

SPORTS MANAGEMENT

VOLUME 16 Q3 2012

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stakeholders**

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**Olympic venues &
post-Games legacy**

PAUL DEIGHTON

**LOCOG's CEO on
delivering the Games**



DELOITTE REPORT

**CAPITALISING
ON THE 2012
OLYMPIC AND
PARALYMPIC
GAMES**



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Mandeville is the mascot of the London 2012 Paralympics Games.

EDITOR'S LETTER



Seb Coe and his team have delivered world class facilities for London 2012

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Inspired by London 2012

Welcome to our London 2012 Olympic Souvenir issue. This entire edition of Sports Management is dedicated to telling the story of how you – our readers, supporters and advertisers – have created this once in a lifetime event, and to celebrating your achievements.

The arrival of London 2012 has unleashed an exciting wave of reports and debates on exercise and wellness, as agencies and research bodies take advantage of the high profile afforded by the Games.

The House of Lords Select Committee on Science and Technology has just entered the fray by releasing an exciting and thought provoking report, *Sport and exercise science and medicine: building on the Olympic legacy to improve the nation's health*. This examines the Olympic legacy and calls on the government to place more emphasis on preventative healthcare through increases in physical activity.

It says there's a "causal link between physical activity and health benefits for a very wide range of diseases" highlighting that the bill for inactivity in the UK is £5bn a year in direct costs and an additional £8.2bn a year in indirect costs. It calls for further research into this and recommends "the National Institute for Health Research (NIHR) and other research funders should stimulate research to translate the findings of sport and exercise science and medicine into public health benefits".

The Committee was obviously underwhelmed by Sports Minister Hugh Robertson, saying his interest was in increasing participation in sport rather than improving the nation's health, "the latter being the

Paying doctors to prescribe exercise effectively through the Quality and Outcomes Framework is the one thing above all other we can do to make the most difference to the health of the nation

responsibility of the Department of Health", saying "We find it remarkable DCMS is not concerned with the health benefits of sport...we recommend the Government takes a strong, joined-up approach to promoting the health benefits of exercise and physical activity and that DCMS plays an active part in this."

We've known for years that nothing will radically change until GPs are trained in sports science and financially incentivised to prescribe exercise and the Select Committee report hits the nail on the head by recommending that "the National Health Service, medical schools and the General Medical Council... ensure appropriate training is available for health professionals to support the prescription of exercise as a preventative measure and treatment – both at undergraduate level and in CPD opportunities."

Further reinforcing this point, in its representation to the Select Committee, Sport England argued that exercise prescription should "sit alongside pharmaceutical and surgical interventions," and made a case for a "cultural change to improve national physical activity levels...led by the NHS".

Most excitingly, the Select Committee "invites the NHS to consider adding physical activity to the Quality and Outcomes Framework (QOF)" (the system of performance management and payment of GPs). This is great news indeed.

I'm sorry to be cynical, but I've always believed that as soon as doctors are paid to prescribe exercise, it will happen super fast – as if by magic. Paying GPs to prescribe exercise effectively is the one thing above all other that we can do to make the most difference to the health of the nation.

And just to round out the argument nicely, new research, published in a most timely fashion in *The Lancet* the same week as the Select Committee report, found that inactivity kills as many people globally as smoking – 5.3million deaths a year. There really isn't much more to add.

Liz Terry, editor lizterry@leisuremedia.com twitter: [elizterry](https://twitter.com/elizterry)



the leisure media company publishes





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SAPCA

Sports Management is a partner of the Sports and Play Construction Association (SAPCA), the trade body for the UK's sports facility construction industry. *Sports Management* and SAPCA work in partnership to promote high standards in the design, construction and maintenance of UK sports facilities.

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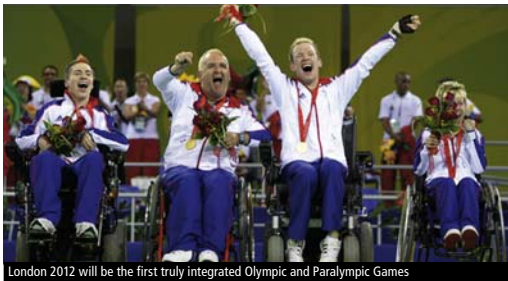


Making the most of our 'home' Games

Olympic success at our home Games will come from a number of dimensions.

