Socio-economic regeneration/devt.		
	Other		
learning and personal development	Nutrition	Body-fat percentage	
	Physiology & biomechanics	Hydration levels; Blood tests (iron etc.)	
	Training techniques	Recovery rates; log-books	Cross-section of athletes participating in designated training programmes
	Skills development and employability		Club administrators, coaches, volunteers
	Other		

Careers, Enterprise & Expertise in Coaching

(Strand B)

Aims

1. To clarify current pathways to coaching and sporting qualifications and establish a steering mechanism to centrally-available information and key organisations, including the National Skills Academy for Sport & Active Leisure and SportsCoachUK;
2. To identify and appraise opportunities for qualified people in all sectors of the sport and leisure industry (there will be an outcome that links to the economic strand of the developing sport and physical activity strategy for Bradford);
3. To discuss community sports enterprise in the context of promoting coaching and allied sporting skills;
4. To identify local opportunities that are immediately available for training and/or career development in sport and coaching;
5. To discuss future trends in coaching and training in terms of National Governing Bodies in Sport, Sector Employers, Training Providers and Trainees.

Themes of Discussion Sessions

Sessi on	Aim	Content
Tue 13.15	Aim 1,2	pathways, training, qualifications, information; establishing information flows
	Aim 3	community sports enterprise and social enterprise opportunities
Tue 15.00	Aim 4	identifying local opportunities that are immediately available for training and/or career development in sport and coaching
	Aim 5	future trends in coaching and training
	Aims 1-5	agreeing actions

Coaching for Performance & Inspiration

(Strand C)

Aims

1. To highlight and identify, via local top level experience and case study, key parameters in ensuring access to high quality and inspirational coaching at all levels of sport;
2. To identify current plans to increase access to coaching for all;
3. To discuss the facilities and expertise available/required in order to put current plans into operation;
4. To identify input and maintenance of inspiration and guidance for young people in sport, especially focusing on age of specialisation and the transition from primary to secondary education (this will include a special 'Inspiring Communities' session with Common Purpose and local secondary schools on Wednesday 30th June);
5. To highlight and reinforce the dissemination of information regarding access to coaching guidance (e.g., the Active Bradford concept).

Themes of Three Discussion Groups

Group 1	Aim 1	key parameters for success at all levels
Group 2	Aim 2,3	current plans and implementation
Group 3	Aim 4,5	identifying ways of inspiring and continuing to inspire and guide young people
All groups	Aims 1,2	establishing parameters and plans;
	Aims 3,4	agreeing actions

Guests and Contributors

We are delighted to welcome a fantastic selection of eminent guests and contributors in addition to the high profile keynote speakers listed above.

These are likely to include:

Pam Essler, Non-Exec. Director, Bradford-Airedale NHS Primary Care Trust

Trent Stellingwerff, Nestlé Research Center, Lausanne – paper delivered *in absentia*

Jane Marshall, 'Healthy College' Project Manager, Bradford College

Vicky Joel, Development Officer, West Yorkshire Sport

Peter Møller Christensen, Integrated Physiology Dept., Copenhagen University

Brian Scobie (TBC), England Athletics Area Coach Mentor for Yorkshire & Humberside

Dave Scott-Thomas, Head Coach, University of Guelph, Ontario

Maarten van Bottenburg, Mulierinstituut, 's-Hertogenbosch & University of Utrecht
– presentation delivered *in absentia*

Andy Lee, North of England Area Team Leader, England Athletics

Nigel Harrison, Chief Executive, West Yorkshire Sport

John Temperton, UK Athletics, Athletics Services

Andy Taylor and Simon Woodhurst, Airedale Partnership

Gerry Sutcliffe, Former UK Minister for Sport, MP for Bradford South Constituency

Andy Ross, Leisure Programmes, Bradford Met. District Council

Linda Bussey, Bradford ParkRun

Tim Cock, Holmfirth Harriers, and Chair, West Yorkshire Athletics Management Group

Claire Mabey, Auckland Festival (NZ)

