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EDITOR'S LETTER

Transforming lives

We've always known sport can transform the lives of young people who've lost their way in life, or even more importantly, keep them on a positive course from the start. However, with teenagers presenting increasing challenges to society, the power of sport to support them has assumed new levels of importance and significance.

This is especially true today, when the major thrusts of sports policy are - understandably - towards excellence, in support of our London 2012 performance and legacy, and towards participation, as part of the vital healthy-living agenda. With two such powerful and well-funded policy threads in place, it's important not to overlook the societal aspects of sport.

In this issue, we look at examples of best practice in sports mentoring (page 40) and highlight a range of initiatives including the Respect Athlete Mentoring Programme (RAMP), which assigns elite athlete mentors to disaffected young people between the ages of 11 and 25.

RAMP is run by Sport England, the Youth Sport Trust and Creating Excellence, an organisation that trains sports stars in mentoring techniques. Athlete mentors use their life experiences to guide young people during a number of face to face meetings over a six-month period. Individual action plans are drawn up to help them progress in their chosen direction in life.

"Research undertaken by MORI shows that 80 per cent of people believe participating in sport teaches respect for others and increases people's involvement in community activities."

Now in its second year, RAMP is being rolled out across 10 cities in England. Along with similar programmes that involve media professionals and musicians as mentors, it's part of the government's three-year, £3m Youth Mentoring Programme, which was launched in June 2007.

Programmes like RAMP do life-changing work supporting young people on their journey to adulthood. The importance of initiatives of this type is highlighted by research undertaken by MORI which shows 70 per cent of young people believe "a lack of positive activities-provision leads to more youth crime", and also that "80 per cent of people believe participating in sport teaches respect for others and increases people's involvement in community activities."

Researchers also established that "76 per cent of people believe participating in sporting activities reduces anti-social behaviour/crime among young people."

Last year's report from the Local Government Association (LGA), *A Passion for Excellence*, made a clear case for well-developed local sports programmes. It said: "Culture and sport are the glue that holds communities together...[and] while culture and sport are

valued highly by people for their own sakes, they have an even greater resonance for local authorities: they can contribute substantially to the local economy, improve people's health and wellbeing - especially young people, and strengthen the safety of communities."

The report called for a robust process of self-assessment, peer review and strong leadership to identify the best way forward in the delivery of sport, as well as a clear aim of pushing money and responsibility "down and out to the lowest possible levels".

As part of this process, we must commit to allocating time and resources to vital youth work to ensure that the power of sport to heal and direct lives is felt where it's needed.

Liz Terry, editor liz@leisuremedia.com

the leisure media company publishes



Rugby great Martin Johnson

e-mail: please use contact's
fullname@leisuremedia.com

Subscriptions Julie Albane
+44 (0)1462 471915

Editor Liz Terry
+44 (0)1462 431385

Managing Editor
Karen Maxwell
+44 (0)1462 471920

Publisher Nadeem Shaikh
+44 (0)1462 471902

News Editor Tom Walker
+44 (0)1462 471934

Journalists
Caroline Wilkinson
+44 (0)1462 471911

Pete Hayman
+44 (0)1462 471938

Products Editors
Martin Nash/Mark Edmonds
+44 (0)1462 471933

Display Advertising
John Challinor
+44 (0)1582 607970

Jan Williams
+44 (0)1462 471909

Tessa Alexander
+44 (0)1462 471903

Design Ed Gallagher
+44 (0)1905 20198

Andy Bundy
+44 (0)1462 471924

Claire Toplis
+44 (0)1462 471910

Internet Dean Fox
+44 (0)1462 471900

Tim Nash
+44 (0)1462 471917

Circulation Manager
Michael Emmerson
+44 (0)1462 471932

Marketing Manager
Jennifer Todd
00 61 3 9694 5213

Financial Control Sue Davis
+44 (0)1395 519398

Financial Admin
Denise Gildea
+44 (0)1462 471930

Credit Control Shona Axford
+44 (0)1343 555147



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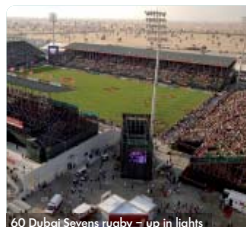
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Sport England's role in active legacy

We've now reached an inspiring 2012 milestone – the halfway point between that electrifying moment in July 2005 when Jacques Rogge declared London the next host city and the lighting of the Olympic flame in Stratford.

Venues are rising from the ground, athletes are training hard and Britons are asking – what will it mean for me? So it's a good moment to talk about the steps we at Sport England are taking with our partners to ensure our Olympic and Paralympic Games leave a lasting sporting legacy.

That legacy is more men, women, girls and boys playing and enjoying sport in every community. It's what will turn London 2012 from a great sporting event into a watershed moment for sports participation.

There have been some big changes at Sport England. Last summer, we launched our new strategy to get one million people playing more sport, keep people playing regular sport and help talented athletes fulfil their potential. Critical to its success is the role played by local councils and the voluntary and education sectors in delivering sport and, in particular, our closer than ever relationship with national governing bodies of sport (NGBs). Each NGB knows the needs of – and opportunities for – its sport and we've put in place the support and funding to help them deliver.

Late last year, we announced how we are investing £480m in 46 NGBs over the next four years on the basis of their plans and their ability to deliver our outcomes of 'grow, sustain and excel'. This funding will support the development of quality coaches, officials, volunteers and clubs to create a world-leading community sport system.

Early snapshots of the programmes demonstrate the rich and exciting range of new, high quality sporting opportunities that will be created. Handball, for example, plans to capitalise on the heightened interest shown in the sport since London won the bid by setting up new networks to support its club structure. Tennis will get thousands of people playing in their local parks, where hundreds of courts will be upgraded and brought back into use with regular coaching, training and



Increased funding comes with increased responsibility and we'll work with our NGB partners to ensure (we all stay on course for) success

competitions. On the pitch, rugby league will be using its funding to break out of its traditional heartlands, as well as offering more opportunities to women players across the country.

Of course, increased funding comes with increased responsibility and we'll be working closely with our NGB partners to ensure we all stay on course for success. We have restructured our organisation to support them with a wide range of expertise and services – from research to facilities and planning to children and young people.

Inspiring the younger generation is another key part of achieving the grassroots sporting legacy. Our Sport Unlimited programme is giving youngsters the chance to take up new sports outside school and we're also driving the creation of better links between schools and sports clubs.

Community groups that can grow and

sustain sports participation will also be supported by Sport England. From April, we'll be encouraging applications to several new funding streams. These include: regular themed rounds that meet specific needs of grassroots sport; a small grants fund for bids of up to £10,000; an innovation fund for projects piloting new ways of promoting and supporting grassroots sport; and capital funding for projects that take a sustainable approach to places to play.

In delivering a lasting grassroots sporting legacy from 2012, we will be breaking the mould – achieving something no other host nation has managed. This will be a challenging journey, but with our partners we are putting in place the resources and expertise to make sure that together we succeed.

Jennie Price, Chief executive
Sport England



John Goodbody reports on

sponsorship in jeopardy

Sport is certainly not immune to the recession. In fact many observers believe that it will be hit harder than other sectors, because sponsorship may be regarded by some executives and shareholders as expendable in this era of restraint.

When belts are being tightened, so the argument goes, splashing out millions of pounds on sport is something that can easily be cut from the budget. With the government now having a hefty stake in various banks, will it look favourably on them as they renegotiate their sports sponsorship deals? Possibly not.

Nor will it be regarded as acceptable for directors and executives to be seen to be receiving and dispensing lavish corporate hospitality at events they are financially assisting. Some companies have already withdrawn from their association with leading brands. AIG, the US insurer which received a £109bn bailout from the US government, announced in January that it would not be renewing its £19m-a-year shirt sponsorship agreement with Manchester United. Of course, United will have little trouble in finding a replacement, because the club is the most charismatic brand in the world's most popular game. However, this will still have the domino-effect of reducing the pool of prospective sponsors for other organisations in football and other sports.

MONEY WORRIES

Motor sport seems to have been hit particularly hard so far in 2009, possibly because the sight of cars, all of which display branded logos, speeding round tracks or roads is regarded as a particular extravagance in an economic downturn. Honda is pulling out of Formula One, while Credit Suisse, the banking group, has ended its sponsorship of the BMW Sauber team in the same competition. ING, the Dutch financial group, is set to cut its sponsorship of Formula One by 40 per cent. The Royal Bank of Scotland, bailed out by the government, has its team sponsorship deal with the Williams team which is worth a reported £10m a year. That is safe until 2010 but no one would bet on that deal being renewed unless the



AIG, the US insurer, will not be renewing its sponsorship of Manchester United

With a hefty stake in various banks, will the government look favourably on sponsorships they hold?

economy – and the company – are dramatically revived.

Steve Chisholm of Fast Track, the leading sports marketing agency in London, believes that generally the leading events and names will continue to command large fees because sponsorship is such an effective way of communicating with the public. However, the smaller events and sports may face problems. He says: "Nobody quite knows how everything will pan out. We live in uncertain times and will know more when the next round of negotiations take place. The smaller sports are slightly more exposed. However, some have long-term partners – squash, for example, has Dunlop and Slazenger – and many brands want to get involved with 2012. Hosting the Olympic Games is recognised as a one-off opportunity in this country – and we are working with British Basketball on this."

The big event on the horizon is certainly the London Games. There is little doubt that the organising committee, with a highly competent chief executive in Paul Deighton, has done exceptionally well in already securing contracts totalling more than £450m

towards its target of between £650m and £700m. Most of these deals were struck before the downturn in the economy.

Outstanding Olympic figures are continuing to attract financial support. Rebecca Adlington has signed a £500,000 contract to advertise Speedo, while Siemens has extended its backing of another British gold medal-winning sport in rowing.

WHAT'S IN STORE?

For the Olympics and the Olympic sports, including football and tennis, there should be the confidence that sponsorship will continue to provide a reliable revenue stream at least for the next three years, as should be the case with cricket and rugby. Hopefully, after the Games, the economy will be expanding again and with the popularity of the Olympic sports at the highest it has ever been, money should become increasingly available. However, bleak times almost certainly lie ahead for many smaller sports. ●

John Goodbody covered the Beijing Games for The Sunday Times – his 11th successive summer Olympics

UK Sport confirms remaining 2012 elite funding

Eight Olympic and four Paralympic sports are to see their funding cut in the run up to London 2012 after UK Sport confirmed they would just receive a share of the remaining £11.2m left over from the agency's original funding.

In December, UK Sport revealed details of which sports are to receive a share of £292m as part of a 'no compromise' strategy designed to target events most likely to provide medal success in 2012.

However, the agency's original funding ambitions have been hit by a £50m shortfall in private sector investment, which has meant that the 12 sports, including handball and water polo, will now only stand to receive a share of the remaining £11.2m of government and Lottery cash.

A further £1.8m will also be made available following an agreement with the Talented Athlete Scholarship Scheme, managed by SportsAid and UK Sport has revealed that sports will be offered the chance to receive their four-year funding within the next two years to maximise the impact of the cash injection.



Meanwhile, UK Sport is continuing to work with a number of organisations, including the Department for Culture, Media and Sport (DCMS), 2012 organiser LOCOG and the British Olympic Association (BOA), to develop ways to attract potential sponsors.

UK Sport chair, Sue Campbell, said: "The past few months have not been easy for anyone and the decisions we have taken have been tough. But I firmly believe we have done the best we can to deliver for all sports while remaining true to our core responsibility of driving medal success."

Premier clubs to run community sports

Premier League football clubs are to introduce thousands of youngsters to Olympic sports such as badminton, judo, table tennis and volleyball.

The Premier League 4 Sport scheme will see all 20 top-flight clubs linking up with community sports clubs to help attract young people in their local areas.

The £3.8m scheme was launched by Prime Minister Gordon Brown, culture secretary Andy Burnham and Premier League chief executive Richard Scudamore at an event at the Tottenham Hotspur training ground in Chigwell.

"This initiative is great news for young people and communities and will help get thousands more teenagers participating in sports over the next few years," said Gordon Brown. "It will build on our goal to get young people doing five hours of sport a week."

Each Premier League club will be linked to four community sport clubs in their local area and these 80 community sport clubs



will each be linked to four secondary schools in the area, creating a total of 320 satellite clubs. Each Premier League club will appoint a project co-ordinator who will manage the scheme locally and work with clubs and school sports departments to maximise opportunities for young people.

Sportscotland to invest £3.5m in Games legacy

Sports facilities across Scotland are to receive a £3.5m investment from sportscotland as part of the organisation's drive to boost participation and deliver a legacy for the 2014 Glasgow Commonwealth Games.

The money will see projects in Dunfermline, Orkney, East Kilbride, Edinburgh, Aberdeenshire, Dumfries and Galloway and Troon all benefiting.

Louise Martin, chair of sportscotland, said: "The Commonwealth Games in Glasgow provide a clear focus and opportunity to develop many aspects of Scotland's sporting infrastructure."

"We believe that improving Scotland's stock of sports facilities across the country is one of the most important and greatest challenges that we must jointly tackle if we are to encourage more people to become active. I am delighted to see community projects for a wide variety of sports, many of which will feature in the Games."

Tigers unveil stadium plans

Leicester Tigers Rugby Football Club (LIRFC) has submitted plans for a £100m redevelopment of the former Granby Halls and Fosse Day Centre sites.

Situated adjacent to the club's Welford Road stadium, the outline planning application made to Leicester City Council includes the construction of a four-star hotel.

New facilities for the University Hospitals of Leicester (UHL) and the University of Leicester on the Granby Halls site, as well as a multi-storey car park and an office complex on the Fosse site, are also included in the development plans.

LIRFC chair, Peter Tom, said: "We've worked closely with the UHL and the university to ensure their respective needs are satisfied and we're in detailed discussions with several hotel operators."



The first phase of a £60m project to redevelop the Welford Road stadium is already underway, with work expected to be completed in August to increase the ground's capacity from 17,500 to 24,000.

The stadium revamp, which was designed by architects Frank Whittle Partnership, is being carried out by construction company Galliford Try. The Tigers have played their home games at Welford Road since 1892.

Sport England publishes four-part funding strategy

Sport England has unveiled its new funding strategy for grassroots sport. Coming into effect from April 2009, the new strategy sets out all the different investment programmes that will be available to sporting organisations.

Four open access funding streams have been set up, with the total funding available reaching £45m a year.

The largest stream, £30m, has been earmarked to improve community sports, while £7m will be distributed in small grants (between £300 and £10,000) to support specific sporting projects across England.



A further £3m will be distributed through Sportsmatch and £5m will be invested, through a new Innovation Fund, in projects that pilot new ways of supporting grassroots sport.

The agency will also invest £10m a year in projects that promote a sustainable approach to community facilities.

"We've designed the strategy to strike a balance between a long-term commitment to our key partners and ensuring a wider range of organisations can continue to access Sport England funding," said Jennie Price, chief executive of Sport England.

ESSEX SCHEMES NET COUNCIL FUNDING

Essex County Council (ECC) has unveiled a £2m funding package to be shared among 14 schemes to improve sports facilities across the county as part of its 2012 Legacy Fund.

Projects set to benefit from the investment include the University of Essex in Colchester, which has been awarded £200,000 towards the extension of its fitness suite and Braintree BMX Club, which

has netted £50,000 to improve club facilities. Eleven county football association projects have also received a share of the Legacy Fund to develop existing facilities.

The schemes selected to receive a share of the council cash had to meet the council's criteria, which included a commitment to start work in spring 2009 and the provision of facilities for young people in the local community.

Gateshead stadium go-ahead

Plans for the redevelopment of Gateshead International Stadium, Tyne and Wear, have been given the green light by the local authority.

Gateshead Council has approved proposals to improve the stadium's facilities, which has become one of the top UK athletics venues over the past three decades.

All of the venue's spectator seating will be replaced and put undercover as part of the scheme, while new media and hospitality facilities will be created.



The redevelopment plans were drawn up by S&P Architects

Gateshead centre rebuild underway

Gateshead Leisure Centre, located near Newcastle Upon Tyne, and a pre-Games training camp for the London 2012 Olympics, has closed to undergo a year-long redevelopment.

The scheme is being led by Gateshead Council as part of its £29m Building an Active Future programme which will also provide new leisure centres in Blaydon and Heworth to replace existing facilities and the redevelopment of two centres in Birtley

and Dunston, over the next three years. When completed the Gateshead centre will boast a new spectator and viewing area, a café, a 650sq m gym and changing areas.

The existing swimming pool will be refurbished and a teaching pool will be added – as well as a poolside sauna and steam-room, two fitness studios and a children's party room. The scheme was designed by S&P Architects and the construction work is being carried out by Wilmott Dixon.



FA reduces England home game ticket prices

The Football Association (FA) has announced that it will reduce ticket prices for all home England matches for the remainder of the 2008-9 season.

England will play their first match this year at Wembley Stadium, London, on 28 March against Slovakia, where tickets will be available for £40 and £30 throughout the venue, a reduction of 25 per cent on last season's prices.

There will also be a 60 per cent increase in the number of family tickets on offer at £30 for adults and £15 for children. Members of England's, the official supporters' club, will be entitled to a further £5 off adult prices.



The new stadium will have a capacity of 6,800

Morecambe plans agreed

Christie Park, the current home of Morecambe Football Club (MFC), is to be sold to supermarket company Sainsbury's in a deal that will enable construction work to begin on the club's new 6,800-capacity stadium in the town's Westgate district.

Sainsbury's is now expected to apply for planning permission to Lancaster City Council (LCC) to develop a new superstore at Christie Park, while MFC prepares to move to a 5.3-hectare (13-acre) site at Westgate, which will include an outdoor multi-sports facility.

LCC granted planning permission for the Westgate project in September 2008, as well as giving outline approval for a 40-bedroom hotel, a club shop and seven food and drink outlets. The new stadium will incorporate 2,100 seats along with 54 wheelchair spaces.

Olympic pool plans sink

An effort to bring a £7m Olympic-sized swimming pool to Lincolnshire has failed. The council recognised the need for a new pool in 2006, but the appeal for a new swimming pool by sports officials has been dismissed.

The 142,000 people in the town and local area are already

served by two pools – Yarborough Leisure Centre and the NK Centre – but this doesn't match up to Sport England's ratio of 30,000 people per pool.

According to local press reports, Lincolnshire Sports Partnership's chief executive said the demand was not there as not enough residents were involved in sports.

£1m revamp for Newcastle pool

Newcastle City Council has approved a £1m refurbishment of the facilities at one of the city's swimming pools.