From a high performance sport perspective, absolutely our ambition is more medals from more sports than in over a century. Why's that important? Because the investment into the high performance sport system in this country, since we won the bid to host the Games, has been substantial and it would be wrong if we haven't shown that we have more sports that are in a position where we could medal at the absolute pinnacle of international competition. That in itself will provide inspiration and a pathway for more young people to get into those sports and inspire them to follow the medalists that we hope to create at London's Olympic and Paralympic Games.

The British Olympic Association (BOA) is committed to making sure that we can go on to have greater Olympic success at future Games and I believe – with the continuation of government support through Lottery and Exchequer funding, the plans we've put in place will give us the ability to make that possible.



London 2012 will be the first truly integrated Olympic and Paralympic Games

From a legacy perspective, we're delighted that the International Olympic Committee (IOC), along with Buckingham Palace, have agreed that the Olympic Park will be known as Queen Elizabeth Olympic Park once the Games are over. The park will not only be seen as a place to live and work, it'll be a destination for London and the rest of the country, with sports facilities that will offer a tremendous opportunity to win international competitions going forward.

The Games will also deliver an economic legacy. We're working very hard with

government and the IOC to make sure all those smaller companies and suppliers get the opportunity for recognition after the Games to allow them to promote themselves going forward so we can reap that benefit for the economy.

When London hosts the first truly integrated Olympic and Paralympic Games this summer, it will also herald a transformation for Paralympic sport and will massively increase its profile in this county going forward.

Andy Hunt
CEO, British Olympic Association

Forcing sport to over-promise and under-deliver

The presence of the Olympic Games in London this summer, and all they promise and demand, is raising profound questions around the place of sport in our culture, economy and society.

We are consistently being reminded by politicians and administrators that London 2012 is not just a sporting occasion. It's about national morale, it's a major business venture; they are the 'regeneration games' and the chance to 'inspire a generation'.

These claims illustrate the way in which sport is being used as a tool to

reach goals which do not necessarily have anything to do with sport itself. Some of these goals may be admirable – such as the regeneration of areas of East London – but we have nevertheless forced sport to over-promise and under-deliver.

Polling carried out by ComRes suggests that 80 per cent of the population remains uninspired to greater participation by the Olympics, and government targets on increasing participation have been dropped with the dawning realisation that a mega-event will change the behaviour of only a fraction of people.

As with participation, the economy, peace and reconciliation and even morality and behaviour – sport can't deliver on over-hyped promises.

Sport used to belong to the domain of leisure. Now it has been turned into work.

Paul Bickley
director, political programme, *Theos*
Paul Bickley is co-author of the report *Give Us Our Ball Back: Reclaiming Sport for the Common Good*, from *Theos and the Sports Think Tank*.
www.theosthinktank.co.uk



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INDUSTRY EXPERTS SHARE THEIR VIEWS ON THE CURRENT ISSUES AFFECTING SPORT

WHY PUBLIC SCHOOLS PRODUCE MEDAL WINNERS

JOHN GOODBODY



The prominence in Britain's sporting landscape of former pupils of independent schools is again likely to be a topic of debate after the Olympic Games. If a high proportion of medallists are once more privately-educated, then more questions will be asked about how to improve standards in state schools.

At the 2000 Olympics, there were 56 British medal winners, of whom 13 were former public school pupils. In 2004, the figures were 54 and 15. These increased in Beijing to 72 and 27 or 37.5 per cent. About 7 per cent of British schoolchildren are privately educated.

A recently published book 'Physical Education and Sport in Independent Schools' lists 720 former privately-educated pupils, who have been senior internationals in all sports since 2000. They included 13 of the 31 members of England's 2003 Rugby Union World Cup-winning squad and

leading members of England's successful Test cricket team, including Andrew Strauss, Alastair Cook and Matt Prior.

