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# iaps sport

**Director of Sport Conference**  
**Develop your leadership game plan**

**Monday 14 – Tuesday 15 November 2022**



**#IAPSsport2022**

**#DOSconf**

# Welcome/introduction

## Message from Sean Price, IAPS Sport Committee Chair



The inaugural Director of Sport Conference will provide an opportunity to develop your leadership and management skills in a wide variety of areas. Whether you are new to your role, an aspiring senior leader or simply looking to run the best and most effective sports department that you can, the conference will provide guidance and strategies on areas such as inspection preparation, people management and strategic planning amongst many others. The programme is designed to share the experiences and ideas of contributors from a range of leadership areas as well as encouraging discussion, questions and contributions from attendees.

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# Welcome/introduction

## Message from Emily Connell, IAPS Sport Events Manager

As a membership organisation, IAPS is focused on developing high quality leadership training opportunities and this conference for Directors of Sport has been eagerly awaited.

This conference may well be the first opportunity you have had to look to the future, and to network with colleagues from the IAPS community and I hope our speakers will inspire and energise you to lead with confidence and conviction.



# Speakers:

## Prof Andy Hill



Professor Andrew P. Hill directs a research group examining the consequences of perfectionism in different achievement contexts at York St John University. He leads on the university's collaboration with NACE, which focuses on developing research and resources to help those working in schools to understand perfectionism and its impact, to support students with perfectionistic traits, and to reduce the extent to which learning environments are experienced as perfectionistic by students.

Professor Hill has co-authored over 70 peer-reviewed papers, 10 book chapters, and edited one book in the field of perfectionism. He is a section editor and editorial board member of three major international scientific journals. He believes that reducing perfectionism is one of the most important things to do when seeking to improve student mental health and achievement.

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## Rob Lightfoot



NACE (National Association for Able Children in Education) CEO Rob Lightfoot has nearly 30 years' experience of working in educational settings, drawing on his experiences from a wide range of senior management roles. Rob led the work on Haybridge High School and Sixth Form being one of the first secondary schools in the country to attain the NACE Challenge Award on three occasions.

He has worked extensively as a NACE Associate, leading a NACE Research and Development Hub and delivering courses on curriculum design, mathematics and how to lead on more able provision within an educational setting. Rob has also worked previously as a Lead Practitioner on Curriculum Design for the Specialist Schools and Academies Trust.

More recently, Rob has been involved with various research initiatives. He is committed to the learning of more able students and has seen first-hand the impact that effective provision for the more able has on achievement for all learners.

# Speakers:

## Helen Lowe



Helen Lowe has worked in schools in both the state and independent sectors since 1989. Helen became the Head of King's House School Junior Department in Richmond-upon-Thames in 2009 and then moved in 2012 to become Head of Bute House Preparatory School for Girls in west London. Helen retired from Headship in August 2021 after many very happy and successful years.

Since September 2021, Helen has worked as an independent education consultant in schools around the country and has delivered training in schools, and for IAPS. Helen has an especial interest in communication, in particular providing people with the skills to manage even the most difficult conversations successfully.

Before moving into education, Helen trained as a professional actor at the Guildhall School of Music and Drama and at Drama Studio, London. During the 1980's Helen worked as a professional actor, playing a range of roles – from panto to Shakespeare – in theatres across the UK. In 2008 – 2009, Helen completed a Certificate in Performance Studies at RADA/King's College, London and continues to train and work with young actors, alongside her work in education.

# Speakers:

## Richard Shorter



For 20 years Richard Shorter has helped organisations have more effective relationships with parents. Relationships which have gone on to support young people to have better outcomes. His clients now include Manchester City, Harlequins Rugby, Millfield School and cricket Wales.

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## Jamie Hooper



Jamie Hooper founded Inclusive Cultures in January 2021, an independent expert consultancy on equality, diversity and inclusion in sport. He has 10 years' experience at the forefront of equality, diversity and inclusion best practice in the sport and physical activity sector, having previously worked at Swim England and Sport England, ensuring that everyone can access sport and physical activity and have a great time when they are doing so.

Jamie has been on the frontline of both LGBTQ+ and ethnic minority participation over recent years and has been involved in driving progress in these areas forward from the community to the board room.

Jamie is also a very proud Non-Exec Director and Advisory Board Member of several organisations including Sport for Confidence, the Black Swimming Association, and the Federation of Gay Games. He is also a co-founder of the Include Summit - the UK's largest conference for equality, diversity and inclusion in sport. The inaugural took place on 8th and 9th March 2022 and will take place again next year on the 3rd and 4th May 2023 in Manchester.