The changing areas, showers and toilets at Elswick Pool will be improved, and a new fitness suite added.

Other facilities will include an activity/study room and the project will bring the building up to Disability Discrimination Act standards.

Councillor Pauline Allen, executive member for culture, leisure and customer service, said: "This is fantastic news for the community and the improved facilities will play a major role in boosting the health and wellbeing of all residents, while helping to tackle the rise in childhood obesity."

The funding was secured from agencies including New Deal for Communities and the Arts and Culture Trust.

Stoke reveals training ground plans

Stoke City Football Club (SCFC) has unveiled plans for a new £5m training facility at the Michelin Sports Ground at Trent Vale in Stoke on Trent, Staffordshire.

Proposals for the redevelopment of the club's current training ground are due to be submitted to Newcastle-under-Lyme Borough Council next month.

The scheme includes the construction of a new two-storey, 1,800sq m (19,375sq ft) building which will accommodate changing rooms, medical facilities, a hydrotherapy pool and a gym, as well as a kitchen and refectory area and office facilities incorporating a media suite.

In addition, two full-size football pitches, which will be used by SCFC's first team and academy, will form part of the new development, while long-term plans are also in place for a floodlit pitch and an all-weather outdoor playing surface.

SCFC chair, Peter Coates, said: "We have always wanted to develop a high quality training facility which would be owned by

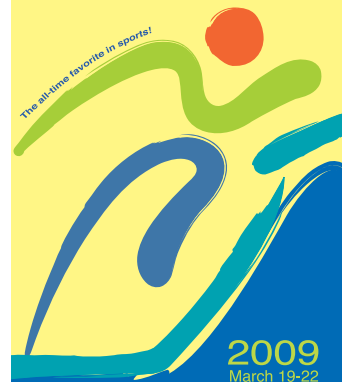


The complex will include two full-size pitches and a health club

the club and which would serve both the first team players and the academy.

Richard Smith, the club's head of development, added: "We have instructed AFL Architects to design the complex for us as we felt it had the appropriate track record and experience for a project of this nature."

AFL Architects have previously worked on facilities at Chelsea Football Club and Everton Football Club.



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Government launches UK decade of sport

Britain will enter a "golden decade of sport" in 2009 according to culture secretary Andy Burnham, as the UK prepares to host a number of major sporting events over the next 10 years.

Britain is set to host nine key sporting events in 2009, including the ICC World Cricket Twenty20 tournament, the World Modern Pentathlon Championships and the Artistic Gymnastics World Championships.

In addition, events scheduled to be held in the UK ahead of the 2012 Olympics include the Women's Rugby World Cup (2010) and the Badminton World Championships.



The centre houses a six-lane, 25m swimming pool

Driffield Leisure Centre opens

A new £6.8m leisure centre in Driffield, East Yorkshire, has opened its doors to the general public.

Driffield Leisure Centre has a six-lane, 25m swimming pool, a learner pool and a spectator balcony and also boasts village style changing rooms.

Manager Kevin Dunning said: "The learner pool will make a massive difference to new swimmers. It helps so much with confidence if they learn to swim in their depth."

The new Tone Zone fitness suite features 48 pieces of CV equipment – including treadmills, bikes and cross-trainers, equipped with individual LCD TV screens.

A four-court indoor sports hall and a floodlit outdoor multi-sport area provide space for activities like hockey and football.

Driffield Secondary School, which is located on a neighbouring site, will have access to the new sports hall and four lanes of the swimming pool during term time.

Southend pool to stay open

Southend Borough Council (SBC) has confirmed that it will keep the town's Warriors Swim Centre open until a new multi-million pound facility is completed at Garon Park.

A total of £150,000 has been earmarked by the council for repairs and maintenance at the existing facility until the new £10m swimming complex at Southend Leisure and Tennis Centre opens in 2010.

The new facility will include a 25m, eight-lane competition pool with tier seating for 376 spectators and a diving pool equipped with 3m, 5m, 7.5m and 10m platforms designed to enable synchronised diving, as well as two 1m and two 3m springboards.

Derek Jarvis, SBC executive councillor for culture, said: "This new pool will be a terrific bonus for the town."

Sports village plans on show

A draft development framework for a proposed multi-million pound sports village in Sunderland, Tyne and Wear, has been put on public display.

Regeneration company Sunderland arc drew up the plans for the development of the Stadium Village complex, which will be built near the town's new Aquatic Centre and the Stadium of Light, home of Sunderland Association Football Club (SAFC).

Once Sunderland City Council (SCC) approves the framework's proposals, which includes new sports, health and leisure facilities, as well as offices, homes and a hotel, the scheme is expected to take 15 years to complete.

SCC portfolio holder for planning and transportation, James Blackburn, said: "What the site is used for is of vital importance to Sunderland and will have a major impact on everyone who lives, studies and works here. Our aim is to position Sunderland as a major sporting venue in the UK and Stadium Village will play a key part



The village will be built around the Stadium of Light football ground

in this and undoubtedly enhance the city's economic activity."

Property development director for Sunderland arc, Simon Elliot, added: "The football stadium and Sunderland Aquatic Centre are already here.

"Together with our partners, we hope to build on these facilities and create a critical mass of sports and leisure facilities for the city and wider region."

Working Together at the 11th annual conference

The Sports and Play Construction Association's (SAPCA) annual conference at the Chesford Grange Hotel offered an excellent line-up of conference sessions and networking opportunities welcoming delegates from the four national sports councils and key sport's governing bodies.

Appropriately themed 'Working Together', conference contributors from key organisations included The London Organising Committee of the Olympic Games (LOCOG), Sport England, RoSPA, The Football Association (FA) and the Lawn Tennis Association (LTA). The event kicked off with an inspiring keynote address from Paralympic athlete and World Champion Danny Crates.

We take a snapshot of the conference highlights.



Sport England's Charles Johnston discusses sports facility funding



SAPCA CEO and chair (far left and right) with their counterparts from the French trade association Fédération des Sports



The FA's Steve Williams talks football funding



Paralympians Nigel Murray and Dan Greaves



Cheryl Travers on creative management



SAPCA members try their luck at the JB Corrie-sponsored casino



Business and networking opportunities at the conference exhibition



NICHOLL IS NEW UK SPORT CHIEF

Liz Nicholl, director of elite sport at UK Sport, has been appointed the organisation's chief operating officer, while Peter Keen, performance advisor, has been promoted to the role of performance director.

The changes are part of a strategic review of UK Sport's operations, which aims to ensure the organisation uses "existing resources to maximum effect" in its efforts to achieve its performance ambitions.

Nicholl will ensure that UK Sport's overall investment, governance and operational relationships with national governing bodies and other sport partners are as effective and efficient as possible. She will also be responsible for the World Class Events programme.

RUSSIAN LEADS BRITISH DIVING TOWARDS 2012

Head coach of the Russian diving team, Alexei Evangulov, will take the role of British Diving national performance director in the lead up to the 2012 Olympics.

A former international diver from 1974 to 1980, Evangulov has overseen the management of the Russian diving programme over the past 16 years and led the Russian team to three silver and two bronze medals at the 2008 Beijing Olympics. Commenting on his new role, he says British Diving is a strong nation on the world's stage and he wants to continue the good work.



TYLER TO DEVELOP COACHING AT UKA

The founder of the Canadian Athletics Coaching Centre, Kevin Tyler, is the new strategic head of coaching and development at UK Athletics (UKA).

An international coach in his own right, it is his role as the coach of coaches that has had the greatest impact on world athletics and his global online education resource, www.athleticcscaching.ca is considered a leading website for athletics coaching.

UKA CEO Niels de Vos says Tyler will lead all areas of elite coach education and development and will also work with England Athletics to ensure a consistent and relevant approach to coaching throughout the sport.

COACH OF THE YEAR AWARDS

British Cycling head coach, Australian Shane Sutton, was named Coach of the Year at the UK Coaching Awards in London.

He was also one of seven recipients of the High-Performance Coach of the Year Awards, together with Rebecca Adlington's coach Bill Furniss. Furniss also picked up The Coaching Chain: The Appreciation of Coaching Award, together with Linda Bennett, Ian Negus and Glenn Smith. This award celebrates all coaches that have contributed along the way to an athlete's eventual success.

During the event, British Swimming was named Governing Body of the Year, while Andy Banks, coach of diver Tom Daley,

won Performance Development Coach of the Year. There was also a reward for the dedication and achievements of golf coach John Jacobs OBE – who has worked with players such as Ian Woosnam and Gary Player – and Baroness Sue Campbell CBE, who were both presented with Lifetime Achievement Awards and the Recognition of Outstanding Contribution to Sport and Coaching Awards.

Leeds Met Carnegie won the Coaching Environment of the Year award. The UK Centre for Coaching Excellence in sport and disabled sport will be located at the university facility and will be run in partnership with the university and sports coach UK.



Tom Russell

As group director for Olympic legacy at the London Development Agency, Tom Russell is charged with ensuring London is left with lasting benefits from the 2012 Games. He tells Magali Robathan why he's confident that the plans are on the right track

The countdown to the 2012 Olympic and Paralympic Games has begun in earnest and the London team must ensure that the city is ready to welcome the world in three years' time.

The Olympics is about different things for different people. For some it's about the sports and athletes, for others it's about nations and cultures competing on a world stage. For Tom Russell, head of Olympic legacy for the London Development Agency (LDA), it's about one thing: legacy.

Russell was appointed by the LDA in January 2008 to head up its Olympic Legacy Directorate. The Directorate brought together the existing Olympic Land and Olympic Opportunities teams within the LDA, with the aim of maximising the benefits of the 2012 Games. This encompasses the physical legacy left after the Games – developing the Olympic Park site, which the LDA owns and has leased to the Olympic Delivery Authority (ODA), and finding long-term sustainable uses for the Olympic venues – as well as maximising opportunities for employment, training and grassroots sports participation from the Games.

When offered the role, Russell didn't hesitate. "My background is in urban regeneration and this is quite simply the biggest, the best, the most exciting regeneration project in the country," he says.

Using a major sporting event as a tool for regeneration is not a new concept for Russell. His previous roles as chief executive of New East Manchester Urban Regeneration Company and deputy chief executive

at Manchester City Council saw him heavily involved with the transformation of East Manchester on the back of the 2002 Commonwealth Games. East Manchester then, like East London now, was one of the country's most deprived areas, and the staging of the Commonwealth Games was used to drive economic, social and physical change. While the regeneration process is ongoing, it is widely regarded to be a huge success and a model for urban regeneration.

"There is a lot of scepticism that maybe the Olympics will be great for the summer of 2012 and for visitors to London, but won't do much for the people of London," says Russell. "I know, from my own experience [in Manchester], that it can, and I think that has provided a degree of reassurance. I bring the experience of using the staging of a very large international multi-sport event to drive economic, social and physical change in an area of acute deprivation."

IN AT THE DEEP END

Russell joined at a time of huge change for the LDA. Following Boris Johnson's appointment as London Mayor, he set up an audit panel to look at the management of the LDA, which found that money had been "mis-spent on a grand scale" and called for the organisation to be reshaped.

Concern has also been expressed about the failure of the LDA to develop a comprehensive legacy masterplan for the main Olympic venues. "I do understand the criticisms," says Russell. "Manchester was very clear about the long-term use of the venues



London took the Olympic baton after a successful Summer Games in Beijing 2008

for the Commonwealth Games before it started to build any of them. What you have to bear in mind though, is that the Commonwealth Games was the result of more than 15 years of planning. London has had to throw together the planning for a much larger event in much shorter time scales."

ACHIEVEMENTS SO FAR

The first piece of physical sporting legacy linked to the 2012 Games opened in August last year, in the shape of the £4.5m Cycle Centre. Built by the LDA, the 2km circuit and off road trail replaces the East-way Cycle Circuit, which was demolished to make way for the VeloPark Olympic venue.

As for the rest of the Olympic Park, results from a public consultation have been analysed by legacy masterplanners KCAP, EDAA and Allies and Morrison and a strategic plan will be published later this year.

EMPLOYMENT OPPORTUNITIES

Russell's other focus has been on the employment and training opportunities presented by the Games and the opportunities to get more people into sporting activities.

"We're doing well on the challenges around getting people through training programmes and into employment on the Olympic Park and elsewhere," he says.

The Personal Best programme is one of the LDA's flagship training programmes. Originally piloted across 11 London boroughs, the programme offers unemployed people the chance to gain a qualification in volunteering and to be a volunteer at the 2012 Olympics. "We've already had several hundred people graduate through the programme. That shows there is real enthusiasm among Londoners for the Games," says Russell.



The CEO of the Women in Sport and Fitness Foundation (WSFF) talks to Karen Maxwell about how she's using her campaigning background to spearhead women's opportunities in the male-dominated world of sport

Sue Tibballs



Equality is a familiar theme for Sue Tibballs, the chief executive of the Women in Sport and Fitness Foundation (WSFF).

Her whole career so far has been focused around modern gender relations: from her time at the Women's Environment Network, a charity organisation that empowers women to make positive environmental change: to a stint as chair of Fawcett, the longest-standing equality organisation, (which goes back to the campaign for the vote). She also spent 10 years in the private sector where she ran body image and self-esteem campaigns for the Body Shop.

Having written and published a couple of books on modern gender relations, I asked what has spurred her to fight for women's rights and how she hopes to bring women to the fore in the sporting world. "I'm quite a political animal. I've always been interested in how important gender is in terms of the opportunities one has and feel there are still different expectations on women's and men's priorities in life," Tibballs explains. "Essentially, there's a need to recognise that women's and men's

experiences are different in certain aspects. So whether selling soap or delivering public services we need to understand them.

This mantra is at the heart of Tibballs' work at the WSFF. "We want people in sports policy to recognise women's experience and perceptions of sport are different from men: this extends from their sporting experiences while growing up, to how sport is presented and practiced.

"The ways in which women participate and access sport is different, yet many people in the sport sector don't understand those differences and tend to deliver sport in a 'one size fits all' way," she says.

Of course gender isn't the only issue to take on board for effective sport delivery, there are others that surround diversity, such as culture and disability, but Tibballs reminds me that women are not a minority. "As 51 per cent of the population, women offer a huge space for sport to grow, but their needs have to be core business, not something an operator thinks about once they've decided how to run a sport facility. This market has to be thought of at every stage: understanding the market,



designing products and services and how to reach that audience through marketing and communication. Sport is missing out on its biggest space to grow, but providers and facilitators need to better understand how to achieve it."

THE ORGANISATION

Funded predominately by Sport England and supported by a growing number of sportswomen patrons – such as Paralympian Dame Tanni Grey-Thompson OBE, Olympian Dame Kelly Holmes MBE and BBC sports presenter Clare Balding – the WSFF has been in existence for more than



The WSFF's core mission is to make physical activity an integral part of every woman's life



We monitor media coverage every year and last's audit showed that just 2 per cent of sport coverage featured women

our argument," Tibballs explains. "Our relationship with politicians is also important, as they not only control money and law, but also have a big influence on the sport sector – so the fact that the minister for sport, Gerry Sutcliffe and his counterpart Hugh Robertson are both committed towards our objective counts for a lot.

Currently in a very interesting place in terms of government policy, Tibballs says that sport is no longer just about enjoying yourself – it's been identified as delivering outcomes such as London 2012 Olympic active legacy commitments, achieving a healthier nation and encouraging socially cohesive communities. "The WSFF understands and speaks out about the needs of all women, not just the ones that currently like sport," Tibballs explains. "We want to deliver and hook into these wider policy platforms. We are now being much more explicit about why sport and exercise is so important to a sustainable lifestyle and are looking to work with other government departments, such as the Department of Health and the Department for Children, Schools and Families to help them better understand gender issues.

Armed with its new identity, the organisation has been rebranded and relaunched by Prime Minister Gordon Brown at the ground-breaking WSFF conference in November 2007. According to Tibballs, the focus of that first event was to raise the profile of the revamped WSFF and draw national attention to the crisis in the level of women's activity. "Four out of five aren't doing enough activity to benefit their health. Setting out these solutions was the theme for the 2008 event, and plans for future events will include examples of good practice in

accessing different segments of the female population. "We need to have as much insight into how other people are succeeding in attracting and retaining women in sport so we can share and build on that knowledge and capacity," says Tibballs.

GETTING THE MESSAGE ACROSS

"Understanding the market is key," she says. "Women need to be seen as an opportunity for sport to grow, but this market needs to be understood if it's going to be successfully captured."

Now that the WSFF has acquired a strategically higher and more positive profile, Tibballs wants to engage CEOs and boards as well as equality officers or policy people to raise the profile and the priority of these issues further up the agenda.

"We're already making great strides," she says. "For example, we've been working with Sport England to help NGBs better understand the women's market. Sport England made it clear in its recent commissioning process for funding NGBs that women and girls should be made a priority in developing each sport from grassroots level and we were tasked with reading every submission to check that the gender issue has been acknowledged. The NGBs want to get more women and girls involved in sport, they just don't know how to go about it and our challenge is to offer an understanding of what needs to be done."

Another WSFF project is Sweat in the City – a partnership with the Fitness Industry Association – and funded by Sport England. This research project is designed to better understanding how to motivate women to become more active and feel fitter, happier and healthier. Over 2,000 16- to 24-year-



Olympic gold medalist Rebecca Adlington has become a female icon and (right) women return to netball

old women living in London have been given free gym membership and asked to network each other and blog their progress.

"Working at high levels to influence policy, decision making and investment, we need to be talking to both the public and private sector funders of sports about an increase in money for women's sport, which is still way behind that spent on men's sport," Tibballs explains. "We need to influence the government to use legislation if necessary to open clubs to women. This could be more easily achieved if the sport sector had more women at senior level on boards and management committees. However, just four of the 35 English and British NGBs surveyed have a female chief executive."

The areas of leadership, investment and promotion are the focus of the recently launched Commission on the Future of Women's Sport – an independent body set up by WSFF. Chaired by Dame Tanni Grey-Thompson, the Commission is made up of a variety of senior figures, all offering different expertise to help champion women's sport across these areas.

In terms of the public agenda, the WSFF raised the profile of women in sport by announcing the results of its *It's Time* report into the public domain. This basically

highlighted the statistical evidence that 80 per cent – or four out of five women – are currently not doing enough exercise, as well as women's different experiences and needs. "We had huge press coverage on the day we announced these findings," says Tibballs, "which started on Radio Five at 5am in the morning and finished on BBC News at 10 in the evening."