Even in football, where leading clubs are overwhelmingly the product of the maintained sector, there are more than 20 public school-educated professional players, such as Frank Lampard from Brentwood. This figure is the highest ever.

David Cameron recently asked: "Why is it that in so many schools, sport has been squeezed out and facilities run down? The result is that independent schools produce more than their fair share of medal winners and too many children think taking part in sport is not for them."

One advantage for many private schools is better facilities. For instance, Millfield is the only school in the country with a 50m swimming pool, Eton has the rowing lake used for the 2006 Games and Queenswood in Hertfordshire, arguably

the best girls' school for sport in Britain, has 27 tennis courts, including 12 clay, on which European Junior Championships have been played. Furthermore, many of these schools have more regular access to highly-qualified coaches.

Dr Malcolm Tozer, the editor of the book, says: "Independent schools have valued sport for 150 years. It is part of their tradition. Sport is regarded as important by parents, former pupils, teachers, heads and governors. It would be inconceivable for independent schools not to take sport seriously."

Surely now the target must be to raise the level of sporting ability of more pupils in the maintained sector.

John Goodbody has covered 11 successive Olympic Games for the Sunday Times
[@thesundaytimes](#)

LEGACY IS HEADING IN THE RIGHT DIRECTION

JENNIE PRICE



London has chosen to use the inspiration of a home Games to motivate more people to make sport a part of their lives. And as we head towards the Olympic and Paralympic Games, it is beginning to happen, with the number of people playing sport hitting a record 15.3 million, around 1.3 million more than when we won the bid.

The increase is driven by a stronger focus on giving consumers what they want from sport, backed by significant investment. We still have more work to do with the under 25s, which is why we have adopted a new youth strategy, and are challenging all the sports we fund to explain how they will increase participation in this age group in their four-year plans we are considering for funding in 2013.

The extraordinary sport performances this summer will shine a spotlight on some individual sports we rarely see on TV and

some are already starting to reap the benefits. Hockey for example, through its Hockey Nation campaign and its version of the Torch Relay – the Big Dribble – has increased participation by 25,000 in the latest Active People Survey results.

Alongside the work of the individual sports we fund, Sport England's Places People Play legacy programme is bringing the magic of the Games into the heart of local communities. Already, more than 850 sports clubs, facilities and playing fields have benefited from £70m of this National Lottery investment.

This includes an additional 370 local clubs who have just learned that they are receiving money from the Inspired Facilities fund. The investment is breathing new life into tired facilities that can be expensive to run, difficult to maintain and ultimately deter people from playing sport.

Our Sportivate initiative has inspired more than 80,000 14- to 25-year-olds to find a sport they enjoy through a series of weekly coaching sessions. Crucially, they're helped to find somewhere to keep on playing once these sessions are over.

More than 16,000 people have also been inspired to make sport happen in their local community with the help of our Sport Makers programme.

There's still some way to go and increasing participation among young people remains a challenge. But grassroots sport is heading in the right direction and we have the will, the money and the expertise to continue to help more people to create a sporting habit for life.

Jennie Price,
CEO, Sport England
[@sport_england](#)

POSITIVE ACTION IN THE FACE OF ADVERSITY

MATT HAMPSON

I used to live the dream. I started playing rugby at five years old, played my first game at Twickenham for Syston at 14, successfully trialled for Leicester Tigers and was chosen to play for England U21's in the 2005 Six Nations Championships.

Then, during a routine training session in the lead up to playing against Scotland, I went into a live scrummaging. The scrum collapsed. I took the weight of both packs and dislocated my neck.

I woke up in intensive care at Stoke Mandeville Hospital, paralysed from the neck down and unable to breathe without the aid of a ventilator. During my subsequent 17-month stay, I realised that I potentially might not be able to play the sport I loved again and also do little else from my neck down either.

Throughout my ordeal I received incredible support from my family, friends

and people from all walks of life. I had memorable visits from Martin Johnson, Jonah Lomu, the Leicester Tigers and some of my England team mates. This support helped me to re-engage with the Tigers' ethos – 'get on with it and move forward with your life'. So I knew I had to keep positive and put a smile on my face.