# Speakers:

## Christopher Sanderson



Christopher has a passion for enabling schools to provide children with a safe and enriching learning experience. Even heads of schools tell him they enjoyed the inspection experience!

The consultancy, advice and training that Christopher provides to schools is warmly welcomed throughout the world. Recent engagements have taken him throughout the UK and to Ireland, Spain, Switzerland, Asia, Africa, GCC countries and South America.

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## Mike Crossley



Mike Crossley is currently the Headmaster of Langley Preparatory School at Taverham Hall. He is an experienced MHFA Youth instructor, and his school is the proud recipient of the acclaimed Optimus Wellbeing Award for schools. With over 25 years' experience, as a Senior Manager in three leading Prep Schools, and fourteen years as a Head in a Prep School, Mike offers us his considerable insight into supporting 'How to create an effective wellbeing plan to support your colleagues and school'.

Mike is also an experienced ISI School Inspector, management trainer and qualified as a Head through the government's NPQH scheme through the NCSL. He is an ILM Level 7 executive coach and mentor and recently qualified Senior Mental Health Lead.

# Speakers:

## Dr Suzi Imber (After Dinner Speaker)



Dr Suzie Imber achieved international recognition when she won the BBC2 TV series '*Astronauts: Do You Have What It Takes?*' in which 12 candidates underwent astronaut training with astronaut Commander Chris Hadfield.

They faced a range of challenges including taking their own blood, speaking Russian while in a centrifuge at 5g, and carrying out emergency procedures on the NASA undersea astronaut training facility, Aquarius. Suzie received a letter of recommendation from Chris Hadfield to support her application to the European Space Agency astronaut training programme.

Her "daytime job" is as Associate Professor of Planetary Science at the University of Leicester, UK. She specialises in studying the impact of the solar wind on the planets in our solar system, particularly the Earth and Mercury. Currently, she works in Operations Planning for the *BepiColombo* spacecraft, due to arrive at Mercury in 2025.

In 2019, Suzie was selected for *Homeward Bound*, a global leadership programme to train 100 women to become the next generation of leaders in the fight against climate change. Culminating in a 3-week voyage to Antarctica (scheduled Nov 2022), the programme includes leadership style and mentality, effective communication, building teams, personal and organisational strategy, mental health and wellbeing.

With extensive experience of speaking at live stage events, including music and science festivals, Suzie was invited to perform at "Space Shambles" at the Royal Albert Hall, London, appearing with Professor Brian Cox, Robin Ince, astronaut Commander Chris Hadfield, and Apollo astronaut Rusty Schweickart. She has spoken at many science festivals, including BlueDot, Gravity Fields, Cheltenham, Farnborough Air Show, New Scientist Live, Latitude, AstroFest, SpaceRocks and the Virgin Galactic Space Festival (US).

# Speakers:

## Adie Shariff



Adie is a performance psychologist with 25 plus years' experience. His capabilities have been tested in a range of environments, from business to elite sport, military, & expeditionary.

Adie started his career as a military psychologist, notably initiating an elite coaching unit in Royal Marines recruit training – an initiative that is now standard across all three military services. For the last 15 plus years Adie has specialized in working with commercial clients operating in competitive environments, facilitating strategic change and leadership development programmes.

Adie's success comes from a rigorous understanding of performance psychology and a strong focus on practical change – supporting clients simplify issues & initiate pragmatic, and self-sustaining, ways forward.

Alongside his commercial work, he has been involved in Elite sport since 2010. He's worked with a multitude of sports & supported people at all levels (from athletes through to Chairs). The impact of his work in sport got him shortlisted for the 2016 British Psychological Society 'Practitioner of The Year Award.'

Here is a video of Adie talking about how people might better own their choices in life: [Seize the moments that matter: Adie Shariff at TEDxRussellSquare](#)

# Speakers:

## James Cracknell OBE



James Cracknell OBE, an inspiring sportsman, athlete and adventurer. The nation's most fearless, inspiring and adventurous sportsmen.

Since retiring from competitive rowing in 2006, James has continued to be a household name, carrying out dangerous and gruelling challenges for the BBC and Discovery. He has also used his passion for adventure and fitness to front successful campaigns to get the nation moving. And has provided commentary for several high-profile sporting events.

James has completed several demanding challenges since his retirement that have been documented both on screen and in his written accounts. James and his friend completed 'The Race Across the Atlantic' with the experience documented in the BBC show 'Through Hell and High Water', the pair wrote a book about the race, titled 'The Crossing: Conquering the Atlantic in the World's Toughest Rowing Race'. Only two years later, James paired up with Ben Fogle and Dr Ed Coats, to take part in the gruelling 'Amundsen Omega3 South Pole Race'. This adventure was also broadcast on the BBC in 5 1 hour, prime-time Sunday night programmes, titled 'On Thin Ice'. James wrote about this experience in his book, 'Race to the Pole'.