Ronnie Todd, Bradford College

Andy Brogan (TBC), The Complete Runner, Ilkley

Simon Forde, Airedale Athletics & Bradford Athletics Network

Richard Lambert, National Skills Academy

TBC, SportsCoachUK

Svend Elkjaer, Sports Marketing Network

Yuri Matischen, Chair, NSA and Yorkshire Champion for Sport

Stuart Culliford, Bradford Dragons Basketball

Andy Bray, Haworth Hawks Table Tennis Club

Danny Crabtree, Leeds City College, Keighley Campus

TBC, Bradford Disability Sport & Leisure

Chris Buckley, Head of Sport, Oakbank Sports College, Keighley

Tricia McCarthy, Principal, University Academy, Keighley

Richard Taylor, Active Coaching UK

John Dennis, Bradford Athletics Network & Community Sports Network

Dave Bell, Rossendale Sports Centre

Colin Daniel, Bradford Athletics Network

Phil Wagner, Bradford Education

Hannah Lindsey, Bradford & Airedale PCT Provider Services & Active Bradford

Dean Muir, Keighley Cougar Foundation

John Waterhouse, Bradford Athletics Network

Displays and Literature Distribution

There is ample room for display materials in the College building. For further details on options in this respect please contact sportjohn@blueyonder.co.uk.

If your organisation requires information to be placed in the delegate pack then 150 copies (no more than 1 x A4 sheet please) must reach Danny Crabtree at Leeds City College, Keighley Campus, Cavendish Street, Keighley, no later than Friday 25th June. For further details on options in this respect please contact sportjohn@blueyonder.co.uk.

Associated Conference Activities

On both days there will be an opportunity to tour the new College facilities and gymnasium (including the new 'Powerplate' equipment) during the lunch breaks.

On both days too time has been set aside for some form of activity/training for delegates – please contact sportjohn@blueyonder.co.uk for details (NB, there will be changing facilities at the venue and clothes/kit/equipment can be left overnight if required).

There will be a session with local athletes from Keighley & Craven AC and BAN at 6pm on Day 1 (Tuesday 29th June) in nearby Cliffe Castle Park in Keighley. The park is one of four superb parks in Keighley maintained by Bradford Council and each park forms part of the course of the BIGK 10K running challenge which takes place in Keighley every Mothers' Day in March. The park has recently become the location of the first BAN/Bradford Council fixed Cross Country Route and it is planned that this will form the official opening of the course. The park also lies between two of Keighley's Secondary Schools: the Holy Family School (for which the *sportKeighley* partnership helped to obtain a new Sports Hall) and the new Keighley University Academy, the former Greenhead School where Keighley's synthetic athletics track and sundry new facilities are currently under construction. This facility, part of the 'Building Schools for the Future' scheme, also incorporates Beechcliffe Special School and will also become a centre for disability sport as well as athletics in general.

On the evening of Tuesday 29th June there will be an informal gathering at the New Inn at Cononley which is a few miles from Keighley (on the rail line towards Skipton). There are superb Timothy

Taylor's beers (brewed in Keighley) and a great atmosphere – also an opportunity if you wish to tune into a World Cup Second round fixture!

Conference Dinner (see below)

4th *sportK* Keighley Olympic Dinner
Wednesday 30th June 2010
Victoria Hall, Keighley

Programme

- 18.30** **Arrival/ Pre-Dinner Drinks**
- 19.00** **Welcome to Keighley!**
Demonstration Events
- 19.45** **Dinner: Buffet-Style Asian Dishes**
- 21.00** **After-Dinner Speakers:**
Gerry Sutcliffe & Filbert Bayi
- 22.00** ***sportK* Presentations plus Sporting Prize**
Draw Item
- 22.30** **Dancing, Networking & Sports Challenge**
- 23.45** **Carriages**

Dress Code: Lounge Suits/Cocktail Dresses

*sport*Keighley Olympic Dinner 2010

About the Speakers

Filbert Bayi

Born in Arusha, Tanzania, Filbert's greatest moment was arguably the 1500 m final at the 1974 Commonwealth Games in Christchurch, New Zealand, when he won the gold medal ahead of New Zealand runner John Walker and Kenyan Ben Jipcho. Bayi set a new world record of 3:32.2, and Walker also went under the old world record. The time still stands as a Commonwealth Record; Filbert was succeeded as World Record Holder by Britain's Seb Coe. In 1975, Filbert broke Jim Ryun's eight-year-old mile record by clocking 3:51.0 in Kingston, Jamaica on 17 May. After retirement Filbert has spent much effort in setting up the Filbert Bayi Foundation which aims to guide young sporting talent in Tanzania. It is based in Mkuza, about 50 km from Dar es Salaam. The complex also aims to educate young people about HIV/AIDS, plus ways of getting out of poverty. The foundation started in 2003. He has also opened a Primary and Nursery school based in Kimara, and a Secondary school which is based in Kibaha. Filbert is also Secretary General of the Tanzania Olympic Association.