THE BARRIERS

In an attempt to stimulate debate in the sports sector on how to encourage women and girls to become and stay more active, the *It's Time* report, released in 2007-08 looked at the key drivers of participation and outlined the necessity to reach and motivate this market. It highlighted the fact that there are some deep-rooted cultural barriers about girls being active – not least the fact that over half of the 16- to 24-year-old girls surveyed said that being thin was more important than being healthy.

Another issue is body image and self-confidence, with a large number of women who said they were "too embarrassed to start a gym or do sport". According to Tibballs, school sports are still a very mixed picture. "There are some pockets of good practice, although many schools still offer a very

limited choice and make girls wear sports kits that make them feel uncomfortable.

"On the supply side, if we're going to encourage women to spend their time and money on sport and physical activity, then the quality of the offer has to be good. It has to be delivered at the right time of the day and the facilities have to be of a good standard – possibly with extended family members in mind. Women generally care about what they look like, so we should be giving them a more positive experience in the changing room, but at the same time also encourage the view that an active person is an attractive person.

Another huge challenge for women in sport is media profile. "We monitor media coverage every year and last year's audit showed that just 2 per cent of sport coverage featured women," Tibballs explains. "Obviously an increase in media attention would have a huge impact on girls growing up thinking that sport is for women as well as men and the more coverage it gets, the more commercial interest, which leads to more investment.

"It was brilliant during the Beijing Olympics because women athletes became the highlight of the Games and the whole thing around Rebecca Adlington rewarding herself for her gold medal success by buying a pair of Jimmy Choo shoes related to a whole new market of women." ●

The sport sector needs more women at senior level, but just four of the English NGBs surveyed have a female chief executive

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Will the government's £140m Free Swimming initiative get more people active?

The Department for Culture, Media and Sport has estimated that more than 20 million people aged 60 and over and 16 and under will benefit from the government's £140m Free Swimming initiative, now that 82 per cent of local authorities in England have signed up to the scheme, which rolls out on 1 April. In total, 292 councils will offer free swimming to the over 60s, while 211 will open their

pools for free to both the over 60s and those aged 16 and under.

Karen Maxwell asks the ASA to explain the benefits of free swimming and how this initiative will be rolled out, while industry service providers highlight some of the issues that may still need to be addressed to ensure its success in providing a lasting sporting legacy from the London 2012 Olympic Games and Paralympic Games.



Children are due to get free swimming but their carers will have to pay

DAVID SPARKES CHIEF EXECUTIVE AMATEUR SWIMMING ASSOCIATION (ASA)

The Free Swimming Programme will attract more people to the pool by removing the cost barrier, something that often prevents under 16s and over 60s up and down the country from being able to swim, or swim more often.

But the Amateur Swimming Association (asa) recognises that cost is just one barrier and the programme has been designed to tackle the other things that stop people swimming too. The asa has gathered robust evidence on what works (and what doesn't) in getting more people to the pool. This evidence has been used in setting up the programme.

Offering sessions for free is a great way to get people to try the pool and, if their experience is a good one, then they will come back. Therefore, the programme will ensure pools offering free swimming will have assistance to address staff training needs, to improve their marketing and outreach work and to make swimming accessible for the whole community.

Often it's doing the simple things well that makes all the difference. Open days and taster sessions – that allow people to meet the pool staff and have a tour of the swimming pool site before taking the plunge – have been a great way to reassure people who might be nervous about taking up swimming or who haven't been swimming for some time. In addition, introducing new activities such as aqua circuits and mini polo – and marketing them well out in the local community – can mean many more swimmers will have a great time and then tell their friends about it.

One in five adults can't swim and the programme includes the provision of lessons to make sure no one is left out. It's never too late to learn and research shows non-swimmers tend to come from families who cannot swim, so teaching a grandparent to swim, for example, could lead directly to a child being taken swimming and learning to love the sport.



STEVE PHILPOTT CHIEF EXECUTIVE DC LEISURE

Free Swimming is a great scheme to increase the number of physically active people, but a number of issues need to be handled properly to make it successful.

Of the 29 councils in DC Leisure's portfolio offering swimming, 25 have signed up to offer free swimming to 60+ participants and 19 will offer free swimming to children aged 16 and under, for two years from 1 April. However, there was very little time in the decision-making process for councils to work out whether the initiative would be financially viable before they had to decide whether they wanted to get on board.

Monitoring the increase in swimmers in each age group will be one of the main concerns, as it hasn't been common practice to check the age of each user. This has made it difficult to predict the future cost of the scheme. The expected influx of newcomers will add to the cost of running a facility and there is limited data to predict how many extra swimmers there will be.

This initiative may actually have penalised the councils that currently run popular swim facilities. In other words, the better the council's swimming provision, the harder it has been to afford free swimming. Councils will obviously need to cover the cost of providing swimming free to people who were previously paying for it, which could affect membership at facilities. Plus, some of the more successful council-run swimming pools will suffer when people realise that they can swim for free at a facility located further up the road.

If the councils had been given more time to develop their business plans, they may also have found other funding avenues available to them, such as additional PCT funding for example. However, a number of councils have been prepared to top up any shortfall in funding to link with their objective of getting more people more active and this scheme is certainly a step in the right direction in achieving this.



MIKE HILL MD LEISURE-NET SOLUTIONS

Over the last eight years, research carried out by our annual HAFOS Consumer Survey has told us that more than 50 per cent of the population want to be more active and integrate activity into their everyday lives.

However, recent research suggests that price is not the key barrier preventing people from being more active. Specifically in relation to non-swimmers, 22 per cent of the adult population do not swim because they don't want to or dislike swimming, with the 45+ age group more likely to give this reason than the younger age groups. Thirteen per cent don't swim because of the lack of quality facilities nearby, with only 4 per cent quoting price as the main reason.

When asked what would encourage them to swim more often, 22 per cent cited "better or more convenient facilities nearby", with only 9 per cent saying cheaper charges. Half of all people asked said there was nothing that would encourage them to swim more often, with more men, at 54 per cent, likely to give this answer than women, 47 per cent.

More qualitative research around this subject showed that confidence in the water, embarrassment about their body shape and lack of technical expertise were all key factors that put non swimmers off and made new swimmers give up.

Regarding attrition rates of swimmers, from discussions with pool operators I would estimate that apart from a small core of serious "lane swimmers" who come regularly three to five times a week, the vast majority of swimmers dip in and out of swimming, with up to 75 per cent of total swimmers at any one time not likely to be swimming in 12 months' time.

So Free Swimming is good for swimmers, good for the 60-plus age group, but perhaps not the right activity combined with the right action, to really address the barriers to a significant increase in the nations' activity output.



DAVID ALBUTT POLICY OFFICER – CHIEF CULTURE & LEISURE OFFICERS ASSOCIATION (CCLQA)

First and foremost we need to welcome the Free Swimming scheme in principle as it demonstrates that the government is beginning to understand the value of our sector and has given the resources needed to encourage people into a more active lifestyle. But is giving people free use of their local swimming facilities the way forward – and does this scheme target the right segment of the population?

The Chief Culture and Leisure Officers Association (CCLQA) is concerned about the distinct lack of consultation before this initiative was implemented. About 80 per cent of councils have signed up to free swimming for both the over 60s and under 16s target markets, but many felt under pressure to sign up despite misgivings. There is likely to be an impact on other programmes and there are concerns about other 'happy hour' initiatives, based on discounting and possibly not resourced or sustainable. Free theatre tickets and free use of the gym are already on the agenda with discussion too about tennis. Once the money runs out, how do they ensure that the new recruits don't disappear together with the current regular users who will have to contend with busier facilities?

Many would question how many over 60s newcomers we are likely to attract: there's evidence that encouraging activity such as social outdoor walks would be a better (and cheaper) start towards helping them adapt to a more active lifestyle.

Immediate issues concerning the Under 16s provision include the fact that young children may be eligible for free swimming but accompanying parents or guardians would still have to pay to enter a pool facility. Research shows that it's 20-to-30 year-olds for whom costs are the main barrier and are likely to have dropped regular activity since their school days. Offering this group free swimming may well entice them back into the sport and help them encourage their young families to follow suit.



Jen Fraser outlines the measurements of the key participation indicators in Sport England's second Active People Survey

INCREASED ACTIVITY



In December 2008, Sport England published the results of its second *Active People Survey*, the largest survey of adult participation in sport. Conducted by Ipsos MORI on behalf of Sport England, the survey builds on the baseline survey – Active People Survey 1 (APS 1), which was conducted in 2005-06 and is fundamental to helping Sport England measure the success of its new strategy and in particular its commitment to getting one million people taking part in more sport by 2012-13.

In light of Sport England's new strategy, the Active People Survey 2 (APS 2) now provides participation measures for a number of key indicators, including the original KPI 1 three times 30 minutes (3x30) participation in sport and active recreation indicator, the new one million target indicator and the new National Indicator 8. To avoid confusion, we've outlined each key participation indicator and what they each measure. **One million target:** This is the number of adults (aged 16 and over) participating in at least 30 minutes of sport at moderate intensity at least three times a week. It does not include recreational walking or infrequent recreational cycling but does include cycling if done at least once a week at moderate intensity and for at least 30 minutes. It also includes more intense/strenuous walking activities such as power walking, hill trekking, cliff walking and gorge walking.

Original 3x30 participation indicator: The percentage of the adult population participating in at least 30 minutes of sport and active recreation (including recreational walking and cycling) of at least moderate intensity on at least 3 days a week.

APS 2 is fundamental to helping Sport England measure the success of its new strategy

NI 8 (National Indicator): This is the percentage of the adult population in a local area who participated in sport and active recreation, at moderate intensity, for at least 30 minutes, on at least 12 days out of the last four weeks (equivalent to 30 minutes on three or more days a week). NI8 includes five **light intensity sports for those aged 65 and over**. These sports are: yoga, pilates, indoor and outdoor bowls, archery and croquet. These have been included in NI8 on the basis that these light intensity sports place a degree of physical demand on older participants in recognition of the health benefits for that age group.

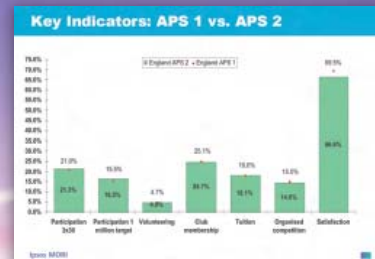
Sport England has put together a short paper explaining the purpose of each of the three participation measures as well as outlining more detail about the differences between them.

For more information visit: www.sportengland.org/summary-of-sport-participation-indicators.pdf

NATIONAL HEADLINE RESULTS

- Participation in KPI 1 (3x30 moderate intensity sport and active recreation) has increased from 21.0 per cent in 2005-06 to 21.3 per cent in 2007-08. This equates to an additional 283,800 adults participating now compared to two years ago.
- Participation against the one million target has also increased, with 552,000 more adults participating in sport now compared with two years ago, an increase from 15.5 per cent to 16.5 per cent of the adult population.
- More adults than in 2005-06 are giving up their time to volunteer in sport – 4.9 per cent of the adult population compared to 4.7 per cent two years ago – this represents an additional 125,700 adults volunteering in sport.
- Less encouraging results include the significant decreases in the proportion of adults who say they are a member of a club where they participate in sport (down from 25.1 per

- cent to 24.7 per cent) and those who say they've participated in organised competition (down from 15.0 per cent to 14.6 per cent). The proportion of adults, who have received sports tuition seems to have withstood the test of time with no significant change over the last two years.
- Perhaps of concern to many local authorities will be the significant decrease in the proportion of adults saying they are satisfied with local sports provision – a decline of almost 3 per cent since 2005-06, from 69.5 per cent to 66.6 per cent in 2007-08.



WHICH REGIONS ARE MORE LIKELY TO BE ACTIVE?

Across England, participation in sport (one million target) is highest in Yorkshire (17.3 per cent), followed closely by the South East (17.2 per cent) and the North West (17.0 per cent). Yorkshire has also seen the largest significant increase in participation in sport since 2005-06, with a rise of 2.42 percentage points, or an additional 120,100 adults participating. The only two regions not to see any significant change in participation are London and the West Midlands.



More adults participate in sport now compared with two years ago



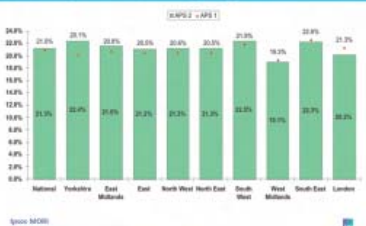
Table 1: Top 10 sports participated in at least once a week for 30 minutes at moderate intensity

Activity	APS 1 (2005-2006)		APS 2 (2007-2008)		+/- participants
	Number	%	Number	%	
Swimming	3,273,900	8.04%	3,244,400	7.83%	-29,500
Football	2,021,800	4.97%	2,144,700	5.18%	+122,900
Cycling	1,634,900	4.02%	1,767,200	4.26%	+132,300
Athletics	1,344,800	3.30%	1,604,900	3.87%	+260,100
Golf	889,100	2.18%	948,400	2.29%	+59,300
Badminton	516,700	1.27%	535,700	1.29%	+19,000
Tennis	457,100	1.12%	487,500	1.18%	+30,400
Bowls	339,600	0.83%	357,300	0.86%	+17,700
Equestrian	314,700	0.77%	341,700	0.82%	+27,000
Squash	299,800	0.74%	293,900	0.71%	-5,900

For more information about the Active People Surveys, please contact Nick Purslow or Jen Fraser at Ipsos MORI on 020 7347 3000 or at Nick.Purslow@ipsos.com or Jen.Fraser@ipsos.com

When it comes to participation in a wider range of activities, to include recreational walking and cycling, as well as sports (original KPI 1 3x30 indicator), it is the South West that comes out on top, with 22.5 per cent of the adult population meeting the 3x30 threshold. Yorkshire follows closely behind (22.4 per cent) as does the South East (22.3 per cent). However, although the South West comes out on top, it has not seen a significant increase in participation in 3x30 indicator since 2005-06. Instead, the region that has achieved the greatest significant increase is Yorkshire, with a rise of 2.23 percentage points. Other regions showing significant increases on 2005-06 include the East Midlands, the East and the North West. Only London, consistent with the results for the one million sport target has shown a significant decrease in participation in the 3x30 indicator.

Participation in 3x30 by region



WHAT ARE THE MOST POPULAR SPORTS PEOPLE TAKE PART IN?

Participation in sport is defined as the percentage of adults aged 16-plus taking part in a sport at moderate intensity for 30 minutes or more at least once in the last week. The 10 most popular sports adults participate in are shown in table 1 – the ranking remains unchanged since 2005-06. However, ranking the sports in terms of the proportion of adults who participate in them does not tell the whole story. For example, at face value, swimming continues to be the most popular sport participated in, topping the table in both 2005-06 (APS 1)

and 2007-08 (APS 2). However, swimming is actually witnessing a decline in participation, with 29,500 fewer adults taking part now than in 2005-06. In contrast, sports such as athletics, which has maintained its position in the table, has in fact seen a statistically significant increase in the number of adults participating, with an increase of more than 260,000 additional participants since 2005-06. Likewise, both football and cycling have seen some of the largest significant increases in participant numbers since APS 1. ●

ABOUT THE ACTIVE PEOPLE SURVEYS

All figures quoted are based on analysis conducted by Sport England. The APS 2 survey is conducted by telephone using RDD (random digit dialling) sampling to generate telephone numbers. APS 2 fieldwork started on 15 October 2007 and finished on 14 October 2008. A total of 191,245 interviews were achieved in total across England.

APS 1 was undertaken between October 2005 and October 2006, where 363,724 adults in England (aged 16 and over) were interviewed by telephone.

The primary objective of APS 2 is to measure changes in the levels of participation in sport and its contribution to improving the health of the nation. When measuring sports participation, the survey not only records the type of activity but also the frequency, intensity and duration of the activity.

In addition, the survey measures changes on a range of other important sport-related measures, such as club membership, involvement in competition, receiving tuition or coaching and contributing to sport through voluntary activity. The survey provides wide-ranging demographic information to enable the identification of participation by different social groups.

In light of Sport England's strategy for 2008 to 2011, and the re-focus of its role to develop community sports, further questions were added in APS 2 to establish the level of membership of specific types of sports clubs, specific sports people undertake coaching in and specific sports that are undertaken at a competitive level. A question was also added to the survey to ascertain what sports respondents would like to do, or to do more often.

How to use APS 2 data

Duncan Jenner looks at the key changes in the Active People Survey 2 (APS 2) and advises how local authorities and key stakeholders could use the information to help them provide the best service

There is little doubt that Ipsos MORI's original Active People Survey was a groundbreaking piece of research, which gave an unparalleled insight into the sporting and active recreational habits and trends of the adult population across England.

The level of statistical detail provided has painted a far clearer picture for many authorities of their populations and begun to suggest ways that engagement could be improved.

The six Key Performance Indicators (KPIs) – participation (3 x 30 mins of moderate intensity sport and active recreation); volunteering (60 mins a week); club membership; tuition rates; involvement in competitive sport; and satisfaction with sports provision – should be well known by most sport and leisure professionals.

The participation KPI particularly has become the simple benchmark for assessing performance, driven by the fact that it is now part of the Comprehensive Performance Assessment (CPA) process.

HOW CAN THE DATA BE USED?

It's important to realise that statistical data provides only part of the answer. The process involved in making decisions about any significant policy, strategy or feasibility is long and complex.

For example: In order for a London borough to develop a leisure or sports strategy one of the first steps is understanding the nature of the community, target groups and where the population is being well engaged.

Taking participation as a starting point, Active People can be interrogated to show the participation rates in that borough across gender, age, ethnic group, disability groups and different socio-economic groups.

This can be cross-tabbed against comparators (the London area, national average, other named boroughs) to show where the borough is doing well, or poorly. Already, it is beginning to assemble evidence about where its target groups might be.

Active People can also be used to explore the types of activities popular in this borough. It can produce reports on a very detailed level, for each individual sport if necessary.

We can group types of activities together. For example, aquatic sports, which would include swimming, diving, aqua-aerobics, water polo and swim fit. The data can be split by gender, age group, ethnicity and we can compare it to see where the differences are.

When comparing our imaginary borough with its nearest neighbour, the Active People Diagnostic website (www.bepreportse.co.uk/)

login.aspx, which was built by Ipsos MORI, allows users to pick comparator authorities with a similar socio-economic profile, including employment, home ownership etc), we find that in aquatic sports, only 4.9 per cent of males between the ages of 16 and 24 have participated in the past month, compared with a 10.3 per cent average across other boroughs. However, when we look at team sports, 65.2 per cent have participated in the last month, compared with 46.2 per cent in other boroughs.

