

SOUTHPORT

ENGLAND'S CLASSIC RESORT

Media Release

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'The Meeting Movement'

Convention Bureau Creates Delegate's Guide to Staying Active

Southport Conferences has produced 'The Meeting Movement' – a free activity guide to the coastal resort, aimed as a new way of combining conferences with physical activity and keeping delegates on the move.

The Meeting Movement is an extension to the conference bureau's delegate bike loan scheme, which was launched back in 2010. It offers a cycle hire service to those visitors that are attending conferences and events in Southport.

Incorporating the area's healthy living credentials, the information pack includes; a series of coastal walks suitable for coffee breaks and breakout sessions, nearby golf courses offering corporate bookings and twilight tee times and several other healthy pursuits that are available to delegates while they are in the resort.

Mike Booth, Sefton Council's Cabinet Member for Leisure, Culture and Tourism, said: "Combined with the fact that Southport is a great place to get out and about in, the interest in the delegate bike loan scheme last year was such that it led the conference team to develop this guide. It features a series of active pursuits that could be incorporated into the working day, both for the benefit of the delegate and for the business being done."

Southport Conferences is currently trialling the guide with events taking place in the resort, with plans to extend it further and incorporate healthy option menus at its member venues, if it proves popular.

The guide comes as part of a series of proposed plans by Southport Conferences to extend the services it currently offers and to further develop its delegate welcome. This has most recently included the re-launch of 'Delegate News' the area's regular conference update, which has been made more accessible to delegates and available in several e-formats including links on both Twitter and Facebook.

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Notes to Editor

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About Southport Conferences

The cosmopolitan seaside resort of Southport combines traditional Victorian style with sophisticated modern developments. Easily accessible by car, rail, air or sea, Southport offers a variety of conference and meetings venues, a vast range of incentive and leisure activities and a huge choice of quality accommodation, all supported by a dedicated conferencing team.