In 2010, James attempted to cross America by cycling, running, rowing and swimming from LA to New York in record time. It was during this trip that James suffered a near fatal accident after being struck from behind by a truck while cycling through Arizona. After a difficult six-month recovery period, James went to the Canadian Yukon, completing *The Coldest Race on Earth*. These stunning adventures transmitted as *Unstoppable: The James Cracknell Trilogy* on *Discovery*.

James is leading the Policy Exchange's work on obesity and physical activity and has been heavily involved in their report calling for sugary drinks to be taxed as part of a series of measures to combat rising levels of obesity. Following this, James appeared in *The Secret Plan to Save Fat Britain: Channel 4 Dispatches*. He is currently studying for a Masters in Philosophy from Cambridge University and is politically active, striving for greater awareness in childhood obesity and healthy living.

In 2019 James made history when he became the oldest competitor in the Boat Race, winning alongside his Cambridge teammates.

# Programme: Monday 14 November

|              |   |
|--------------|---|
| 0900 onwards | Registration, refreshments and exhibition   |
| 1000         | <b>Welcome</b> - Sean Price – Rosewood Suite  |
| 1020         | <b>Keynote 1: Perils of perfectionism in sport and education</b> – Prof Andy Hill and Rob Lightfoot – Rosewood Suite  |
| 1110         | <b>Refreshments and exhibition</b> – Cedar lounge and bar   |
| 1150         | <b>Keynote 2: How to deal with difficult situations (role play)</b> – Helen Lowe – Rosewood Suite   |
| 1240         | <b>Lunch and exhibition</b> – Cedar lounge and bar  |
| 1350         | <b>Seminar sessions 1</b> <ul style="list-style-type: none"><li>• <i>Coaching parents for better outcomes for young people</i> – Richard Shorter, non-perfect dad - Ash</li><li>• <i>Managing difficult situations</i> – Helen Lowe – Beech</li><li>• <i>Inclusion and diversity</i> – Jamie Hooper, Inclusive Cultures - Cherry</li><li>• <i>Inspection</i> – Christopher Sanderson, Amadeus Consulting and Training - Ebony</li><li>• <i>Staff appraisal</i> – Mike Crossley - Poplar</li></ul> |
| 1450         | <b>Refreshments and exhibition</b> – Cedar lounge and bar   |
| 1530         | <b>Seminar sessions 2</b> <ul style="list-style-type: none"><li>• <i>Coaching parents for better outcomes for young people</i> – Richard Shorter, non-perfect dad - Ash</li><li>• <i>Managing difficult situations</i> – Helen Lowe – Beech</li><li>• <i>Inclusion and diversity</i> – Jamie Hooper, Inclusive Cultures - Cherry</li><li>• <i>Inspection</i> – Christopher Sanderson, Amadeus Consulting and Training - Ebony</li><li>• <i>Staff appraisal</i> – Mike Crossley - Poplar</li></ul> |
| 1630         | <b>District meetings</b>  |
| 1900         | <b>Drinks reception</b> – Rosewood Suite  |
| 1930         | <b>Conference dinner</b> – Rosewood Suite<br><b>After-dinner speaker</b> – Dr Suzie Imber   |

# Tuesday 15 November

|      |  |
|------|--|
| 0830 | <b>Refreshments and exhibition</b> – Cedar lounge and bar  |
| 0900 | <b>Keynote 3: The Unsaid of L(l)leading</b> – Adie Shariff – Rosewood Suite  |
| 1000 | <b>Refreshments and exhibition</b> – Cedar lounge and bar  |
| 1040 | <b>Discussion panel: Hot topics within prep school sport</b> – Sean Price (Chair of IAPS Sports Committee/Head at Westonbirt Prep), Mark Lloyd (Director of Sport at Great Walstead School), Wayne Faulconbridge (Director of Sport at Ratcliffe College Prep) and Samantha Rippington (Director of Sport at St Teresa's Effingham) – Rosewood Suite |
| 1140 | <b>Refreshments and exhibition</b> – Cedar lounge and bar  |
| 1210 | <b>Keynote 4: James Cracknell OBE</b> – Rosewood Suite   |
| 1250 | <b>Farewell</b> – Rosewood Suite   |
| 1300 | <b>Lunch</b> – Olive Restaurant  |

# General information

## Venue

Wyboston Lakes Resort, Great North Road, Wyboston, Bedfordshire MK44 3AL

Tel: 0333 7007 677

[www.wybostonlakes.co.uk](http://www.wybostonlakes.co.uk)

## Travel

- **By car**

Wyboston Lakes is located just off the M1 and the A421 and on the A428 towards Cambridge.