This flags up some notable trends – there is a clear number of young men in this community taking part in team sports. While we can't say if this is because there are the facilities, appropriate services, coaching, club structure or marketing, it certainly raises some issues about the direction of our emerging sports strategy.

CHANGES, ISSUES AND LIMITATIONS

There are a few changes to APS 2. The first, and most significant, is the sample size. APS 2 results have been compiled using half the sample of the original – 500 people per local authority area.

Local authorities were given the option of putting in funding to increase the sample to 1,000, but unfortunately only 14 were able to find the £8,500 needed. For 2008/9 the number of local authorities is up to 20, but this is still only a tiny percentage.

The impact of this drop in sample size is that the confidence interval of the new figures is greater. However, conducting the survey on an annual basis, albeit with a 500 sample size, mean that local authorities and other stakeholder have more regular data and results and gives a feel for direction of travel rather than having to wait a few years to find out if they are going in the right direction.

Another systematic problem associated with any assessment involving self declaration is the tendency of people to embellish their answers. What many active individuals might consider 'moderate intensity' might be different from a de-conditioned individual, so in terms of the delivery of long-term health benefits, there needs to be a combination of both quantitative and qualitative.

Some changes to the questionnaire have been introduced which will assist in gathering more information, particularly relating to breaking down memberships in certain sports, types of clubs, as well as tuition and competition by sport. Significantly, there are questions to identify latent demand – "Would people like to do more sport?"

This is a very important addition. Returning to our imaginary London borough's sport and leisure strategy, this would feed directly into the supply and demand assessment process. Not only do we need to know who is already participating, it's also vital to know who else would like to participate, so the barriers can begin to be broken down. ●

Duncan Jenner is senior consultant at Strategic Leisure

This survey gives an unparalleled insight into the active recreational habits of the nation



CCLOA's John Bell reports on a £36m leisure PFI contract in Rotherham – part of the town council's strategy to improve the health and activity levels of its residents



LEISURE OPPORTUNITIES IN ROTHERHAM

Rotherham hit the national news last year when TV chef Jamie Oliver used the town for his latest healthy eating crusade. The town was portrayed in the tabloids as a junk food and pie-eating town. It was an unfair stereotype. In fact, Rotherham has much to be proud of and far from being an unhealthy place, a recent report by the director of public health highlighted the "dramatic fall in the number of premature deaths from heart disease and stroke". Rotherham still faces a big challenge in terms of life expectancy, but in 2006/2007, the council and primary care trust (PCT) launched a long-term public health strategy to improve the health of its residents.

SPORT AND ACTIVE RECREATION PLAN

Key to inspiring health is sport and active recreation and Rotherham's culture and leisure department, established in 2001/2002, has created four brand new leisure centres in the last year. Rotherham's director of culture, Phil Rogers, produced a Sport and Active Recreation Plan and in this identified the need to replace 11 outdated swimming pools, which were no longer fit for purpose.

Four strategically located sites were identified with the aid of the facilities planning model, given that Sheffield and Barnsley are adjacent to Rotherham and so their leisure centres would need to be taken into account. A more important criterion however, was the requirement that all residents in the borough should be able to reach one of the new centres by a single bus journey.

The project was to be funded using the Private Finance Initiative (PFI) credits provided by the government (£24m) and prudential borrowing. DC Leisure (Rotherham) won the competition to provide, manage and maintain the new centres. The funding to service the capital costs and pay DC Leisure to run the new centres was found from the existing leisure budget. This budget had previously funded the running costs of 11 swimming pools, which had closed and the staff re-deployed to the new centres under TUPE (Transfer of Undertakings - Protection of Employment) arrangements.

LEISURE FACILITIES

The four facilities will provide 16,147sq m of new leisure space in Rotherham. The largest contract, in Maltby, cost £13.8m and

provides a one-stop shop function for public services including housing, social services and education, plus a GP health centre.

The three other leisure centres are at St Ann's (the Rotherham Leisure Complex), Aston-cum-Aughton and Wath-upon-Deane. The Rotherham Leisure Complex, worth £10m, is a flagship facility that is part of the town centre's renaissance and includes a 25m six-lane pool and 25m leisure pool with a lazy river.

Each of the leisure centres have a main pool and a teaching pool, fitness suites and dance studios. In addition, the Rotherham Leisure Complex there is a climbing wall and squash courts. At Maltby, the teaching pool, with a moveable floor, will also have synchronous diving facilities. Three centres have been completed while the Maltby project, being developed in two phases, will be finished in late 2009.

Value has been added to all four elements of the project through the New Opportunities Fund PE and Sport Programme for a dry sports hall at Aston; through additional PFI credits from the Department of Culture, Media and Sport (DCMS) and the Department of Communities and Local Government (DCLG) to



include a dry sports hall at Maltby; and the consortium's commercial decision to fund its own health and fitness suites on all four sites. In addition, a separate community dry leisure centre is already being provided on the Wath school site through the council's existing school's PFI contract with Transform Schools (Rotherham), where community use is managed through a not-for-profit company called Building Learning Communities. There is also a sports hall and squash courts at Rotherham Leisure Complex.

NEW APPROACH

In an article I wrote for *Leisure Management* (November 2008), I analysed the



Rotherham's borough-wide approach is a total departure from the previous provision – from 11 pools to four leisure centres

All leisure centres have a main pool, teaching pool, fitness suites and dance studios. Rotherham leisure complex also features a climbing wall, sports hall and squash courts

various interpretations of the 'leisure hub' concept and concluded that the partnerships being created with the health service are particularly important. Rotherham's Maltby Centre combines health service funding of £3m with PFI credits from the government to create a joint council/PCT centre. But Rotherham's bold, borough-wide approach is also to be commended; it is a total departure from the previous pattern of provision – from 11 pools to four modern leisure centres. In addition, the use of PFI credits and the ability of the local authority to borrow at more favourable rates than the private sector has been combined to produce an investment of £36m in a new leisure provision. The contracting out of the management and maintenance to DC Leisure allows the department to concentrate on the strategic rather than the operational. Libraries and green spaces are also being improved as part of this new approach.

IMAGINATIVE PLANS

Rotherham's ambition to create exciting new leisure provision is also demonstrated by its plans to transform 327 acres of former coal-field land into major tourist attractions. The YES! Project, to be delivered by a development partner (Oak Holdings) is to include an entertainment venue, spa and conference hotel, exhibition centres, restaurants, bars, cafes and shops. The sports element is to include an Olympic-standard kayaking course and a hi-tech golf driving range. The project has received planning consent and the council has approved a development agreement with Oak Holdings. It remains to be seen whether the current economic downturn will delay this project, but Rotherham has already made great strides in transforming the quality of life for its residents. Bravo! Rotherham. ●

John Bell is the Hon Secretary of CCLOA



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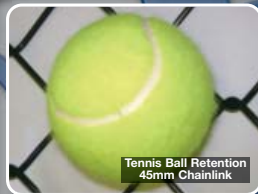
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TENNIS

Karen Maxwell talks to the LTA CEO about his strategy for British tennis now he's committed to another five years in office

ROGER DRAPER



What's your strategy to improve British tennis in your extended role as Lawn Tennis Association (LTA) CEO?

It's a simple and clear strategy based around winning and growing the game. So on one hand it's getting more racquets in people's hands and on the other we're making sure there's an environment where the talented who want to, can progress through the game – whether it's Andy Murray at the top of the professional game or a budding six-year-old.

We believe that by growing the game and winning titles the sport's reputation will increase and this will result in more people getting involved with the game – it's a self-perpetuating situation.

Regarding our business model, let's start with funding – as with most sports, the game has a number of major income streams. Obviously there's government funding – the LTA will receive £26.8m over the next four years through Sport England's recent funding strategy. Then there's commercial funding – which we kick-started last year with our link up with lead commercial partner AEGON. Then there's the money that comes from staging major sporting events – such as Wimbledon and The AEGON Championships (formerly The Artois Championships) at the Queen's Club London. The final income stream is through tennis membership and there are more than 200,000 members of the British Membership Scheme – making tennis the biggest membership scheme in British sport.

Once in receipt of these income streams, we invest into the sport's business model and obviously the key components of that are the players, coaches, competition opportunities and facilities. So if you ask "what will the sport be like in five years time?" my answer would be that we'll have a lot more winners and a lot more people playing the sport.

How many people in the UK are involved in the sport?

Tennis is already a healthy sport in terms of participation but what the LTA wants to achieve is retention and conversion.

According to the statistics, 11 million people follow tennis in this country, add to that the four million that play the game once a year – around Wimbledon, the one million who play once a month and another half a million who play more than once a month. From this base of participants our objective is to get the 11 million followers to play once a year and the four million to play on a more regular basis. The sport ticks many boxes: It's a sport for life – people from the age of three to 83 can enjoy it – both from an individual and family point of view; it's competitive; it promotes social interaction and it's a great form of aerobic exercise.

How has the LTA changed since you took on the CEO role in 2006?

Since I joined the LTA, from my previous role as CEO at Sport England, the organisation has experienced a two-year

transformation in the way it operates. It has gradually changed from a charity mindset into a commercial outfit.

My main concern during my time at the LTA has been getting the executive team and strategy in place. From the winning point of view, the national tennis centre is now up and running, our world-class sports science and sports medicine department is in place and we have a team of talent scouts working across the country. Now that's sorted, we're turning our attention to taking tennis back to the masses – as it's always been a game for the people – with its wealth of court facilities across the country's public parks.

How are you encouraging more people to play the sport?

Our mission now is to tap into the existing tennis courts already situated within parks and schools – most of which are easily accessible within walking distance or a bus ride for most people in this country. The problem, of course, is the fact that these courts have not been maintained.

The LTA's recently-formed Tennis Foundation has three tiers to its community tennis strategy. The first is to get every local authority to make their park courts free of charge, which will extend activity opportunities in line with the government's health agenda, while encouraging kids off the streets. Out of the 10,000 courts in public parks around the country, around 30 per cent are now free of charge. We've been in talks with Andy Burnham and Gerry Sutcliffe regarding a government-funded free tennis initiative, as the LTA's agenda is very much in line with the government's aim to give people up and down the country more opportunities to get active.

British Tennis has a simple and clear strategy based around both winning and growing the game



Joanna Henderson,
national under-14s
champion (below) Indoor
courts at Roehampton



Where are you up to with this community strategy?

We are currently mapping out all of the beacon sites around the country. However, Cavesham Park in Reading is on target to be the Tennis Foundation's first project to change the face of parks tennis. The site will finish up with six floodlit courts and a new pavilion with changing rooms and a café. Our target is that by the end of the year we'll have 50 of these beacon sites in operation as well as at least 10 hot spots. This roll-out will be a long-term programme because we couldn't possibly do all 10,000 park courts at once.

What we are trying to do is target those local authorities that want to work with us and that have got the right coaches with links to local schools etc already in place. We're also working together with the Football Foundation on some projects so that when we invest in park facilities they fund the club house development. This allows for both sports to work alongside each other to tap into the interests for both adults and children in the community.

How are you promoting community tennis?

One of the things we've done over the past six months is bring in the media savvy services of Max Clifford and he's done a great job helping to get the parks message up and running by extending government awareness. We are now at the next stage of our public awareness campaign and are currently looking to appoint a PR agency for this role.

How we communicate this on-going strategy is absolutely critical. One of the challenges with tennis and with sport in general is changing people's perception

as people can find it hard to change their view of the old LTA to the new.

We are now running a modern business, with high-quality people who are beginning to change the face of British tennis. Andy Murray's success is fantastic for the sport but it's also about people noticing a difference at street level.

How is the LTA encouraging tennis clubs to be more child-friendly?

We know that we have more than 6,000 coaches in this country, but out of these perhaps only 600 to 800 are making a real impact. We are also aware of the country's



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➤ 2,700 clubs, but again only about 1,000 make an impact to the sport. People often focus on the clubs that don't give British Tennis a good name but actually we should focus on the good examples of best practice and what you've got to do with relatively limited resources to concentrate on the local authorities, clubs and schools that already do or could make an impact to people of all ages and abilities.

What is the LTA doing to promote tennis in schools?

Although more than 76 per cent of schools in this country already run tennis sessions as part of the sport curriculum, the LTA has

been learning to better understand the schools market. Currently we liaise with the Youth Sport Trust (YST) who, via competition managers in local authority School Sport Partnerships, is supporting teachers to provide mini tennis programmes in schools. Part of our agreement with our commercial partner AEGON is to help fund more tennis opportunities, in fact, we are just rolling out 2,500 tennis equipment bags together with the resources to help teachers run tennis sessions to school children across the country. Tennis coaches are also visiting schools and providing DVDs to help the teachers plan drills and teaching sessions. The advantage of this

joined up approach is that the YST already have the delivery network in place.

Does the LTA plan to nationalise its coaching system?

We've currently got a lot of high profile international coaches working on home ground, but we're also developing some brilliant British coaches with a succession plan in mind. I'm on the record saying that within the next five years I want to have most of the coaches working in British tennis to be British. But before this could happen we needed to bring in the expertise – some of the best people from around the world – to help train these coaches up.

For example, we've had the advantage of Steven Martens – the best junior performance development coach in the world – and the results have been phenomenal. Paul Annacone has also worked wonders with Leon Smith, Colin Beecher, and Arvind Parmar. We haven't just flashed the cheque book, brought in the coaches and crossed our fingers – there's been a long-term coaching strategy in place from the start.

What's next for you and the LTA?

This strategy for British tennis is a five- to seven- to 10- year programme and one of the reasons I'm going to be around for the next five years is because I want to see this through. We are already beginning to see the signs of success. It's exciting when you witness both the winning and mass interest worlds colliding – when you have role models such as Andy Murray and Laura Robson championing the sport it's bound to pull in the crowds.

Left to right: Roger Draper, former LTA president Stuart Smith and AEGON UK CEO Otto Thoresen



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structured ACCOMMODATION

Sports structures can offer a long-term solution for year-round sports' training provision. We look at a number of recent installations from around the UK



The new facilities at Writlington School meet LTA requirements

COLLISON

Site: Writlington School, near Radstock in Avon
Structure: Wide span tension, PVC covered building

BRIEF: Writlington School wanted a four-court indoor tennis centre, for use all year round, to be part of an existing sports complex. The new facility had to adhere to Lawn Tennis Association (LTA) tennis court specifications.

SOLUTION: The four-court Challenger tennis hall uses an off-the-peg, pre-engineered Finnish system from Best-Hall, and has a steel lattice-work super structure which can accommodate clear spans of up to 100m. Its PVC membrane cover allows in high levels of natural light, to save energy, and an artificial lighting system to allow optimum nighttime use.

The lighting was installed in accordance with LTA guidelines to ensure optimum lighting conditions over the playing area.



Ventilation for the building comes via roof-mounted extractor/ventilators with passive input vents in the walls of the structure. Challenger sports halls can be designed to cover areas from four badminton courts up to multiple full-size football pitches.

USEFUL STRUCTURES

Site: Woodford Green and Essex Ladies Athletic Club
Structure: Indoor training area

BRIEF: The client brief was to provide an indoor area for night-time and inclement weather training, within a limited budget. The design needed to accommodate training for sprinting, hurdling, high jump, pole vault and throwing.

Due to the limited budget, a relocatable structure provided the client with the best value for money. The new building was completed on a fast-track programme to ensure it was in place prior to the start of a building programme to upgrade an existing six-lane outdoor track with a new eight-lane track.

SOLUTION: The building has a translucent roof, which reduces the need to use artificial light during daylight hours and the new building has been well received, attracting new members.

Woodford Green Athletics Club project manager, Ted Wilsner, says: "It was essential the project was affordable. Useful Structures provided all the technical and financial input, enabling us to achieve a successful scheme within the deadline and budget."



The structure facilitates a whole host of indoor athletics training



Sussex Downs College, Eastbourne Campus, Cross Levels Way, Eastbourne, UK • 131' w x 160' l (39.9m x 48.7m)

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David Williams, Sussex Downs College, Sports & Recreation Manager



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RUBB BUILDINGS

Site: Meadowbank Sports Arena, Magherafelt, Ulster
Structure: A 70m x 145m x 9m structure

SOLUTION: At 70m x 145m, with side walls of 9m, this arena is said to be the largest of its kind in Europe. Its indoor synthetic surface measures 137m x 70m and provides a consistent playing surface for a whole host of sporting activities. The space can also be divided by removable, court-positioned rebound boards, to cater for a full-size hockey/soccer pitch, plus four mini-pitches (badminton court-size). The electrical netting system allows the court to be expanded for full hall use and it can also accommodate an indoor, 300m flat track. The hall is complemented by seating for 450 spectators.

All welding components in the building's structural frame are hot-dip galvanised – providing corrosion protection. The white, semi-translucent roof fabric also provides a light, bright, airy atmosphere within the building.

John McLaughlin, Magherafelt District Council chief executive, says: "Following visits to existing Rubb Building projects at Durham Soccarena, West Bromwich Albion FC and Newcastle United FC, we knew what we wanted from the facility. Since opening to the public it's already generated a lot of interest in the area and has led to an increase in people attending sports coaching sessions. It also offers the flexibility to host exhibitions, regional sports competitions and national tournaments."



The multi-sport arena can host sports competitions and 450 spectators



The arena features changing rooms, a bar, a reception area, ample storage space and a viewing gallery. Outside, it offers a 400m, six-lane synthetic athletics track for associated field events; sand-based soccer and Gaelic rugby pitches; two tennis courts; a children's play area and parking facilities. All the outdoor facilities are floodlit and offer a secure environment.

SUMMIT STRUCTURES

Site: Sussex Downs College, Eastbourne Campus
Structure: TITAN S4 Low Slope



BRIEF: Eastbourne Sports Park Tennis Centre, a joint venture between Sussex Downs College and Eastbourne Borough Council, wanted to provide an affordable indoor sports and recreation facility for community and college students. The primary use of the facility was to house indoor tennis courts, with additional sports being offered to generate revenue from community use.

When choosing a structure, the college took into account size, flexibility, running costs and overall budget. It wanted to offer as much activity space as possible and be able to customise the structure to suit the needs of the sports being offered. Security was also a major consideration, as the building is open to students and the general public every day of the week.

SOLUTION: The translucent white fabric and steel cladding base of the TITAN S4 Low Slope building has allowed the college to minimise the use of artificial lighting, therefore, reducing operational costs, as well as ensuring security 24 hours a day.

The facility houses two indoor basketball courts, two indoor netball courts, three volleyball courts and three tennis courts.

Sussex Downs College sports and recreation manager, David Williams, says: "The reason we chose this structure was because it gave us a great deal of flexibility – we are able to configure the structure in any way we want – regarding size, shape, exterior and interior and it has also allowed us to add additional facilities as and when required."