The idea for the Matt Hampson Foundation came from the success of my Matt Hampson Trust, which was set up to raise money for my financial security. This has evolved, over the past year, into a foundation that 'inspires and supports young people seriously injured through sport'. Its objective is to help them move forward in their life after an accident by sharing experiences, advice and support.

My life now seems busier than ever doing motivational speaking, writing for Rugby World and coaching rugby at Oakham school. I have also written a

book alongside Paul Kimmage entitled '*Engage – the fall and rise of Matt Hampson*' which has raised the profile of the foundation through my story.

So far, we've been able to help many people, including current Paralympians, with financial support, advice or a friendly voice at the end of the telephone. My ultimate goal is to establish a centre where people can share their experiences and start to rebuild their lives.

My injury has made me appreciate life. It takes me several hours to get up in the mornings so I want to make the very most of every day. The foundation has given me a focused goal to help other people in the same situation and it helps me to stay positive.

Visit: www.hampsonfoundation.org
[@hambofoundation](https://twitter.com/hambofoundation)



DEVELOPING THE CHAMPIONS OF THE FUTURE

JOHN STEELE

The London 2012 Games will ignite an excitement across the country that few will have experienced before. Within schools there has been increased anticipation for many months, with young people becoming ever more aware that the country is soon to host the greatest sporting event in the world.

While the Olympic party is about to start there is also much to celebrate in school sport this year. Following the success of the Sainsbury's 2012 School Games in May, which saw 1,600 young people competing in Olympic venues; important dates in schools' summer schedules have provided opportunities to motivate young people through sport that deserve recognition.

More than 60 regional sports festivals have been taking place across the country as part of the School Games, a nationwide school sport initiative which the Youth Sport Trust (YST) has been

commissioned by Sport England to deliver and is backed by National Lottery and government funding. These celebrations are giving young people the chance to experience a range of sports, compete against their peers and are providing a platform for them to learn some life lessons about the dignity of winning and the grace of accepting defeat.

Lloyds TSB National School Sport Week (25-29 June), ran in partnership with the YST, and used the excitement of London 2012 to encourage more young people to take part in sport. More than four million young people took part in Olympic and Paralympic events during the week and schools across the country held opening and closing ceremonies, torch relays and inter and intra school competitions. London 2012 World Sport Day was the opening celebration and a chance for schools to celebrate the athletes and

cultures of the teams that will be coming to the UK to compete in the Games.

Alongside these opportunities, Olympian Sir Steve Redgrave is visiting schools as part of our work on Matalan Sporting Promise. Elite athlete mentors will also be doing dozens of motivational school visits for Sky Sports Living for Sport, and Bupa Start to Move will continue to offer positive experiences at primary school level.

The Olympic and Paralympic Games will dominate the news and sport headlines this year. However, it is the dedication of those working in school sport that are developing our future leaders and sporting champions that may be making the headlines in years to come.

John Steele,
CEO, Youth Sports Trust
[@youthsporttrust](https://twitter.com/youthsporttrust)



Third of children unable to swim, claims ASA report

The Amateur Swimming Association (ASA) has called for the sport to receive greater priority after research found that as many as one in three children leave primary school without being able to swim.

Drowning is the third most common cause of accidental death in young people and the ASA has met with the government to stress the importance of learning to swim. The research was carried out in partnership with Kellogg's and also found that nearly 40 per cent of those children unable to swim had not been offered lessons. It is expected that 200,000 children will leave primary school this summer without being able to swim.



Pools are a danger for children who can't swim

London 2012 to drive up sports development

Drivers Jonas Deloitte has found that sport and fitness facility openings in London have "gathered pace" ahead of the 2012 Games.

According to the latest *Sports Crane* survey, more than 350 new facilities have been unveiled across the capital since it was awarded the Games' hosting rights in 2005. The figure includes 100 new-build facilities, with the remainder consisting of extensions to existing centres. Nearly two-thirds of the projects have been privately-funded. Read more: <http://lei.sr?a=F9R2a>

StreetGames receives £150,000 funding boost

UK sports charity StreetGames has secured £150,000 through Sport England's Sportsmatch programme to match grants from Coca-Cola Great Britain and Network Rail. The charity was launched in 2007 with the aim of increasing participation in disadvantaged areas in the UK by supporting "doorstep" projects that create opportunities for young people.