- **By rail**

The nearest rail station to Wyboston Lakes Resort is St Neots, on the Great Northern service, a 48-minute train journey from London King's Cross. St Neots and Sandy Train Stations are both 10 minutes' drive away.

## Taxis

Steve's Taxis: 01480 215 666, Anglian Taxis: 01480 475 222.

## Car parking

Extensive, free car parking facilities for guests, monitored by 24-hour CCTV. There are also charging facilities for electric vehicles.

## Arrival

Registration will open from 0900 onwards where you will be able to take advantage of the exhibition. On arrival, please make your way to the IAPS registration desk in the Woodlands Event Centre where your name badge will be available for collection. The conference will start promptly at 1000.

Accommodation is provided for one night in the Woodlands Event Centre. Room check-in will form part of the registration process and you will collect keys after the sessions finish on the first day. It is best to store luggage in your vehicle until it is time to collect your key.

## Departure

Guests are asked to vacate rooms by 1100 on Tuesday 15 November, and are advised to store luggage in their cars. The conference finishes with lunch at 1300, with the option for a 'grab & go' lunch, if preferred.

## Badges

|   |                |
|---|----------------|
| <input type="checkbox"/> <b>White top</b>             | Delegates      |
| <input checked="" type="checkbox"/> <b>Yellow top</b> | Speakers       |
| <input checked="" type="checkbox"/> <b>Red top</b>    | IAPS officials |
| <input checked="" type="checkbox"/> <b>Green top</b>  | Exhibitors     |

## Main Sessions

The whole conference takes place in the Woodlands Event Centre. Keynote sessions will be held in the Rosewood Suite. Delegates are respectfully requested to arrive promptly for the beginning of each session.

## Seminar Sessions

Seminar sessions will be held in the Ash, Beech, Cheery, Ebony and Poplar rooms.

## Exhibition

The exhibition will be in the Cedar Lounge and bar area. Please take full advantage of the times in the programme to visit the exhibitors and speak with them about your needs and how they may be able to work with you.

## Refreshments and lunches

Refreshments will be served in the exhibition area. Lunch will be served in Olive Tree restaurant, with desserts available in the Cedar Lounge and bar area to allow delegates to opportunity to visit our exhibitors.

## Reception and conference dinner

Conference dinner on Monday evening will be in the Rosewood Suite and there will be a pre-dinner drinks reception. A bar will also be available; *card payments only throughout the venue*.

Guests with special dietary requirements should collect their name card from the Rosewood Suite and place on their table when seated. Venue staff will have a list of any special requirements (if organisers were notified at the time of booking) and they will deliver correct meals to relevant tables.

## Dress Code



|         |                                   |
|---------|-----------------------------------|
| Daytime | Smart Casual                      |
| Dinner  | Business Wear - jacket and collar |

# Exhibitors

Thanks to our exhibitors for supporting this event. Please make use of the networking opportunities to visit their stands during conference.

The following exhibitors will be in the Cedar lounge and bar area:

|   |                          |  |
|---|--------------------------|--|
| <p><b><u><a href="#">PlayerLayer</a></u></b></p> <p>@playerlayer<br/> <a href="https://www.linkedin.com/company/playerlayer/">https://www.linkedin.com/company/playerlayer/</a><br/> <a href="https://en-gb.facebook.com/PlayerLayer">https://en-gb.facebook.com/PlayerLayer</a></p> <p>We use eco-friendly materials and design simple, functional kit. We believe that along with music and art, sport has the power to shape our culture and to drive change. We create clothing that connects athletes to their team and build bonds between players, coaches and staff. They Belong.</p> | <p>1<br/>&amp;<br/>2</p> |    |
| <p><b><u><a href="#">SOCS</a></u></b></p> <p>@schoolssports</p> <p>With over 900 schools using SOCS Sport, Co-Curricular, Calendar and Music modules, SOCS has an established and growing presence in the UK and across the world. This academic year will see the launch of SOCS transport, as well as lots of new updates to SOCS sport.</p>  | <p>3</p>                 |  |
| <p><b><u><a href="#">OPRO International</a></u></b></p> <p>@opromouthguards<br/> <a href="https://www.linkedin.com/company/opro-group/">https://www.linkedin.com/company/opro-group/</a></p> <p>OPRO is the world's most technically advanced mouthguard company and a leading pioneer in oral protection. We are the official mouthguard provider of over 85 world class sporting associations, including England Rugby, New Zealand Rugby, GB Hockey, the GAA, GB Taekwondo, and the UFC.</p>   | <p>4</p>                 |  |