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COPRI SYSTEMS

Site: Culford School, Bury St Edmunds

Structure: Four-domed, four-court tennis centre

BRIEF: The school's requirement was for a structure which would cover the smallest footprint in order to fit into an existing walled garden and have the minimum height to assuage planning considerations while conforming to LTA requirements for height and run-off.

SOLUTION: CopriSystems designed a special structure consisting of four domes interconnecting at a height of 6m, with three valley gutters – each supported by a single post between tennis nets. Overall dimensions are 67m x 37m x 10m and, using CopriSystems' well-tried design of sliding side curtains, any or all of the

sides and ends can be opened to provide ventilation when required. This is of particular importance in hot summer months and for preventing condensation in the winter. CopriSystems' design uses an elegant, perfect round, hot-dip galvanised steel profile that can span up to 50m. This is covered with heavy duty PVC-coated polyester fabric and can be used for all sports and leisure activities. The structures can have sliding side curtains or sliding steel panels to give maximum ventilation.

The school is delighted with the facility and the LTA, which funded the project, has complimented the result.



The tennis centre had to fit into the school's existing walled garden



BRIDOME

Site: Dukes Meadow Golf Course, Chiswick

Structure: Five-court indoor airhall over acrylic courts

BRIEF: French Connection chair and CEO Stephen Marks wanted to install an indoor five-court tennis facility overlooking Dukes Meadow golf course, as a base for his FC:Tennis academy. An airhall can cover courts and facilities in any location. It's simple to take down and store during the summer, easy to relocate and almost no artificial light is required during the day. The airhall offers a spacious environment for sport – its walls absorb sound waves to prevent echo and a constant temperature is achieved throughout the structure. It has a life span of 15 to 20 years and can be ready within eight weeks of order.

Nigel Geach, managing director of Bridome, says: "The indoor facility is perfect, as it's constructed in such a way that it allows full viewing from the Clubhouse. We're delighted to be a part of this exciting project."

A constant temperature is achieved throughout the airhall



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Crispin Andrews looks at how sport mentors teach young people vital life skills such as teamwork, leadership and self-discipline

POSITIVE ROLE MODELS

No one who witnessed Sachin Tendulkar hit the winning runs in the first Test match in Chennai last December could deny that there is more to sport than taking part and excelling. Not just a superstar cricketer leading his team to victory after the highest, successful run-chase ever seen in a Test match on Indian soil; this was a national hero helping to mend national wounds in the aftermath of the Mumbai massacre.

The lesson here for those who want sport to continue to play a high profile role in UK public life beyond 2012 and justify the large sums of government money being spent on it is simple. Sport must do more than produce elite champions and increase grassroots participation; contributions to wider agendas must be made to impact on the lives of individuals and communities on a day-to-day basis.

In the UK, sport already contributes in many ways to the Every Child Matters agenda – a government programme that

supports the joining up of children's services to more effectively secure children's wellbeing. Sports colleges and schools are collecting an increasing amount of data to show sport's positive impact on raising academic attainment and improving behaviour, while organisations like crime reduction charity Nacro and the Home Office's drug intervention programme 'Positive Futures' show how sport can be used to help tackle social issues in the community.

More recently, through an increasing number of collaborations between sports organisations and Primary Care Trusts (PCTs), sport and physical activity is being focused on the mental and physical health needs of targeted individuals as part of holistic lifestyle interventions.

STEERING IN THE RIGHT DIRECTION

Another string to the sporting bow is its capacity to act as a powerful mentoring tool for disaffected youngsters. Full of

positive role models and rich with potential life skill learning – not to mention a growing infrastructure which provides potential career development – sport is proving an invaluable aid to schools and community organisations as they seek to turn around the lives of young people. Andy Burnham, secretary of state for culture media and sport, believes that each and every young person should have the opportunity to fulfil their potential. "Sadly, too many youngsters go off the rails for want of someone they can respect to steer them in the right direction," he says. Mentoring, Burnham believes, can help young people find a new passion to stimulate their interest and increase their self-confidence and many of these young people love sport.

Steve Grainger, chief executive of the Youth Sport Trust (YST), agrees: "Sport helps teach young people vital life skills such as teamwork, leadership and self-discipline and working with elite athlete mentors can help re-engage them into school life."



Latest government figures show that 9.4 per cent of 16- to 18-year-olds were not engaging with education employment or training at the end of 2007; while a study commissioned by the Prince's Trust charity and carried out by the Centre for Economic Performance at the London School of Economics, claims that this is costing the country £3.65bn a year. The global financial crisis is already affecting employment opportunities and will continue to do so for the foreseeable future. So whether these youngsters have quietly drifted out of school and community life – leaving school with few qualifications and low aspirations – or are leading the sort of chaotic fractured lifestyles that make it very difficult for them to operate in the world of education and

Sport is an invaluable aid to schools and community organisations as they seek to turn around the lives of young people



Left: BMX champion Mike Mullen. Above: Thai boxing champion Rachael Mackenzie helped her protégé join the police force

"Our athletes are such great role models, as they've all had to overcome significant challenges in their lives to become as successful as they are," says Katie Legg – national development manager for Creating Excellence. "These life experiences allow the athletes to relate closely to the young people they work with and help them see that, regardless of background, they can succeed and achieve their dreams, whatever they may be."

RAMP community relationship manager Bryan Steel, a double Olympic medallist in team pursuit cycling, adds: "I was in trouble as a young person and sport changed my life. It raised my self-esteem, got me fit and more importantly it gave me aims and goals."

During several face to face meetings over the sixth-month RAMP engagement period, an action plan to help the young person progress in their preferred direction is drawn up. Thai boxing champion Rachael Mackenzie has helped one Bradford-based youngster towards his ambition of joining the police force. She says: "Boxing lessons helped him learn respect, increase his physical strength and improve his confidence and discipline; visiting a local police station, meeting with the police education officer and shadowing an officer for a day made him realise that there was more to the job than charging about in fast cars."



Left and above: British and European skate-board champion Neil Darns and (right) Darren Campbell inspire youngsters

I've seen the life-changing journeys pupils have made and walk away from school visits both proud and incredibly humbled

Now in its second year, RAMP is currently being rolled out across 10 major cities in England. Along with similar programmes that use media professionals and musicians as mentors, it is part of the government's three-year, £3m Youth Mentoring Programme, which was launched in June 2007. "Sport is a particularly strong hook because of the passion of the young people we work with," says Katie Legg. "For the young people to have a unique mentoring relationship with a sporting hero truly inspires them to change."

LIVING FOR SPORT

Sky Sports' Living For Sport also uses sport to motivate and inspire young people. Run by the YST and supported by the Department for Children, Schools and Families (DCSF), Living For Sport encourages pupils to take on different activities and learn new sports.

From football to fencing and basketball to boccia, teachers can use sessions to help young people work towards measurable self-development goals that help build interpersonal and leadership skills.

As they grow and develop, young people are encouraged to put their new skills and confidence into practice outside the initiative by conceiving and managing their own sporting events. Darren Campbell, Sky Sports' Living for Sport ambassador, says: "I've seen for myself the life-changing journeys many pupils have made. I always walk away from school visits both proud and incredibly humbled."

Athlete mentor and Olympic luge race Mark Hutton, whose students at Budehaven School worked with a local craftsman to design their own surfboard, adds: "How the kids have grown is just fantastic. Looking at them today there's so much energy, so much enthusiasm and what's great is that they're actually geing each other up and when they're getting demotivated they're motivating each other."

Living for Sport is now open to every secondary school in England. The aim is for 2,000 schools and 30,000 young people to register by 2012 and build the programme's activities into curricular and extra-curricular activities.

Typical of the students who have benefited from the programme is Jaskiran Rai. Although a very intelligent individual with considerable sporting talent, she suffered from acute self esteem issues at Wexham College in Slough. Having focused so single-mindedly on her academic studies, she had shied away from extra-curricular life, had become very withdrawn and was suffering from stress and panic attacks. She says: "Taking part in sport has encouraged me to be more outgoing. I am now a sports leader, working with a local primary school to deliver activity days and sports events to help other children less able than myself."

POSITIVE OUTCOMES

An independent study on the impact of Sky Sports' Living for Sport carried out by The Institute of Youth Sport at Loughborough University has showed that 80 per cent of teachers felt that pupils had benefited from the project and 68.7 per cent believed that it had a positive impact on bullying in their schools.

Targeted areas have also seen a 22.5 per cent increase in school attendance among young people on RAMP, with a further 2 per cent finding employment. There has also been a reported 7 per cent decrease in crime-related incidents involving



the young people on the programme and an encouraging 21 per cent of participants have now taken up a sport as a direct result of RAMP, with a further 15.4 per cent joining local activity clubs.

This type of mentoring is not restricted to official schemes. In schools, youth clubs, community organisations and sports clubs all over the country, practitioners are using the process by which talented athletes become and remain elite sportsmen and women to help young people overcome barriers to learning achievement and progression. Raoul D'Monte, a teacher at the

Phil Edwards Pupil Referral Unit, explains how sport can help young people with volatile tendencies to work together as a cohesive unit. "Often the instinctive reaction to a mistake made by a team mate or an opponent is to mock or be critical and abusive," he says. "I ask them what the captain of the football team they support might do when someone makes a mistake and to think about how that differs from their own reaction."

"It gets them thinking about how to support each other and respect the efforts of others," D'Monte continues. "Take away the

fear of ridicule and many youngsters can start to excel both on the sports field and in the classroom."

Asad Agha, black and ethnic minority sport co-ordinator for the Nacro project in Walsall believes sport is the very best tool for encouraging young people from diverse social and ethnic boundaries to get to know each other. Agha, who has invited local sports players and Pakistani Test cricketers Rashid Latif and Saqlain Mushtaq to speak to the young people at his project, says: "Sport cuts across all divides. It helps people break down their own personal barriers and can make communities more cohesive."

So back to last December's Test match, through the application of his talents in a pressure cooker situation, Sachin Tendulkar showed how mentoring can take place on the sports field. Not only did he provide a fantastic example to millions of fans of how to overcome adversity, but he helped his batting partner Yuvraj Singh conquer inner demons that had been preventing him from taking his One Day form into Test cricket – keeping him from getting involved in the sort of macho confrontation with England players that saw him lose concentration and eventually his wicket in the first innings.

Yuvraj's ecstatic reaction at the moment of victory was just further proof that through mentoring, sport and sports stars can have a major impact on the lives of individuals as well as communities. ●

Crispin Andrews is a freelance writer

CASE STUDY

By the age of 17 Abi was an alcoholic. Removed from college due to her violent behaviour and involved with a gang from an early age; Abi had been electronically tagged by the police and given an evening curfew of 7pm.

Referred to RAMP by Connexions in Sandwell, Abi's project worker believed that due to the lack of a role model in her family, she had taken the wrong path in life.

Commonwealth gold medallist and Olympian Adam Whitehead, has developed Abi's interest in outdoor and adventurous activity into a potential employment route. After a week's work experience at a local activity centre, Abi is now qualifying as a trainer herself and continuing to volunteer once a week with a view to working at the centre when she qualifies.

She is also on the Prince's Trust 12-week TEAM programme. One of 15 young people in the area involved in a community project, Abi will participate in a residential week and obtain a further two weeks of work experience to add to her CV. Back at college she is working towards a City and Guilds qualification – a certificate in Personal, Teamwork and Community Skills.

"These opportunities will help her confidence to flourish," Whitehead says. "She has changed her life and aspirations so much that there is no longer a need to keep the mentoring relationship going."



GROWING THE GRASSROOTS

RUGBY UNION

Southport England's second Ipsos MORI *Active People Survey* reported that in the year to October 2008, 230,300 people over the age of 16 were involved in rugby for at least 30 minutes a week – an increase of 24 per cent on the 185,600 participants recorded two years earlier. The Rugby Football Union (RFU) surveys 1,200 of its 2,000 member clubs annually and the governing body's own figures are equally positive. In the two years to July 2008, the number of registered players of all ages rose in those clubs by 21 per cent from 247,839 to 300,748.

Rugby's profile went through the roof in 2003 when Jonny Wilkinson's drop goal secured England's dramatic World Cup final win over Australia and the numbers attracted to the game spiked again as England reached the final of the 2007 tournament in France.

The global game has a four-year cycle, which is mirrored in the way the RFU's Community Rugby department plans its own campaigns of player, club, coach and volunteer development. Each year has a different focus: recruitment, retention, people or places.

CAMPAIGN BOOST

During the 2007/08 season, the RFU ran Go Play Rugby – its first nationwide recruitment drive – with a multimedia marketing and PR campaign supported by England players and backed up by the efforts of 700 participating clubs and thousands of specially trained volunteer recruiters.

The outcome of this campaign was the return of 9,500 adult players to the game – the equivalent of more than 600 new teams in England.

Two separate pieces of recent research show that rugby union is enjoying a sustained period of growth – supported by the strategies the Rugby Football Union (RFU) is pursuing to promote the game

During the current 2008/09 season, a retention follow-up campaign, called Play On, sponsored by O₂, is targeting those young people aged between 16 and 24 who are lost to the sport as they move from school into further and higher education and into the workplace. Play On aims to keep young people engaged throughout the close-season with modified forms of the game – showcased in the O₂ Scrum on the Beach festivals – and by introducing a network of O₂ Pathfinders who will link young people with new playing opportunities as they move from one environment to the next.

The focus for the next two seasons will be on People and Places, helping develop the volunteers and the facilities – the human and the physical infrastructure – to make sure rugby keeps the players it has and is ready for another recruitment spike when the next World Cup takes place in 2011.



The RFU distributed £17.3m from the Community Club Development Programme and the National Sports Foundation to 350 projects

RUGBY EDUCATION

Working with the RFU's clubs, schools and counties, there are the 220 professional community rugby staff, armed with specialisms in the areas of club development, coach development, school development, student rugby, medical support, volunteering and equity and safeguarding.

The key staff in the regions are the 58 rugby development officers (RDOs) who deliver the community rugby programmes and support the development of the game in the county unions, clubs, schools and colleges as well as the universities.

The RDOs also manage a further network of 150 community rugby coaches (CRCs) – a new work force recruited since 2003, to develop the game in schools where little rugby has been played in the past and to take the game into new areas.

Typically, they deliver coaching in primary and secondary schools – introducing the game to Year 5 and 6 children both as part of the curriculum and in after-school clubs.

As well as delivering coaching sessions, they provide equipment and educate teachers to make the sport sustainable – linking schools with local clubs to provide an exit route for children who want to develop their interest in the game.

This work is backed up by a national Tag Rugby programme for schools, sponsored by Yazoo, which has delivered coaching in a modified non-contact form of the game to one million children over the last two years.

For older children, the RFU runs a programme of competitions across a number of age groups, starting with an Emerging Schools programme under the banner of HSBC Rugby Festivals.

More than 40,000 children from schools which previously played little or no rugby take part annually in a nationwide festival for Under-12 and Under-13 teams, which climaxes in a finals day with the winners playing on the pitch at Twickenham.

One player who took part in the first Emerging Schools final is England and Wasps flanker Tom Rees, who was persuaded to sign up for the team at the Harriet Costello Technology College in Basingstoke.

CASE STUDY – TROWBRIDGE RUGBY CLUB

The Rugby Football Foundation made its first grant to Trowbridge in March 2003. The £3,750 award helped buy mobile floodlights, which enabled the Wiltshire club to expand the use of its pitches for midweek training.

The club now runs teams for all age-groups, as well as one women's and two girls' teams, and is hoping to add a fourth senior men's team to cope with the increased demand at their Green Lane headquarters.

"It's surprising what difference a modest capital investment can make to a club and it's helped us develop the game,"

Main pic: CRCs deliver primary coaching
Above: Play On offers modified forms of rugby, such as the O₂ Scrum on the Beach

RUGBY IN THE COMMUNITY

The RFU also provides a competition structure for a host of other age groups, with *Daily Mail* Schools Cups for under-15 and under-18 teams alongside national under-17 and Colts Cup competitions for clubs supported by specialist development work for school coaches.

Elsewhere, the CRCs are heavily involved in London Boroughs, where the RFU is supporting a number of projects and the creation of community youth clubs designed to spread the game into new communities. Examples include the Shoreditch Sharks and Hackney Bulls clubs, which now run teams from under-sevens to under-17s.

said Trowbridge's administration manager Chris Lamb, who reports that overall playing numbers have increased by a third from 400 to 600 over the last five years.

"Without the lights, we wouldn't have training throughout the week and you'd lose membership, particularly at a junior level where we have four teams training on a Friday night. Money is a scarce resource and we're proud of what we've achieved and the way we take a long-term view about increasing participation."

More than 170 similar projects have been supported since their award was made five years ago.



Above: Earning recognition as a volunteer

It's part of our role to help clubs access funding, improve facilities and create a welcoming environment

Andrew Scoular,
the RFU's community
rugby director

The RFU also works with other partner organisations helping young people in areas of need. New projects running this season include a three-year link-up with the Coalfields Regeneration Trust (CRT) in Stoke, the Deane Valley and Wigan that is aligned with the CRT's aims of promoting the social and economic regeneration of these areas by harnessing the positive experiences that sport can offer.

A more long-standing partnership is with the Prince's Trust's xl Club, using rugby and its values to improve attendance, self-esteem and social skills in schools, while the national Tag Rugby Programme helps break down boundaries between children and the police. Community support officers are trained to deliver the coaching and a Tag to Twickenham tournament is actively supported by the Association of Chief Police Officers.

CLUB PATHWAY

There is no point in engaging young players with the right places in which they can develop a love for the game, and the ultimate destination for most will be one of the 2,000 clubs.

CASE STUDY: MILLWALL PARK

Millwall Park received a £6,000 grant in 2007 and a £50,000 loan in 2008 from the Rugby Football Foundation to help the club create a new home on the Isle of Dogs.

The £240,000 project to refurbish two large railway arches next to Millwall Park will give the growing club its first permanent base.

Despite playing and training at a number of different venues in Tower Hamlets, Millwall fielded 190 adult players in three men's and one women's team in 2007-08 and the youth section is now 130-strong and growing.

"Interest in rugby in this area has grown significantly over the past few years and these new facilities will help our club continue to go from strength to strength," said Millwall Park chairman Mike Costin.

"It shows that we are here and we mean business. We expect our membership to continue to grow, to be able to integrate what were separate senior and junior sections into one club and to provide a focus for the sport in our community."

The clubhouse was still under construction when the borough of Tower Hamlets' first rugby development officer moved in and Millwall also provide facilities for the Association of Island Sports Clubs.