Jane Ashworth, chief executive officer of StreetGames, said: "It is wonderful that Sportsmatch has chosen to match the funding of our existing partners."

Clubs invited to bid for share of £10m

Sport England has invited sports clubs to bid for an extra £10m worth of National Lottery funding made available under the Inspired Facilities Fund (IFF).

The IFF is part of Sport England's Places People Play legacy programme, designed to breathe new life into tired facilities that can be unattractive to sports participants and difficult to maintain.

The £10m is in addition to £9.4m that has already been made available through the IFF. To date, 377 community sports projects have benefited from the latest round of grants. In total, more than £67m will be invested through IFF.

At least 70 per cent of the funding will go to community and voluntary organisations, through grants of between £20,000 and £50,000. The remaining funding is open to a



The grants are open to a wide group of organisations with funding needs

wider group of organisations, including councils and schools, with grants of up to £150,000 available. As part of efforts to ensure the technical elements of the application process don't put off groups with good projects, Sport England has created a catalogue of typical facilities developments. For more information, visit <http://inspiredfacilities.sportengland.org>

Report: London 2012 to deliver GDP boost

London 2012, its build-up and subsequent legacy will generate £16.5bn of gross domestic product (GDP) for the UK economy, according to Lloyds Banking Group (LBG).

A new report by the group said construction and tourism were the key sectors in driving the economic boost, with the Games supporting 354,000 jobs throughout the UK.

The *Economic Impact of the London 2012 Olympic and Paralympic Games* covers the period from London being announced as host city in 2005 through to 2017 – a five-year legacy period.

LBG said the UK economy will be boosted by £5bn worth of games-related GDP in the legacy period following the Games – particularly in terms of physical infrastructure.



The 2012 Games will deliver benefits in this year and in years to come

LBG chief economist Patrick Foley said: "As this new study demonstrates, London 2012 will help support employment, tourism, consumer spending and living standards, not only this year, but for many years to come."

Read more: <http://lei.sr?a=jzh6H>

Green light for Gloucestershire CCC stadium plans

Bristol City Council has backed Gloucestershire County Cricket Club's plans for the redevelopment of its County Ground home.

Working with Linden Homes, a comprehensive revamp is proposed – including the demolition of the Mound and Jessop stands.

A new look pavilion will incorporate a modern media centre and the County Ground will benefit from the installation of 7,500 permanent seats. A number of new residential apartments are also proposed.

Read more: <http://lei.sr?a=i7w1Q>

Cage Cricket campaign launched

Cricketing stars including Sir Ian Botham have teamed up with MPs in London for the launch of a campaign to promote Cage Cricket as a new "street version" of the sport.

Devised by ex-Hampshire cricketer Lawrence Prittipaul and Trevor McArdle, the concept involves six players competing against each other and scoring points in cricket's main disciplines of batting, bowling and fielding.

Cage Cricket is designed to increase participation and remove barriers such as lack of time, space and money. Funding is now being sought to support the roll-out of Cage Cricket across the country, with a crowd-funding campaign fronted by Botham aiming to reach out to fans and businesses.

Portsmouth has been earmarked as one of the first locations for bespoke cricket cages.



A cage was installed at Parliament to mark the launch of the campaign

According to Cage Cricket, there are around 12,500 multi-use games areas in the UK "perfectly suited" to supporting the game.

Sir Ian said: "It's a concept for anyone and everyone whether they're fit, old, young or disabled. It's all about accessibility."

Read more: <http://lei.sr?a=Foa2L>

BISL unveils new sector report

A new study commissioned by Business in Sport and Leisure (BISL) and compiled by global consulting firm Oliver Wyman has underlined the "significant contribution" of the UK leisure sector.

State of the UK Leisure Industry: A Driver for Growth was launched in London and attended by tourism minister John Penrose.

