



Local Wellbeing Conference

9 September 2008, QEII Centre, Westminster, London

A ground-breaking new partnership between:



Join the debate on Local Wellbeing in the 21st Century...

The Local Wellbeing Conference 2008 is an inspirational event showcasing the work of the [Local Wellbeing Project](#), a ground-breaking three year initiative jointly led by the [Young Foundation](#), the [Improvement and Development Agency \(IDeA\)](#) and [Professor Lord Richard Layard from the LSE's Centre for Economic Performance](#).

The project is aimed at testing out practical ways of improving public wellbeing in three very different areas of the UK, creating the most comprehensive exercise to date on public policy from a wellbeing perspective. Focusing on 3 key themes, this unique and groundbreaking conference will culminate in the work carried out by the three partners, and welcomes the participation of like-minded organisations from both the public, private and Third sectors, via a range of sponsorship packages.

Promoting emotional resilience to 11 to 13 year olds
Promoting the emotional resilience of older people
Guaranteed apprenticeships



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Delegate Profile

This conference is a **must-attend event** for all public sector senior personnel who are concerned with public wellbeing and involved in key service delivery areas and policy shaping, such as:

- Local Authority Assistant/Chief Executives
- Elected members including council leaders and executive members with responsibility for children and adult services and health communities
- Lead officers with responsibility for children and adult services and health communities
- Directors of services with responsibility for health, children, adults
- Directors of Public Health and senior public health officers from PCTs, public health observatories
- Corporate policy leads including those with responsibility for Local Area Agreements
- Chair of LSPs
- Regional improvement and efficiency partnerships
- Regional Development Agencies
- Central government policy-makers with responsibility for children and adult social care and the wellbeing agenda
- National agencies working in the fields of older people, local communities, young people, families, parenting, environmental sustainability
- Academics, think tank researchers, journalists and other opinion formers with interest in wellbeing, healthy communities and local government



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Conference Profile

Placing local government at the heart of public wellbeing

Whilst economic output in the UK has doubled over the past decades, people-happiness or wellbeing has not increased correspondingly. Wellbeing is affected by factors that occur at a local level such as relationships with the family, the neighbourhood, school and work, together with feelings about the immediate environment. This means that the **interventions that could increase happiness can be delivered at the same very local level and are under the direct or strategic control of local government and other local agencies.**

The Local Wellbeing Conference will:

Explore how local government intervention in key service delivery and/or policy areas can contribute to greater public wellbeing

Determine the value to local government of prioritising wellbeing in service delivery and strategic planning

Showcase how to develop replicable practice to maximise wellbeing in the delivery of services under five specific 'big initiatives' and two underpinning themes:

- The wellbeing of older people
- Promoting emotional resilience for 11 to 13 year olds
- Guaranteed apprenticeships and promoting progress through the 16 to 19 transition
- Neighbourhoods and community empowerment
- Positive parenting and parenting support
- Relationship between wellbeing and environmental sustainability
- How best to measure wellbeing at a local level



Exclusive Platinum Sponsor Package

This exclusive and overarching package offers ONE organisation the opportunity to align itself with this groundbreaking and emerging initiative. The inspirational conference will showcase the results of a three year study carried out by The Young Foundation, The London School of Economics and the Improvement & Development Agency and in partnership with South Tyneside Council, Manchester City Council and Hertfordshire Children's Trust.

The study explored practical ways of improving public wellbeing in three different areas of the UK, creating the most comprehensive exercise to date on public policy from a wellbeing perspective. The conference will showcase these findings for the very first time.

For any organisation who have their own internal wellbeing agenda, this package provides you with the opportunity to be associated with the thought leaders in the field and will clearly demonstrate your commitment to this emerging initiative.



Exclusive Platinum Sponsor Package Details

Pre Event

- Logo on home page with link to relevant statement or case study on official Wellbeing web site
- Banner ad on official web site
- Exclusive sponsorship of a delegate email shot, with logo, hyper link and 50 words of copy
- Official electronic VIP Invitation
- Inclusion in press activity
- Use of Local Wellbeing logo, with caveats

At Event

- Logo on the 'Welcome' slide in the opening keynote and holding slides
- Logo on all directional signage and set
- Lunchtime workshop session
- Shell scheme stand (4m x 3m) staffed by 4 members of your sales team with delegate passes
- Power point, walls, fascia & lighting plus full furniture package
- Sponsorship of all conference catering
- Outside back cover colour advertisement in event guide
- Full page event guide entry plus logo on front cover
- Logo on 'Sponsor' display board at registration
- Logo and link on website
- Lunch & refreshments for staff & guests
- Opportunity to distribute literature in opening keynote
- Opportunity to provide delegate gift.giveaway

Post Event

- Full delegate list
- Inclusion in press activity

Total Cost : £20,000.00 +Vat



Gold Sponsorship Package Details

Pre Event

- Logo and link to relevant statement or case study on official Wellbeing web site
- Banner ad on official web site
- Exclusive sponsorship of a delegate email shot, with logo, hyper link and 50 words of copy
- Official electronic VIP Invitation
- Inclusion in press activity

At Event

- Logo on the 'Welcome' slide in the opening keynote
- Breakout 20 minute workshop session
- Shell scheme stand (3m x 2m) staffed by 4 members of your sales team with delegate passes
- Electricity – 1 double power point
- Walls, fascia & lighting
- Full furniture package
- Option to provide branded delegate bags, pens & lanyards
- Full page colour advertisement in event guide
- Full page event guide entry
- Logo on 'Sponsor' display board at registration
- Logo and link on website
- Lunch & refreshments for staff & guests
- Inclusion in press activity

Post Event

- Full delegate list
- Inclusion in press activity

Total Cost : £6950.00



Silver Sponsorship Package Details

Pre Event

- Logo and link to relevant statement or case study on official Wellbeing web site
- Inclusion in press activity

At Event

- Sponsorship of one of the 'holistic break time offerings ie Indian Head Massage/Thai Chi
- Shell scheme stand (3m x 1m) staffed by 2 members of your sales team with delegate passes
- Electricity – 1 double power point
- Walls, fascia & lighting
- Full furniture package
- Full page entry in the event guide
- Lunch & refreshments for staff & guests
- Inclusion in press activity

Post Event

- Inclusion in press activity

Total Cost : £3450.00



Bronze Sponsorship Packages Details

Pre Event

- Logo and link to relevant statement or case study on official Wellbeing web site

At Event

- Exhibition space for 1 metre banner/graphic, staffed by 2 members of your sales team with delegate passes
- Electricity – 1 power point
- Basic furniture package
- Full page entry in the event guide
- Lunch & refreshments for staff & guests
- Inclusion in press activity

Post Event

- Inclusion in press activity

Total Cost : £1950.00



How to become Involved

For those organisations with a clear synergy with the wellbeing agenda, this event provides a unique opportunity to position themselves at the forefront of this emerging and groundbreaking field.

Becoming a sponsor at this event will enable you to engage with senior thought leaders to further enhance your message and help to shape and drive policy for the wellbeing agenda.

To discuss this unique conference and the opportunities it presents together with package availability, please contact :

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