



To mark the end of our second year and the launch of the new DVD and training resource, the Same But Different team would like to invite you all to this event:

**Same But Different Conference**  
**Equality and Diversity in Rural England: Opportunities and Challenges**  
**Friday 2nd March 2012 9.30am – 4.00pm**  
**The point4, Venns Lane Hereford, HR1 1DT**

As well as celebrating the rich social diversity of Herefordshire, the conference will be addressing issues of equality and fairness, and examine ways in which rural communities can become even more inclusive.

Our key note speaker and panel of experts, including Philomena De Lima, Damian le Bas, Carol Trachonitis and Bette Bourne, will kick start this important conversation, which will continue through lunch and for those that wish to stay on a series of focus groups, culminating in a 'next steps' plenary. While we expect there to be common ground on the desirability for inclusion, there may be less consensus on where responsibility lies for ensuring that rural diversity and inclusion thrive in the future.

We will also be launching the new SBD diversity and equality training resource, which comprises 23 'trigger' films that tackle equality issues surrounding age, sex disability, race, religion & belief, sexual orientation, gender reassignment, marriage & civil partnership, and pregnancy & maternity. The pack also includes a full set of facilitator's notes and an accessible guide to the Equality Act 2010.

The Same But Different conference will also provide an excellent opportunity for networking amongst all those individuals and agencies working towards a more inclusive countryside. The whole event is free and will include a copy of the SBD training resource.

## Programme

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| <b>9.30</b>  | <b>Arrival and registration</b>                                    |
| <b>10.00</b> | <b>Introduction – Rural Media CEO, Nic Millington</b>              |
| <b>10.10</b> | <b>Welcome by The Mayor of Hereford, Councillor Julie Woodward</b> |
| <b>10.15</b> | <b>Programme, house-keeping – Conference Chair, Michael Hainge</b> |
| <b>10.20</b> | <b>Keynote speaker – Dr Philomena de Lima</b>                      |
| <b>10.40</b> | <b>Screening of selection of SBD films</b>                         |
| <b>11.25</b> | <b>tea, coffee, comfort break</b>                                  |
| <b>11.40</b> | <b>Chair to introduce speakers/panel</b>                           |
| <b>12.30</b> | <b>Q&amp;A</b>   |
| <b>13.00</b> | <b>Feedback form completion</b>                                    |
| <b>13.30</b> | <b>Lunch</b>   |
| <b>14.30</b> | <b>Breakout discussion groups (4)</b>                              |
| <b>15.30</b> | <b>Plenary / next steps</b>  |
| <b>16.00</b> | <b>Ends</b>  |

Please note that we are expecting a high level of interest for this event and spaces will be allocated on a first come first served basis so we urge you to confirm your attendance to Julie Colman either by email to [juliec@ruralmedia.co.uk](mailto:juliec@ruralmedia.co.uk) or by telephone **01432 344039** ASAP.

**When booking, please indicate any specific dietary requirements and if you have a disability or require assistance to be able to participate fully in the conference. Please state the type of assistance you require.**

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