The new study revealed that leisure employs 2.6 million people, a figure second only to the retail sector and representing 8.8 per cent of the total UK workforce. More than a fifth of 16- to 25-year-olds working in the UK (21 per cent) are employed within the sector.

BISL's report, which aims to demonstrate how leisure can create jobs and deliver growth,



John Penrose said the BISL report was admirable

contains a number of recommendations for the government to better support the sector - including a designated cabinet member responsible for "championing" the sector.

Read more: <http://lei.sr?a=r8A4e>

Jubilee Hall Trust secures NBA partnership

Jubilee Hall Trust has agreed a partnership with the National Basketball Association (NBA) to hire Covent Garden's Jubilee Hall from late July through to mid-August.

The event will see the iconic Jubilee Hall building transformed into the NBA House offering members of the public the chance to participate in basketball activities.

In addition, Jubilee Hall Trust will be working with the NBA Cares programme to deliver six basketball skills clinics for disadvantaged young people.

Details: <http://lei.sr?a=aoD2z>



sported. was founded in 2009 by Sir Keith Mills

Sport NI and sported. announce partnership

Sport NI, the public body for sports development in Northern Ireland, has entered into a new partnership with sported., one of the UK's leading sport charities.

The new memorandum of understanding cements the two organisations, commitment to working together in supporting sports development across Northern Ireland.

Sported. director Joe Stocks said: "We hope to highlight and support the work of both the sport for development sector and the sport sector in local communities."

Details: <http://lei.sr?a=r9E3m>

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Architects appointed to Belfast stadium project

Hamilton Architects have been appointed by the Irish Football Association to lead the integrated consulting team for Northern Ireland's National Stadium Project.

The Belfast-based design practice joins Edmond Shipway, Arup, Rider Levett Bucknall and Ben Veenbrink on the multi-million pound development.

Designs are to be drawn up for an 18,000-capacity venue on the site of the existing stadium at Windsor Park, with plans to be submitted by December.

Details: <http://lei.sr?a=pi5H>



Harlow (centre) helped mark the courts' opening

Synthetic clay courts open at Gloucester tennis centre

Four new synthetic clay courts have opened at Oxstalls Tennis Centre in Gloucester, following a £168,000 investment supported by the Lawn Tennis Association (LTA).

The courts are thought to be among the first of their kind in the UK and have floodlights to ensure year-round access. The centre is run by leisure trust Aspire.

LTA development director Tom Harlow said: "Oxstalls was already a fantastic facility before the addition of these courts, now it's even better and that's a good thing for the people of Gloucestershire."

Details: <http://lei.sr?a=K7k2p>

British Cycling backs proposed Torbay facility

British Cycling has backed a planned new multi-discipline cycling centre in Torbay, Devon, which will provide purpose-built facilities for sport and recreational use.

According to British Cycling, the project will meet demand for such a facility in the south west region and will also cater for a wider increase in participation.

Torbay Council and British Cycling have already held discussions about the construction of an outdoor velodrome and a closed road circuit earlier this year.

Details: <http://lei.sr?a=q605u>

FA's youth football plans backed

Football Association (FA) shareholders have voted in favour of proposals for a new player development pathway that is set to transform youth football in England.

The plans – approved by 87 per cent of shareholders – include a mandatory 5v5 format for U7s and U8s, and a 9v9 format for U11s and U12s to be phased in by 2014-15.

The smaller-sided formats will enable children to play on appropriate size pitches and goals to allow for greater participation in the game.

The new framework has also been designed to help young players develop greater technical skills, while benefiting from a more "child-friendly" approach to competition.

Nick Levett, national development manager for the national governing body, said: "After 138 roadshows nationwide, it was fantastic to get



The plans will allow for greater participation in the game at youth level

the endorsement of the majority of the grassroots football community."

To read more on the FA's youth development proposals and the extension of the National Game Strategy, see *Sports Management* 2011 Issue 2, p38: <http://lei.sr?a=E608E>

Details: <http://lei.sr?a=x75n>

LTA and TFF join forces to promote tennis

The Lawn Tennis Association (LTA) and Tennis for Free (TFF) have announced a joint partnership deal to help increase UK participation.