RFU-competitions run across all age groups, through HSBC Rugby Festivals

free loans have been made through the Rugby Football Foundation (RFF) – a charitable trust established by the RFU in 2003 – to the value of £11.8m.

Even small sums for projects like floodlighting can transform clubs. The first grant the RFF made was a £3,750 award for mobile floodlighting at Trowbridge RFC, which expanded training from one to four nights a week as a result. Five years later, its playing numbers have grown from 400 to 600.

Rugby's junior clubs still set the big names of the future on their way: Wilkinson from the Farnham club in Surrey, Phil Vickery from Bude in North Cornwall, Lee Mears from Paignton in Devon. And playing against the Consett Under-10s wouldn't have been for the faint-hearted in the 1990s either when England's Matthew Tait and his brother Alex – now an England Under 20 international, were in the team.

The links between the grassroots and the international stars are as strong as they ever were and bringing more participants into better places will continue to benefit both the amateur and the elite game.

Since its launch in 2003, the Rugby Football Foundation (RFF) has supported 170 clubhouse development projects.

The RFF is a charitable trust funded by the RFU's Community Capital Fund to promote and develop community amateur rugby in England and 514 clubs have benefited from nearly £12m of the RFF's support. ●

For information about the Rugby Football Foundation, visit www.rfu.com/microsites/rff where the online resources include FAQs, guidance notes, key contacts and downloadable information and application packs



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HIGH PERFORMANCE VOLLEYBALL IN SHEFFIELD

Ian Cooper reports on the recent 2010 FIVB World Championships and finds out why EIS Sheffield has become the volleyball centre of the UK

The 2012 Olympic Volleyball preparation was in full swing recently when the GB men's and women's teams competed in the first round of the 2010 FIVB World Championships at the English Institute of Sport (EIS) Sheffield.

This is the first time that both GB men and women have competed in the World Volleyball Championships. There have been men's and women's GB squads in the past, but this is by far the best funded and most comprehensive programme and has clearly benefited from the National Lottery's support to performance sport.

In October 2006, the Fédération Internationale de Volleyball (FIVB) gave permission for the home countries to compete at Great Britain in the 2012 Olympics only. Since then, the men's and women's teams have made rapid progress under the guidance of Richard Callicott, president of the British Volleyball Federation (BVF), and with excellent co-operation between the English, Northern Irish and Scottish volleyball associations. Not only have the two six-a-side squads been created, but coaches, funding, training, premises and competition schedules have all been established.

This is all very encouraging for a sport which will field two GB six-a-side teams in the 2012 Olympics for the first time. GB will also field teams in beach volleyball and sitting volleyball in the Paralympic Games.

THE HISTORY

Invented back in 1895 by William G Morgan and originally called "Mintonette", volleyball was originally designed for middle-aged men who could not keep up with basketball. Since then, with continuous development of the rules to adjust the balance between attack and defence, the sport has become the second most popular game in the world, behind football, with more than 800 million registered players worldwide and more than 200 national federations.

Volleyball was played in the London YMCA as early as 1918 and later taken up by the London Fire Service and the Polish Sports Association, mainly in the Midlands. The Amateur Volleyball Association of Great Britain and Northern Ireland (AVA) was set up in 1955 by Dr Don Anthony, who is now the English Volleyball Association's honorary president. Since then, each of the home nations has developed its own organisation



Above: The GB men defend Belarus attack
Below: GB women against (winners) Israel

– with England and Scotland being the main competing nations.

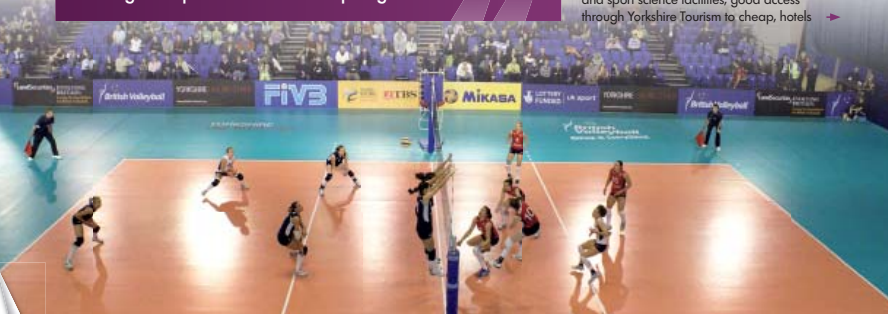
The international organisation was set up in Paris in 1947 and the World Championships started in 1949 (men) and 1952 (women). The sport was first played at the Olympics in 1964 at Tokyo, with sitting volleyball becoming a Paralympic sport in 1980 and beach volleyball being introduced to the Olympics in 1996 at Atlanta.

WHY SHEFFIELD?

So how has Sheffield become the volleyball centre of the UK?

Like many sports, volleyball has no natural home. The decision to base the teams at the EIS Sheffield was made after evaluating a range of alternative venues. Sheffield won the honour because it offers a unique combination of excellent playing, training and sport science facilities, good access through Yorkshire Tourism to cheap, hotels

Sheffield offers a unique combination of excellent playing, training and sport science facilities plus good access to hotels





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Above: The men's and women's squads are supported by UK Sport's APA scheme

ROUND ONE RESULTS

WOMEN

The team put on a spirited display in their first match against Portugal but lost closely in five sets. They achieved their first ever win in the competition against Montenegro showing both power and stamina to recover from losing the third set.

GB lost to Portugal 2-3 (25-22, 25-27, 18-25, 27-25, 9-15)

GB beat Montenegro 3-1 (26-24, 26-24, 21-25, 25-20)

GB lost to Israel 0-3 (12-25, 24-26, 19-25)

Israel won the First Round and progress to Round Two in Azerbaijan.

MEN

The team showed two very different sides in its games. Against Israel they lost by big margins in two sets. However, they real fighting spirit losing narrowly to the tournament winners Belarus – who progress to Round Two in Slovakia.

GB lost to Israel 1-3 (14-25, 25-21, 22-25, 14-25)

GB lost to Belarus 1-3 (23-25, 25-13, 22-25, 17-25)

Moynihan in 2007. This provides governing bodies with boardroom 'support in kind' and knowledge transfer. Through this scheme, volleyball receives wide-ranging advice through David Godden, COO at Land Securities Trillium – the UK's leading real estate investment trust.

The centre also benefits from its informal and formal relationships with Yorkshire Forward; the Regional Development Agency; Yorkshire South; Sheffield City Council; Sheffield International Venues; the EIS and other partners such as Schelde Sports and the Mikasa Volleyball Corporation.

In Sheffield, the sport can hire the extensive services of the specialist sports staff based within the EIS centre. But for all the partners to keep within their limited budgets, volleyball is expected to hire all training and match space just like any local club.

Lottery funding has also enabled the BVF to appoint experienced staff, including international head coaches Dr Lorne Sawula (women), Harry Brokking (men) and Matt Grinlaubs (beach). They have worked

with the squads on a full-time basis and the results of this new high-powered approach is beginning to show in player fitness, team-work and mental approach to demanding games.

The players heading for 2012 also have far better financial support than at any previous time. Of the two squads, 14 men and 14 women are registered on the Athlete Player Award (APA) scheme provided by the UK Sport Lottery Programme which, with careful local management, provides enough funds for shared rented accommodation and subsistence.

BVF has responded to UK Sport's recent announcement on funding going forward to London 2012, by stating that the amount allocated will set extreme challenges, as it attempts to ensure that its programmes continue to deliver towards the Games. The BVF will receive £2,136,240, which is an annual average of £534,060. It's previous UK Sport funding stood at £1.6m a year. ●

*Ian Cooper is a culture and sport consultant
Email: ian.cooper@dslpipex.com*

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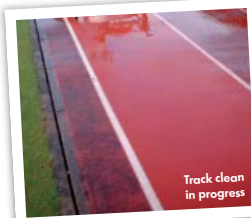
OUR NEW BABY MACHINE

We now have a new indoor track washing machine, which has already shown amazing results and recently used this machine to wash and dry the track at Sutton Arena in London.

ON THE HOME FRONT

White Line Services has been involved in many interesting and varied sports projects, including:

- Pressure cleaning the track at Crystal Palace Stadium to ensure a safe, new look for the 2008 London Grand Prix



Track clean in progress

- Surface cleaning, repairs and relining the track at the Birmingham Alexandra Stadium in time for the GB Selection trials for the 2008 Olympics
- Cleaned, repaired, red texture-sprayed, surveyed and painted track lines at South Leeds Stadium for 2008 track events
- Washed and remarked the track at Stoke Mandeville Stadium – the official training venue for athletes preparing for the 2012 Olympic and Paralympic Games
- Washed, red texture sprayed, surveyed and line painted Kirkwell Athletic Stadium in the Orkney Islands, Scotland
- Remarked the tarmac tennis courts at Roedean School in Sussex

RECENT NEWS

These are some of the recent projects we have been or are currently involved in:

- Installing, surveying and marking the Victoria Stadium track in Gibraltar in 1989, replacing the track for The Island Games in 2000 and relining the track in 2008
- Painting an eight-lane athletics track to IAAF Class 2 certification in Mexico in December 2008
- In early 2009 we completed work on two nine-court sports halls in HMVOI Feltham Young Offenders Prison
- Currently cleaning, partly-resurfacing and line painting an athletics track at Spensborough Pool and Sports Complex in North Yorkshire.



Sports hall markings at Trinity School, Croydon



Half-way through cleaning the track at the Paralympics headquarters at Stoke Mandeville Stadium



A cleaned, resurfaced, surveyed and painted track at Kirkwell in the Orkney Islands

CONTACT:

White Line Services International Ltd
205 Hallye Road, East Grinstead
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SITTING COMFORTABLY

The British Association of Seating Equipment Suppliers (BASES) has released recommendations for the specification and use of spectator seating – including telescopic.

This update of the 1991 recommendations on seating specifications advises architects, local authorities, building departments and leisure operators, on seating installations. It also provides advice on good practice for layout and structural recommendations for a variety of seating arrangements.

sport-kit keyword: bases



RACETECH RESONATES AROUND GOODWOOD

RaceTech Audio Systems has installed a new public address system at the home of the 'Glorious Goodwood' horse racing festival. Said to be weather-resistant, the system consists of 16 JBL Control 28WT's, which are pole-mounted in pairs behind the railings. The 100V line loudspeaker conforms to Mil Spec 810 for humidity, salt spray, temperature and UV and also carries an IEC 529 IP-X4 rating – meaning it is splashproof and protected against the elements. RaceTech is also responsible for the provision and operation of photofinish, OB facilities, camera patrol, race timing, public address and radio communications across many of the UK's racecourses.

sport-kit keywords: racetech audio

JMC CRICKET'S PROTECTIVE PITCH COVERS

West Yorkshire company JMS Cricket has created a Pitch Protector system to beat unpredictable weather and ensure that football and rugby matches can take place as scheduled.

Adapted from a system used by American football clubs – the Dallas Cowboys and the New York Yankees, JMS have refined an effective way of covering the entire pitch from sudden downpours, which is claimed to be quick and easy to install and remove and requires the minimum amount of manpower.

Currently being used at sports grounds such as Headingley Carnegie (pictured), the 250ft by 40ft covers are brought into the stadium on specially designed trolleys and positioned around the ground. The rolls of waterproof covers are then rolled into position on the pitch. Once in place, the covers can be fully deployed in



as little as 30 minutes. When the bad weather has passed, the covers are then rolled back and the water disperses onto the side of the pitch. As an added benefit, the system is also said to protect the pitch against frost and temperatures of about -4°C.

sport-kit keywords: abacus lighting

LIFEGUARDING



Motivating, managing and training Lifeguards

Olympic success, London 2012 and the government's pledge to offer free swimming is likely to boost the use of pools throughout the UK, so it's vital that operators consider pool safety in the motivation, management and training of their lifeguards. Jo Whitaker reports



Lifeguards need comprehensive training, group participation and a sound knowledge of health and safety laws

Every swimming pool should boast a team of skilled, dedicated and competent lifeguards, but how easy is this to achieve?

Managers tend to have varying views on what's required to develop a strong team. Comprehensive training, a clear career path and sound knowledge of health and safety legislation, as well as group participation in events such as the Institute of Sport and Recreation Management (ISRM) and the Institute of Qualified Lifeguards (IQL) Lifeguard Championships, are all cited as motivational factors.

There is a recognised need to standardise the management and training of lifeguards, but this is an inconsistent area and one which the IQL, which manages the National Pool Lifeguard Qualification (NPLQ) on behalf of the Royal Life Saving Society (RLSS) has been keen to tackle. The IQL has conducted research that shows a number of organisations are operating their training standards outside of the law.

AVOIDING ACCIDENTS

The Corporate Manslaughter Bill and Corporate Homicide Act came into force in

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For more information, or to contact any of these companies, log on to www.sport-kit.net and type the company name under 'keyword search'



► April 2008 making it easier for organisations to be prosecuted for manslaughter. Given that pool operators are required to prove that they did everything possible to avoid incident or accident, the new law can have a devastating effect on pools that have not complied with the recommended standards. Among other sanctions, the penalty fines are likely to be far greater than those issued previously. CEOs should, therefore, ensure that their pool managers have water-tight procedures or they could risk facing the consequences.

When the IQL completed its research in 2008, it found gaps in the legal knowledge of centre staff at all levels. The disparity between senior management and duty managers was alarming and highlighted the need for the new Corporate Manslaughter and Homicide Act. For example, when asked if duty managers are given specific training in managing the lifeguard team, 40 per cent of senior managers and 70 per cent of duty managers said 'no'. Tara Dillon, executive director of the IQL, says: "These statistics beg the questions: Who is managing the lifeguard team at your site? Why are both these percentages so high? And why is there such a huge difference between senior and middle management?"

MANAGING TRAINING AND COMPETENCY

In response to training gaps, the IQL has developed a piece of software designed to manage lifeguards' ongoing training and competency assessments, as Dillon explains: "We want to make it easy for operators to manage and track the training provided to lifeguards and this software will help them do that. If a serious incident were to occur, the site must be able to produce



records that can withstand scrutiny if they are to avoid prosecution."

The contents of the software package, which is free to all Approved Training Centres (ATC), has been cross referenced against every industry health and safety regulation, including Managing Health and Safety in Swimming Pools. If used in its entirety, this will help pool operators to manage their training within industry guidance and the law.

DUTY MANAGER QUALIFICATION

The IQL is also developing a qualification for duty managers written specifically in response to the shortfalls found by its research. Dillon says: "I would urge operators

to review their systems, policy and procedures and more importantly, how these standards are clearly communicated and understood by those staff who operate them daily. Essentially lifeguards and duty managers are the custodians of these policies and therefore the health, safety and welfare of your customers," says Dillon.

The research also revealed that 27 per cent of duty managers and 19 per cent of senior managers had not received a copy of a health and safety policy. Twenty-nine per cent of duty managers and 19 per cent of senior managers said that their staff were not adequately trained in this policy. More than half of those surveyed conceded that duty managers did not receive adequate training in these areas. "This suggests that

around a quarter to half of all operators are open to prosecution and are clearly ignoring their legal responsibilities to their staff and users," says Dillon.

Senior partners at law firm Walker Morris are assisting IQL in developing the duty manager qualification, together with leading operators from local authorities and trusts in a pilot scheme. Initial feedback and demand has been overwhelming which further demonstrates the need for this qualification and level of support.

Serco Leisure has trialled the software and plans to roll it out across its sites in 2009. Serco is group quality assurance and safety manager, Jan Francis, says: "The software offers another tool to ensure consistent delivery of training across the business. We have 50 trainer assessors and each has bought into the new software."

The Metropolitan Borough of Wirral has also introduced the IQL's software says Tony Jones, pool trainer assessor manager. "It's comprehensive, user friendly and covers the

key skills required. Centres that devise their own programmes run the risk of missing the necessary skills to fulfil their roles."

EXAMPLE OF BEST PRACTICE

Winner of the 2008 ISRM and IQL Lifeguard Championships the City of Birmingham, has a central support hub to help effectively manage its lifeguards. Sue Taylor, workforce development manager, for Birmingham, says: "We offer a strategic and central training resource across our 18 sites, which means we offer support to the trainer assessors who deliver the lifeguards' ongoing training and competency assessments, and each of our sites is an RLSS ATC."

The National Pool Lifeguard Championships is now in its fourth year and provides a platform for centres to celebrate their lifeguards. The championships are used as both a training tool and motivator, with teams competing in a number of heats, each designed to test the lifeguard's knowledge and technique required for their roles.

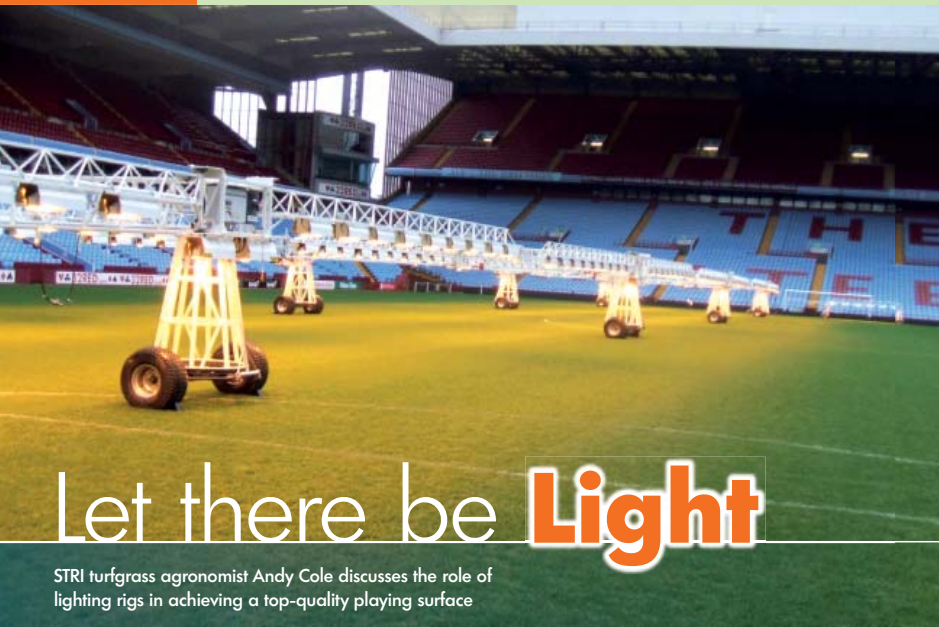
Above: Lifeguards working well as a team and the 2008 National Pool Lifeguard Champions City of Birmingham

Taylor says that winning the event gave the team a real boost of moral and they have also enjoyed a greater degree of teamwork. "We were proud of our achievement at the 2008 Lifeguard Championships. This event is important to us because it gives us the opportunity to showcase the high level of skill our lifeguards are required to have and offers a benchmark to industry standards."