Gerry Sutcliffe

Gerry was selected as the Labour candidate for the Bradford South by-election in 1994. He won the by-election with 55% of the vote and has held the seat ever since. In Parliament, he served on the Public Accounts Committee from 1996 to 1998, and was a member of the Unopposed Bills Panel from 1997 to 1999. Under Tony Blair, Gerry was appointed as PPS to Harriet Harman and subsequently served as PPS to Stephen Byers. From 2003 to 2006 he had responsibility for employment and for consumer and competition policy and in May 2006 he became Minister for Prisons and the Probation Service. He moved to the Department for Culture Media & Sport in 2007 as Minister for Sport, which he remained until the recent election of May 2010. As Minister for Sport at the time of the Beijing Olympics he entered into a wager with his Australian counterpart Kate Ellis that Great Britain would finish above Australia in the final medal table, with each Minister promising to wear the opposite nation's colours to a sporting event if they lost. Gerry won the bet, with Britain finishing fourth and Australia sixth. In May 2010, he became the campaign manager for Andy Burnham's bid for the leadership of the Labour Party.

*sport***K** Olympic Dinner

The idea of a *sport*Keighley annual Olympic Dinner arose from an initial desire to get many of the people and organisations who are part of the *sport*K partnership together and at the same time try to raise some modest funding to help young local sports stars (and their coaches and parents) who are aspiring towards participation and performance at the Olympic Games or equivalent level within their sport.

The inaugural event was held at Oakbank Sports College in Keighley in March 2007 where local sports personality **Roger Ingham MBE** was the guest speaker.

The 2008 event at Holy Family School featured **Alastair Campbell**, who was born in Keighley, as the guest speaker, and some truly breathtaking demonstration events including martial arts and trials cycling.

The 2009 event at Victoria Hall featured demonstrations from local Table Tennis stars and a star-studded discussion panel led by former Olympian **Steve Cram** and guests including the **Sports Minister Gerry Sutcliffe MP**

The *sport*Keighley partnership works closely with a range of organisations including SportsAid, local clubs and schools, Bradford City Council and West Yorkshire Sport to maximise the opportunity for aspiring athletes and their parents, not only in terms of cash support but also in terms of access to resources for training and performance and in terms of highlighting local sponsorship opportunities.

So far some fifteen or so young athletes and their coaches have benefited in a modest way from the initiative, and many are still on course to become amongst the best at their chosen sports. It is hoped that they too in turn will inspire future generations of aspiring sportsmen and women from our district!

About *sport*Keighley

The *sport*Keighley partnership was formed some ten years ago but remains deliberately unconstituted. It is simply a partnership which brings together any person or organisation from any sector with an interest in sport or physical activity. It is not funded, but by and large partners find value in simply communicating and working together. The model has been held up as an exemplar both locally and nationally and the partnership now forms one of six Local Sports Alliances feeding into the Bradford Community Sports Network and thus into the West Yorkshire County Sports Partnership.

The 'Red K' in *sport*K was chosen as a positive symbol for Keighley, partly because it was already on the buses in Keighley and therefore widely recognised! It has since been widely adopted by many organisations in the town and provides a reminder about the many good

things and opportunities we have on our doorstep.

Accommodation in and around Keighley

There are a number of options in and around Keighley, including:

Dalesgate Hotel,
406 Skipton Road, Keighley, West Yorkshire BD20 6HP
Tel: 01535 664 930.
info@dalesgate.co.uk
www.dalesgate.co.uk

Numerous hotels, B&Bs and Guest Houses in Haworth (4 miles from Keighley: eg, the Fleece Inn, Main Street, Haworth www.fleece-inn.co.uk and Old White Lion Hotel, Main Street, Haworth);

Ramada Jarvis at Bingley www.ramadajarvis.co.uk/hotels/bradford

Premier Inn, Bradford North Bingley,
502 Bradford Road, Sandbeds, Keighley West Yorkshire BD20 5NH
T: 0871 527 8134
F: 0871 527 8135
www.premierinn.com/en/hotel/BINDAL/bradford-north-bingley .

We hope you find the event interesting and stimulating and most of all we hope you have a great couple of days in Keighley!!