|   |   |   |
|---|---|---|
| <p><b><u>Idema UK</u></b></p> <p><a href="mailto:info@play-lu.com">info@play-lu.com</a><br/> <a href="https://www.facebook.com/LuInteractivePlayground/">https://www.facebook.com/LuInteractivePlayground/</a><br/> <a href="https://twitter.com/luplayground">https://twitter.com/luplayground</a></p> <p>Idema UK provides and installs LÜ Interactive projecting systems to combine learning and physical activity. The perfect tool for schools, leisure centres and any organisation involved in sports and education.</p>   | 5 |  |
| <p><b><u>IAPS Sport</u></b></p> <p><a href="https://www.instagram.com/iapsuksport/?hl=en">https://www.instagram.com/iapsuksport/?hl=en</a><br/> <a href="https://twitter.com/iapsuksport">https://twitter.com/iapsuksport</a></p> <p>IAPS passionately believes in the importance of sport as part of an all-round education for its pupils. First and foremost, sport is about participation and enjoyment. IAPS hosts over 170 events a year across 22 sports. Talk to us about hosting an event, about safeguarding and policies, and make sure you're signed up to receive our sports newsletter!</p> | 6 |   |

## Sponsors

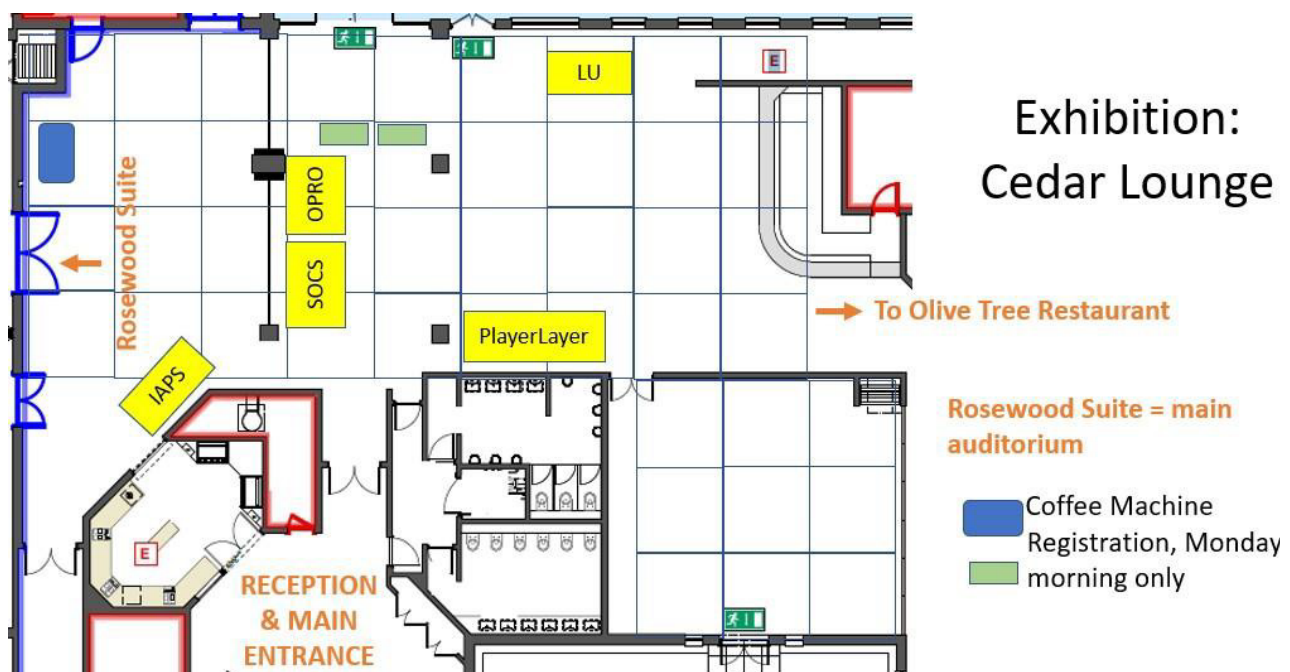
IAPS Sport is grateful to our conference sponsors.



# Exhibition floor plan

All refreshments are served in the exhibition area.

Lunches are served in the Olive Tree Restaurant, with desserts available in the Cedar Lounge.





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