Swimming pool operators each have their own ideas on how best to manage, train and motivate their lifeguards but it is vital that they comply with the law. Consistency within leisure centre chains is also essential, as is the ability to go back and review the complete training records, or facilities could find they are suddenly all too aware of the Corporate Manslaughter Act. ●



I urge operators to review their systems, policy and procedures and how these are communicated and understood by staff



Let there be Light

STRI turfgrass agronomist Andy Cole discusses the role of lighting rigs in achieving a top-quality playing surface

All energy for life starts with energy from the sun and without light, we have no life. But light is not the only requirement there are four other fundamentals essential for all life processes – including grass.

Warmth, air, moisture and nutrition are all essential factors required to sustain life. If any one of these fundamentals are limited, the growth and development of a healthy grass plant will be affected.

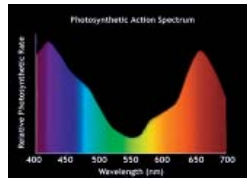
Of the five growth factors, warmth can be controlled through the use of undersoil heating. Air would not be a limiting factor to growth in the UK but improving air movement within our stadia would aid disease management. Lack of water should not be a limiting factor with modern irrigation systems and poor drainage within the upper levels of the game should now be a thing of the past. Therefore, within a stadium environment, the most significant factor limiting strong and healthy grass growth is that of adequate light levels.

SEE THE LIGHT

Without getting bogged down in science, the photosynthetic action spectrum for

plants is concentrated relatively narrowly at the blue and red ends of the spectrum.

While the actual numbers vary slightly depending on plant type, the general



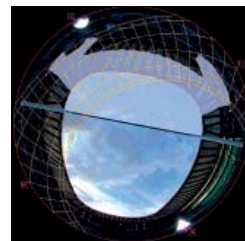
shape of the graph and the relative photosynthetic rates remain the same. Artificial lights are designed to emit the appropriate electromagnetic spectrum to promote plant growth through photosynthesis, though it must be understood that not all lights achieve this. Incandescent lights (conventional light bulbs) produce more heat than light and are therefore not energy efficient. Fluorescent lights are more commonly used for the growing of vegetables and are significantly more energy-efficient than

incandescent. That said, in a stadium environment where light efficiency and bulb life are important, high pressure sodium lamps are the preferred choice of both the leading suppliers of lighting rigs in the UK – SGL Concept (SGL) and Mobile Lighting Rig (MLR).

There has been significant interest in LED technology which is cheaper to run, bright, long lasting and gives out the ideal light required for plant growth. However, their luminous efficiency is much lower in comparison at the present time and the lamps would be required to be very close to the surface to have a positive effect. Technology moves on though, so watch this space.

A GLIMPSE INTO THE RECENT PAST

Historically, both SGL and MLR considered the problems of growth and development within the stadium environment and independently related those issues to lack of sunlight through the winter, in addition to the influence of the stadium on shade effects. Utilising knowledge gained from using grow lights in the glasshouse industry, the logic was to take this technical expertise



Above: The Hemi-view system

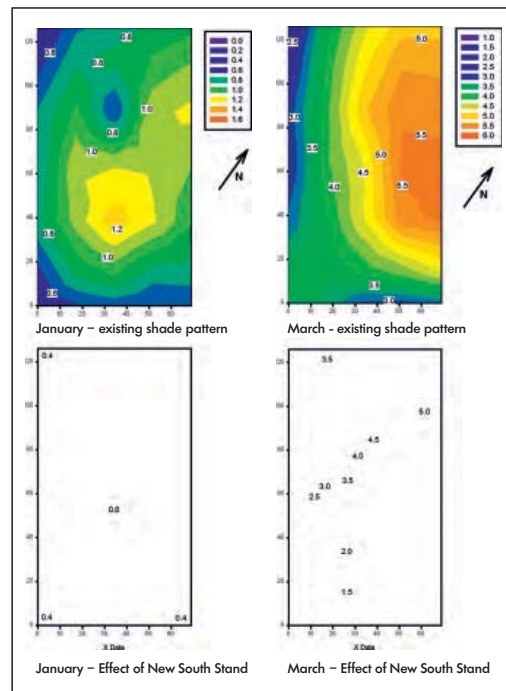
Right: Shade pattern in January. Top picture is the existing shade pattern. Lower picture shows the effect of a new South Stand

and adapt what is invariably a fixed lighting system to a more mobile system. This would achieve the same effect of illuminating the plant at a level where it would have a positive influence on growth, assuming there are no limiting factors of nutrition, warmth and air.

The research and development that has taken place has resulted in rig configurations that provide the most appropriate light output, while at the same time limiting the effect of heat on the turf. It has been shown that high energy lights applied too close to the turf will scorch within a short space of time and the real benefits gained from the lights would be negated. The effective height of the rig is crucial to the efficiency of the system. The laws of physics state that the intensity of light radiating from a point source that reaches the surface is inversely proportional to the square of the surface's distance from the source. In real terms, an object twice as far from the source will receive only a quarter of the light. Professional advice therefore needs to be sought to determine the most effective configuration and application of each system, specific to that particular growing environment.

The Hemi-view system is the recognised tool for the measurement of shade patterns. Within the stadium environment, the benefits of using the system extend from mapping the effect of the seasons on shade movement, through to the impact that a new stand construction will have on existing light levels.

Dr Andy Newell (head of turfgrass biology and environment, STRI) has been instrumental in developing the image-analysis system to apply the hemispherical images to predict the movement of the sun in relation to fixed structures. This provides the start point for future decisions on the use of artificial lights.



With all other growth factors in place, it has been proven many times over that within a shaded environment, a lighting rig can show dramatic improvements not only in the quality of the grass cover, but also root activity.

The end result is a playing surface that has improved grass cover, root development and – in terms of playing quality – a healthier turf, which provides better traction and greater resilience.



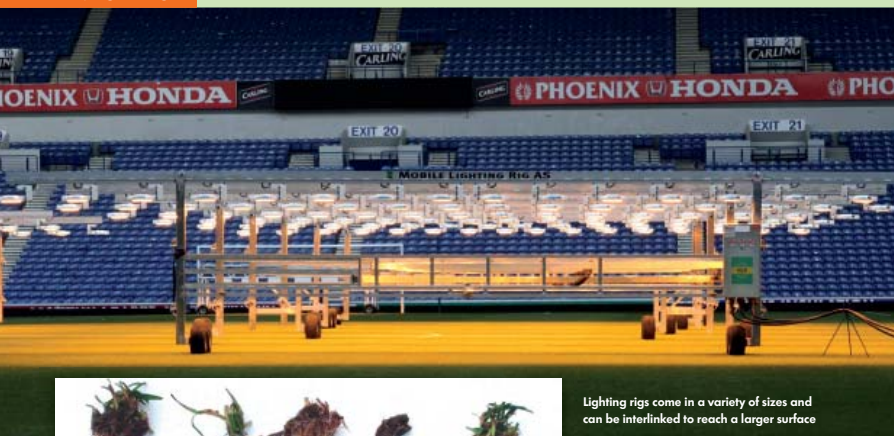
Shaded area



Shaded area with supplementary lighting

ADVANTAGES AND DISADVANTAGES OF RIGS

SGL and MLR both have a range of small, medium and large models, which cover small areas, such as goal mouths, up to a linked system, which would cover a quarter, third, half or more of a pitch if required. Mobilisation and storage have been areas for serious consideration at many clubs with limited access to the playing surface – often limiting the size of rig available



SHADE

SHADE & LIGHTS



for use. With units being interlinked, it is possible to configure a series of smaller units to cover a larger area if this happens to be more convenient in a specific situation. The number of rigs deployed on the pitch will also influence the management of the playing surface – especially mowing, fertilising and irrigation.

Depending on the results of the shade analysis, lights will be deployed in units of time across the playing surface relative to the lighting needs of individual areas. Additional manpower may therefore be required during this deployment phase to achieve the coverage required. Having reviewed

the obvious benefits that artificial lights can offer with regard to the improvement and sustainability of a good playing surface within a stadium environment, I would hope that issues relating to manpower availability and storage would not be the issues that would prevent a club from considering lighting rigs in the future.

Running costs are another factor that needs to be brought into the equation, but factored against the level of improvement achieved. Electrical energy is converted to light energy and there is no short cut. The difference between the systems is related to power usage and power

Lighting rigs come in a variety of sizes and can be interlinked to reach a larger surface

outputs and will govern the deployment strategy required to provide a specific target energy for the turf. Obviously a system having a lower output will need to be deployed for longer to achieve the same energy target as a more powerful system. To provide a balanced view of either system it would be unwise to make specific references to current running costs as there have been recent changes in electricity prices and off-peak tariffs may be available. The degree of shade and distribution pattern will have a major effect on the requirement for additional light, but suffice it to say that a budget figure of between £90,000 and £150,000 would not be unreasonable.

SGL provides the largest number of lighting rigs in the UK, with clients including Wembley, Arsenal, Newcastle and Aston Villa, with MLR improving their distribution with rigs at Ibrox.

There are some people who have concerns over the environmental issues relating to the energy use of artificial lights: research and development is taking place to identify more energy efficient sources of the ideal light frequency, which will help, and plant breeders are working on plants that will develop to the required standard at lower light intensities.

Until these new technologies become available we must embrace the technology currently at our disposal and make sure that they are used effectively and efficiently to achieve our desired results of a top quality playing surface. ●

Andy Cole BSc (Hons), MBPR, RIPTA is a turfgrass agronomist at STRI

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Crispin Andrews highlights Dubai's new purpose-built 'Sevens' rugby stadium and we check out its lighting provision in readiness for the Rugby Sevens World Cup

Dubai SEVENS STADIUM

What might the casual observer associate with Dubai? Couscous and camels? Exceptionally rich people making and spending great mountains of cash? The Burj Dubai – not yet complete and already celebrated as the tallest man-made structure on earth?

One thing that probably wouldn't be on most people's list is rugby sevens. Yet this March, the United Arab Emirates' most populous city will host the highest profile international festival of the sport – the Rugby Sevens World Cup. Such an event demands a stadium to match and in the new 'Sevens' Stadium, the sporting fraternity of Dubai has a venue of which it can be proud.

The stadium, sponsored by aviation giant Emirates, represents the pinnacle of a long standing interest in this form of rugby. It began back in 1970, when the first Dubai Sevens tournament took place at what was destined to become the event's long standing home – the Dubai Exiles Rugby Ground.

However, when the Dubai government decided to redevelop the Bu Kadra locality – including the Exiles Stadium – into Meydan City, a brand new mecca of horseracing and real estate, another venue was needed. Preferably one that would help the UAE outbid rival prospective world cup hosts Australia, the Netherlands, Russia and the United States.

In the space of a year, a six-pitch complex has been built on the outskirts of the city. The principal pitch has a permanent 4,000-seat grandstand, with room for another 36,000 seats in temporary stands and the flexibility to expand to a maximum capacity of 50,000. Bowl-shaped and enclosed on three sides by grass banks; the second pitch stands adjacent and can accommodate 15,000 spectators.

COMMUNITY SPORT ON THE AGENDA

At the heart of the stadium's proposed legacy is a planned multi-sport facility. As a focal point for the growth of rugby in the city and of Dubai's sporting community in general, further high-profile sporting events will be staged at the venue which will also act as a community sporting hub. Netball, cricket, Gaelic football, soccer, tennis, squash, basketball and badminton will be on offer, while a gymnasium and swimming pool will also be part of the complex. His Highness Sheikh Ahmed bin Saeed Al-Maktoum, chair and chief executive of Emirates Group says: "It is our aim that the Dubai Sevens Stadium will encourage greater participation in rugby and other sports by Arab nationals and that the venue will help foster the development of teams, both here in the UAE and the wider region."

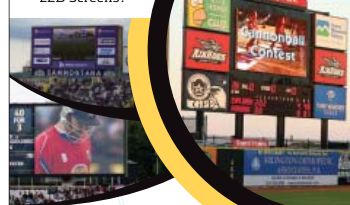
BUILD IT AND THEY WILL COME

The stadium's remaining four rugby pitches are located close to a two-storey, 80m-long clubhouse that houses the offices of the Arabian Gulf Rugby Football Union – the governing body of rugby in the region. Hospitality areas, broadcast and medical facilities and changing rooms also feature in the design, as well as a 30m-wide rugby promenade, offering cafés and food outlets.

It's not all about size, stature and moving onwards and upwards though. Thirty years of tradition is also important. An Emirates spokesperson said: "The unique attributes that make the Dubai Sevens so popular have been retained in the facility design. It is important that although we are moving the venue we do not lose the atmosphere of the event. One thing that rugby fans enjoy is being able to walk between the pitches



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Above: An aerial view of the desert-located stadium. Right: High mast installation

and soak up the atmosphere; they can still do this at the new venue."

Another retained tradition is the Family Stand. With 2,000 seats available inside one of the temporary stands around the principal pitch, parents and children up to the age of 12 can watch the action in a dedicated, alcohol-free area.

More than 100,000 people packed into the stadium during the Emirates Airline Dubai Sevens last November – 15,000 of whom had flown in from all corners of the globe. This March, Gary Chapman, president of group services and Dnata – Emirates Group, looks forward to welcoming even more fans to the venue.

"Just a year ago, when we looked out over the sand dunes, it was difficult to imagine what a spectacular venue it would become. But we are proud to say that the tight deadlines have been met and we are ready to welcome the world."

Paul Treu, coach of the victorious South African side, added: "It's just amazing. The atmosphere out there is brilliant, with



50,000 people watching. It's support like this that makes it all worthwhile. I don't think it gets any better than this."

LIGHTING THE FLOOR SHOW

Abacus Lighting was chosen as lighting provider, due to the company's track record in sports lighting and its ability to provide a total turnkey solution for the project.

The floodlighting scheme for pitch one had to be specifically designed for High Definition TV broadcasting (HDTV). The requirement, which has broken new ground in Dubai, was for lighting levels of 1400 lux vertical to camera – utilising the highest colour rendition of lamp available.

The brief for pitch two was to utilise the existing floodlights and masts from the former Exiles ground. Abacus Lighting had originally designed and installed these masts and lights 10 years ago and the team took down the four 35m base-hinged masts – each carrying 40 Challenger 3 2KW spotlights – and their control gear and reinstall them in perfect working



order at the new ground. Pitch two is lit to an impressive 1200 lux.

Due to the longevity of the base-hinged masts, the brief specified them again for pitches three, four, five and six. Lighting levels were specified at 500 lux, which is suitable for warm-up and training sessions.

It was important that any light pollution was kept to a minimum in response to the Dubai authorities' desire for unpolluted skies. Protecting the environment through careful lighting design was a major priority. Overspill, sky glow and glare (the key elements of light pollution) are receiving increased attention wherever lighting applications are being considered. Light control is particularly important in sports lighting as the floodlights used are considerably more intense than domestic or amenity luminaries.

above all Abacus



Photograph courtesy of Tom Patterson

Trent Bridge Cricket Ground, Nottingham, UK

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FLOODLIGHTS

Pitch one boasts an impressive 440 Abacus Challenger 3 floodlights – 110 on each of the four masts installed. Designed primarily for lighting large sports stadiums, the Challenger 3 is a range of high performance floodlights with a symmetric distribution. They use the latest compact double-ended lamps to produce precise optical control. Four beam types (wide, medium, narrow and extra narrow) are available, allowing the designer to produce the optimum uniformity over the playing surface.

To satisfy demand for HDTV, 2000W lamps were chosen. These lamps produce 200,000 lumens. Coupled with superb colour properties (Ra90 and CCT 5600), they produce a quality of light close to daylight – ensuring excellent visual conditions for TV, players and spectators.

Pitch two has 160 Challenger 3 2KW floodlights, while the masts on pitches three, four, five and six carry Challenger 1 floodlights, which have been designed for lighting side areas for sport applications.

CONTROL

The controls for the lighting system are accessible under a common key-controlled

system whereby only the key-holder can gain access to operate the floodlights. For pitch one, several different lighting levels are programmed in: 1400 lux for international TV broadcasting, 1000 lux for national broadcasts, 800 lux for club level matches and 250 lux for training sessions.

MASTS

Abacus' patented base-hinged raising and lowering (RL) masts have been designed so that they can be easily lowered to ground level using a spring or hydraulic counterbalance. This improves the health and safety standards during installation and maintenance. The masts can be manufactured up to a height of 50m.

Due to the large number of floodlights required on each mast on pitch one, it was necessary to specify a fixed mast solution due to the sheer weight of each head frame. These rigid structures can be designed with bespoke head frames to carry up to 200 floodlights.

MAINTENANCE

The maintenance of any lighting system is crucial in ensuring that optimum performance is achieved throughout the life of

Above: An aerial artist's impression of The Sevens Stadium and sports complex layout

the installation. Routine maintenance includes cleaning, spot replacement of failed lamps and checking for floodlight alignment. Further periodic maintenance includes bulk lamp replacement, non destructive testing of the foundation bolts, mast inspection and National Inspection Council for Electrical Installation Contracting (NIC EIC) electrical certification.

To facilitate regular maintenance of the rigid masts of pitch one, access to the head frames is via an installed 'man rider' lift system, which allows operatives to safely access the floodlights. This system removes the need for ugly ladders on the masts, which offers a less visually-obtrusive maintenance solution.

This method of access fully complies with the latest working at height regulations and allows engineers to take tools and spare lamps up the masts in safety. Only one lift is required as this can be moved from mast to mast when required.

Export sales director, John Anthony said: "Abacus is thrilled to have worked on this prestigious project in Dubai. This new stadium is set to be one of the best floodlit stadiums in Dubai and will be a fantastic sport and leisure venue. It is the first in Dubai to be designed specifically for and to be already successfully broadcasting HDTV." ●

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The Sevens stadium is the first venue in Dubai to be designed specifically for and be already broadcasting HDTV

With the launch of the government's recent Play Strategy, arguably one of the most important considerations when planning a play area, is providing a high-quality, safer surface. Colin Young discusses SAPCA's new code of practice for playground surfaces.

SAFER SURFACES

There are many different play surface types and options available, but it is very important that the one selected meets the requirements of the facility, its equipment and the current and potential users. Traditionally, little attention has been given to playground surfaces but demand for high durability, low running costs (maintenance) and better safety performance has changed this approach.

SAFETY STANDARDS

Playground surfaces include wet-pour, pre-fabricated tiles, loose fill and synthetic turf. Each surface type and design will have different advantages and should be selected based on the requirements of the facility and on-site play equipment, such as swings and climbing frames.

To satisfy safety and performance criteria, playground surfaces are subjected to a range of tests. Over the past several years there has been a normalisation of British Standards to European Standards and consequently a set of tests have been published with stringent requirements. It is essential that any playground surface meets the required standards for potential legal ramifications and, more importantly, the safety of the users.

Due to the above requirements there is a growing demand for shock absorbing playground surfaces. Most systems are designed with shock attenuating properties which can be tuned to provide the required safety and performance criteria.



In the UK market wet-pour surfaces have become very popular and there are many different systems available. Although there are differences between systems they all utilise the same basic material content of polyurethane resin binder and rubber granulate. Wet-pour systems are mixed and installed on site, hence a high degree of skill and knowledge is required to construct them correctly to a high standard.

CODE OF PRACTICE

Recognising the difficulties associated with the systems' construction and after-care, the Sport and Play Construction Association (SAPCA) has developed a new code of practice for the *Installation and Maintenance of Wet-pour Safer Surfacing for Playgrounds*. This new publication,

outlines for the first time a detailed, universally accepted approach for the installation of wet-pour surfaces for playgrounds.

It has been produced after wide consultation with companies within the play sector. The code focuses on wet-pour surfaces only and is intended for installers, manufacturers, specifiers and clients and comprises four main sections. These include:

Standards and Specifications:

This section provides comprehensive information on the latest standards and specifications including the latest European and British Standards (BS EN 1176 and BS EN 1177). It contains information on test methods and requirements – including slip resistance, critical fall height, extent of surfacing and many others.

The new play strategy addresses safety issues with guidance to help local authorities deliver safe and accessible environments

NATIONAL PLAY STRATEGY

The government's £235m 10-year play strategy is England's first national government plan for play – following last year's *Fair Play* consultation, which received 9,000 responses from children and young people.

Announced as an idea from the Children's Plan a year ago by Ed Balls, the Children's Secretary, the strategy outlines the government's long-term vision and actions to deliver more and better play provision and play space for children in England to make this country the best place for children to grow up in.

The strategy outlines five key areas for government action, which include:

- Providing more places to play by investing £235m in new and improved play areas and 30 new adventure playgrounds
- Supporting play throughout childhood
- Addressing safety issues with new guidance to help local authorities deliver exciting, safe and accessible environments
- Establishing child-friendly communities with guidance and training available to help ensure that the design and management of public space responds to the needs of children
- Embedding play in local priorities, with children's trusts and local authority planners taking account of children's play needs. A new national indicator will check levels of children's satisfaction with their local play areas.

RESPONDING TO CHILDREN'S PLAY NEEDS

Children and young people had responded to the *Fair Play* consultation by asking for more places to play outside, more exciting play opportunities and perhaps to take more risks – so the strategy will provide funding and advice to local authorities to do that.

Under the plans, £30m due to be spent in 2010/2011 is being brought forward to 2009/10 as part of the government's drive to get the country through the economic downturn. This will result in all local authorities being able to access play funding of at least £1m by spring 2009.

The strategy also sets out Play England's role as the government's national delivery partner: supporting and challenging local authorities, leading the Play Shaper cross-professional training programme (with Skillsactive and Playwork Partnerships), developing the capacity of the voluntary and community play sector and working with KIDS to mainstream inclusive practices in play.

Base Construction:

A good quality base is essential for a stable surface and to ensure maximum useful life. The code provides details on how to produce a new base structure and how to utilise an existing hard surface as a base. Sections include information on foundation layers, geotextile layers, perimeter edging and the structural layer.

Wet-Pour Surfacing Installation:

The materials for wet-pour surfacing are mixed on site in a controlled environment. The mixing process is such that only specially manufactured mechanical mixers will achieve the correct consistency of mixed material. This section of the code goes into considerable detail on how to achieve a desirable surface, which includes placing, surface patterns, surface levels, jointing and quality of surface (full reference is made to the requirements during installation).

Maintenance:

There is no such thing as a maintenance-free surface and all impacting absorbing surfaces will require some degree of routine

maintenance throughout their life. This section of the code details what maintenance needs to be undertaken. The sections include: moss and algae, cleanliness, weeds and, snow and ice.

MAINTAINING STANDARDS

SAPCA's play surface division comprises many of the leading installers of wet-pour surfaces. All SAPCA play surface division members are investigated and their work inspected. If any quality issues are identified they are not entitled to join the division until they can provide competency. These rigorous entry requirements ensure all SAPCA members are working to the very highest standards and provides peace of mind to potential clients that their new playground facilities will meet and exceed expectations. This code of practice will further strengthen the SAPCA approach by providing a framework to which all members must adhere and will furthermore empower clients and specify one important information they need during all phases of installation.



Wet-pour, pre-fabricated tiles, loose fill or synthetic turf surfaces should be selected according to the facility requirements

SAPCA aims to continue improving the quality of sport and play infrastructure across the UK and has produced many technical publications and codes of practice. If you would like further information, contact Dr Colin Young of SAPCA on colin@sapca.org.uk

FURTHER READING:

The SAPCA code of practice for the *Installation and Maintenance of Wet-pour Safer Surfacing for Playgrounds* (available free at www.sapca.org.uk)

- BS EN 1176 (2008) Playground Equipment and Surfacing: Parts 1 to 11 (available at www.bsi-global.com/)
- BS EN 1177 (2008) Impact Attenuating Playground Surfacing: Determination of Critical Fall Height (available at www.bsi-global.com/)

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SKATE PARKS

WHEELS OF STEEL

Andy Peerless delves into the history of skateboarding and advises on design and procedure for a successful skatepark provision

Created by Californian surfers who attached rollerskate wheels to pieces of wood and skated in empty swimming pools, the skateboarding craze arrived and immediately took off in the UK between 1976 and 1980.

As enthusiasts started to use street furniture to increase the thrill of boarding, local authorities and private individuals realised that there was a need for skate areas and the privately-owned Rom Skatepark and the local authority-run Southsea Skatepark were two of the first facilities on the scene. Originally these parks were built from concrete, but wood also became a popular medium as it provided a softer landing.

Between 1980 and 1995, a whole new generation of concrete parks were being created which were based on a versatile European rather than American design - Livingstone skatepark in Scotland being one of the most popular. Many of these facilities also fitted the brief for the rising number of BMX riders who used the ramps to improve their biking skills. Some of these skateparks were good, but many were

poorly designed. This changed, post 1995, however once users started to get involved in the planning process.

Today you are likely to find skateparks or 'wheeled sports facilities' in most towns and cities, which are used by skateboarders and BMX riders as well as inline and quad skaters. Some parks are still built of concrete but the majority now feature steel frames and a variety of surfaces.

The layout of the skatepark is important, but the individual shaping of the ramps can make or break a project

LOCATION

Although generally viewed as an outdoor activity, there are a number of all-wood, indoor facilities. Most indoor facilities tend to be privately-owned and operated - there are in the region of 20 in the UK. Youth clubs occasionally manage to buy a few items of skate equipment, but the majority of skateparks are outdoor council-run facilities - costing anything from £10,000 to £2m.

CONSULTATION

Wheeled sports facilities are often requested by young enthusiasts between the ages of 13-24 in a given community, who approach their local authority for space and budget to build a facility. These requests are generally dealt with by the authority's leisure or youth services and obtaining



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SKATE PARKS

CASE STUDY: BARRY, SOUTH WALES

Fearless Ramps was approached by Gaynor Taylor when she was raising funds to install a skatepark in Barry, South Wales in memory of her son Richard. We spoke at length about the scheme she hoped to achieve and helped work out a budget. When fundraising had finished and with help from the local council there was a budget of £55,000 for ramps. The consultations with the users and local authority were lengthy and eventually a design was agreed. The preferred riding surface was skatelite and steel frames were used as they last longer than wood. The installation of the ramps took six weeks and was closely watched by the user group. Since its completion, the facility has been really well received by the local community and by boarders from other areas. The user group also holds competitions at the site, which are well attended.



→ good advice from skatepark experts early in the planning process can make a big difference to the success of the project.

The area required for a project depends on the type of equipment favoured. Skatepark consultants are often approached to tender for projects that cannot be successfully implemented simply because the amount of space required for the proposed scheme is insufficient.

Consultants are often skateboarders themselves and use their experience, as well as advice from a manufacturer, to provide the best scheme possible in terms of budget and user preference. Often, users design a scheme that cannot work, or doesn't comply with the BSEN 14974:2006 standards. Consultants should be able to help modify the scheme to fit all guidelines before it goes out to tender. Most manufacturers offer free advice and site visits.

DESIGN

The layout of the skatepark is important, but the individual shaping of the ramps can make or break a project. A well-shaped ramp can help the users to improve their skills as well as improving the safety of a facility. However, the width of ramps is often incorrect – a fundamental error that makes a skatepark harder to enjoy. For example, a BMX rider needs approximately 2.4m of space when they 'carve' a ramp – which means that they risk falling off the sides every time they use a ramp under 3m wide. Local authorities need to give consideration to this fact when deciding on the width of ramps, as many manufacturers will install a ramp measuring only 2.4m wide. This may comply with safety standards, but what is the point of installing something that's not designed to be enjoyed by all end users?

When evaluating a scheme, always make sure that you are aware of the square meterage of the ramps to be installed, as often users are seduced by the biggest design rather than the project with the most ramps provided.

TECHNICAL GUIDELINES

BSEN 14974:2006 (PAS35) guidelines cover wheeled sports facilities. These guidelines mainly cover the installation of ramps. However, just because the scheme passes these guidelines doesn't mean that the facility will be good. Be careful not to buy a skatepark from a brochure – always get plenty of advice and preferably go to a skatepark specialist.

HEALTH AND SAFETY ISSUES

As wheeled sports facilities are generally unsupervised, it is difficult for local authorities to enforce the use of helmets and other safety equipment, so warnings should be displayed. Skateboarders generally do not wear crash helmets, whereas many BMX riders do.

MAINTENANCE

Wheeled sports facilities must be inspected at least once a year by a RPII – registered play inspector. They should be kept clean and should be visually inspected on a daily or weekly basis – depending on the amount of users. Believe it or not, some well-designed, popular skateparks have a turnover of 500 users per day at peak times. ●

Andy Peerless is owner of Fearless Ramps – consultancy, design and manufacturer



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FINGERPRINT ACCESS

SportSoft has installed its Fingerprint Recognition System at a range of health clubs and leisure centres in the UK. Designed to replace membership cards, an example of its use is at a centre in Longford, County Clare, Republic of Ireland, where a till PC on reception acts as a registration system by using a MicroSoft fingerprint scanner. Visitors to the centre gain access through a turnstile to the pool and through a door to the fitness suite according to their membership type and validity.

sport-kit keyword: **sportsoft**

PANASONIC WATCHING OVER PORTSMOUTH FC

Portsmouth Football Club has commissioned a new CCTV system for the 2007/08 season at its Fratton Park ground.

The CCTV solution provides a networked camera system that gives the club's organisers the infrastructure to support the security effort needed on match days. Providing comprehensive coverage of turnstiles, entrances and exits, key thoroughfares and the whole of the ground's interior – the new system provides security staff, stewards and police officers with an integrated surveillance backbone.

By taking control of the cameras via a Panasonic WV-CU650 system controller and four LCD Monitors, security staff can visually verify that all fan 'footfall routes' are free from obstacles, such as parked cars. The flow into the ground is monitored and can be restricted by the gate stewards if



too many people are in the stadium but not seated. This allows blockages to clear and conversely, can also increase people-traffic flow into the ground if crowds are building up outside.

sport-kit keyword: **panasonic**

KABA SECURES LUZHNIKI CONTRACT

German door manufacturer Kaba Gallschütz has installed new turnstiles at all entrances to Russia's largest sports stadium. The UEFA five-star Luzhnik Olympic Complex in Moscow has a total capacity of almost 85,000 covered seats and was host to the Summer Olympic Games of 1980, as well as the 2008 UEFA Champions League Final.

The turnstiles were required after a new ticketing system was introduced, with Kaba installing its FTS-L01 model. Robust and space saving, the FTS-L01s have four turnstile wings, designed to provide a reliable single file admission to the stadium.

sport-kit keyword: **kaba**

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For more information, or to contact any of these companies, log on to www.sport-kit.net and type the company name under 'keyword search'

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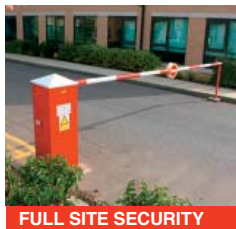
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London's Queen's Club has chosen DED to supply Posiflex KS6615 touchscreen terminals for one of its most prestigious tournaments – the AEGON (formerly Stella Artois) tennis championships.

Terminals are also planned for the club's shops and restaurants and will be used to handle court bookings, accounts, memberships and point of sale in various areas across the 43-court site.



FULL SITE SECURITY

Although best known for its sport fencing, JB Corrie also offer a portfolio of complementary security products. These include CCTV systems, turnstiles, bollards and road blockers as well as manual and automated barriers.

The bollards come in three varieties – fixed, socketed and hinged, while a hydraulic rising bollard is also available in heights of 600mm and 900mm. The latter is claimed to be able to stop a 7,500kg lorry travelling at 50mph.

JB Corrie supplies single and double turnstile units and can be integrated into the company's fencing arrangements, while also being suitable for use as a standalone item. CCTV can be used to oversee specific areas, with Perimeter Intrusion Detection Services.



The new Series 31 lock from Camlock Systems is designed to provide sports facilities with protection for personal lockers, equipment storage cabinets, first aid cabinets and other applications.

Camlock Systems has designed the 10 disc double entry camlock to provide 2,000 key combinations that are 'safe' and reduce the chance of 'key crossover', which occurs when one key can operate two or more locks with different key combinations.

A choice of key movements are available: 90° turn clockwise or anti-clockwise with key free in the locked position only, or 180° turn clockwise or anti-clockwise with key free when locked and unlocked. The first of these key movements traps the key when the lock is unlocked, requiring users to lock the locker or cabinet before leaving, and reducing the chance of the keys being lost. The keys can stand up to heavy usage, with the lock face and keys carrying the key identification number for easy re-ordering.



Queue management systems from Milton Keynes-based Tensator have been installed at the home of Premier League side Liverpool FC. The Merseyside club wanted its flagship club store to have the ability to manage the large number of fans who visit the shop to stock up on replica strips, posters, scarves and other souvenirs.

The store now features Tensator's LED Call-Forward System (ECF) for its till area, which has 13 tills, along with 60 Advanced Tensabarriers™ in place featuring the iconic Liverpool FC crest and white lettering. The ECF system not only helps to direct shoppers to specific till points, but also provides a suite of management reporting tools – enabling analysis of service efficiency, planning and store performance.

sport-kit keyword: tensator



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SAPCA represents a wide range of specialist constructors of natural and synthetic sports surfaces, including both outdoor and indoor facilities, from tennis courts and sports pitches to playgrounds and sports halls. SAPCA also represents manufacturers and suppliers of related products, and independent consultants that offer professional advice on the development of projects.

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3-5 MARCH 2009
EcoBuild
Earl's Court, London

Now in its fifth year, EcoBuild is the world's biggest dedicated event for sustainable design, construction and the built environment. This year's event is expected to attract 800 exhibitors and in excess of 30,000 visitors.

Tel +44 (0)207 763 5921
www.ecobuild.co.uk

17-20 MARCH 2009
Swimming Pool & Spa International Conference 2009
Royal College of Physicians

This offers an international forum on the treatment and quality of water in pools and spas.

Tel +44 (0)208 876 1881
Email cprescot@westrade.co.uk

25 MARCH 2009
Careers in Sport and Fitness
Sheffield Arena

Providing the best platform for the country's biggest trainers and employers, this event is a must for people who want to fulfil their careers and interact.

Tel +44 (0)7980 826 781
www.careersinsportandleisure.co.uk

28-29 APRIL 2009
UK Coaching Summit
The Glasgow Hilton

Now in its fourth year, this event – jointly delivered by sports coach UK and sportscotland – will see experts from all sectors of the coaching landscape inform, educate and inspire delegates. Entering the Delivering the Goals phase of the Coaching Framework, the event will showcase the work achieved during the Building the Foundations phase.

Tel +44 (0)113 274 4802
Email events@sportscotland.co.uk
www.sportscotland.co.uk

10 JUNE 2009
Asics Running Conference
Kettering Conference Centre

This new event draws together the different disciplines associated with running to facilitate sharing of current evidence and innovative ideas. The information can then be used in practice to maintain the health of the runner and promote optimal rehabilitation in the event of injury.

Tel +44 (0)1625 521 239
Email karen@pemanagement.com
www.pemanagement.com

24 JUNE 2009
SAPCA Golf Day
Staverton Park Golf Club, Daventry

SAPCA's annual golf competition will be held on Staverton Park's PGA-standard 18-hole golf course. Other facilities at the club include an indoor leisure complex with a pool, sauna, steam-room and whirlpool.

Tel +44 (0)2476 416 316
www.sapca.org.uk

1-2 AUGUST 2009
The Mazda Triathlon Expo
ExCel, London Docklands

This exhibition is at the hub of the triathlon itself, surrounded by the registration, swim assembly and transition areas and bisected by the finish line. It is now run by race operator IMG with exhibition stands supporting a variety of interactive zones – many of which offer partnership or sponsorship possibilities.

Tel +44 (0)208 233 5962/5827
Email matthew.beale@imgworld.com

8-10 SEPTEMBER 2009
IOG SalTex
Windsor Racecourse

The UK's main event for the grounds care, sports amenities, landscaping and estate management sectors.

Tel +44 (0)1962 736989
www.iogstextex.org

22-24 SEPTEMBER 2009
The Sports Show (part of LIW)
NEC Birmingham

LIW is introducing 21 initiatives this year to celebrate its 21st birthday. The first is a fresh look with the launch of seven sub brands to cater for the sectors serviced within the leisure industry. The Sport Show will incorporate the second National Sports Conference and the centrepiece will be a unique Beach Sports Arena – offering an excellent vantage point to view daily sporting demonstrations.

Tel +44 (0)20 7955 3972
Email jonathan.monks@ubm.com
www.liw.co.uk

15 OCTOBER 2009
IOG Sports Turf Conference
Emirates Stadium, Finsbury Park

This event will combine papers from the industry's leading lights and an awards evening recognising the best in the industry.

Tel +44 (0)1908 312 511
www.iog.org

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