The programme will include a combination of capital and revenue investment by the LTA to improve tennis facilities and initiatives on offer to help attract new players.

Facilities that qualify for extra LTA funding will then benefit from TFF working with local coaches to provide free tennis coaching.

Roger Draper, chief executive of the LTA, said: "This partnership is part of a wider, affordable, sustainable programme to try to grow tennis. Together we're exploring how we can work effectively with local authorities to make tennis more inclusive and accessible."



The aim of the joint partnership is to increase grassroots participation

Paul Jessop, chief executive of TFF, added: "Building grassroots tennis is vital to the future of the game in the UK. We are looking forward to working with the LTA to develop new projects that can make a real difference."

Details: <http://lei.sr?a=K9SoU>

Work starts on artificial pitch at Berkshire rugby club

Work has now started on the installation of one of the country's "first club-based artificial pitches" at Braywick Sports Ground – home of Maidenhead Rugby Club in Berkshire.

Greenfields has been appointed to deliver the £575,000 project, which is part-funded by the

Royal Borough of Windsor and Maidenhead (RBWM) using developer contributions.

The Rugby Football Union's Capital Investment Fund has also invested £240,000 for the installation of the new artificial pitch. Details: <http://lei.sr?a=FiA9L>

ISG to build London college facility

ISG has been awarded a contract for the construction of a new £3.5m "highly-sustainable" facility at King's College London's (KCL) Honor Oak Park sports ground.

The BREEAM Excellent-rated development is designed by Loates-Taylor Shannon Architects and Designers and includes a two-storey brick and block work building.

On the ground floor of the centre will be 10 changing rooms to be used by KCL's hockey, rugby and football teams, as well as by visiting teams from other universities. Function rooms will also be included among the ground floor facilities, while the first floor is to feature a viewing gallery with an open plan design.

The building is located adjacent to one of two artificial pitches installed in the first phase of redevelopment at the ground, while the site



The "highly sustainable" building will boast a first floor viewing gallery

also extends across a former Roman road. Archaeologists will be working with ISG, documenting any remains that are unearthed.

Stuart Deverill, ISG managing director-London, said: "The project reflects King's College London's core focus on quality and environmental sustainability."

Details: <http://lei.sr?a=d5x3C>

Social media platform unveiled for cyclists

British Cycling and broadcasting company Sky have launched a new social network called Social Cycling Groups, which is designed to help people connect with other cyclists in their communities.

The online platform, which can be accessed for free via the goskyride.com website, gives people who might otherwise be cycling alone, the chance to buddy up with other cyclists and join unlimited groups and rides in their area.

With dates, distances, durations and maps, people can choose the group and ride that is best for them. They can also visit goskyride.com, the home of recreational activities, to create Social Cycling Groups and rides of their own, adding their own routes or using British Cycling's recommended routes.



Many cyclists revealed they would like to have someone else to ride with

New figures released by British Cycling show that almost half of its near 50,000-strong members are not involved in club cycling. However, many cyclists feel they would like to have someone else to ride with.

Details: <http://lei.sr?a=b7s4H>

September opening for Swansea watersports facility

A new £1.4m centre of excellence for watersports being developed by Swansea Council on the Welsh city's seafront is due to open to the public in September.

Located opposite St Helen's, the scheme will provide a facility for sports such as kayaking

and windsurfing and is designed to be "inclusive and accessible to everyone".

The centre has been funded by Visit Wales, the European Regional Development Fund and the Welsh Government.

Details: <http://lei.sr?a=09B7B>



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£3.5m funding boost for grassroots rugby in Wales

The Welsh Rugby Union (WRU) has announced an "immediate cash injection" worth £3.5m to improve grassroots rugby across Wales – both on and off the pitch.

All of the funding comes in addition to the budgeted activity already planned in its five-year rolling business plan and is targeted at grassroots community clubs.

WRU chief executive Roger Lewis said: "Our focus with this new funding is firmly targeted at the foundations and the future of rugby in Wales."

Read more: <http://lei.sr?a=u6o6s>



Pozzoni has drawn up plans for the new facility

Public exhibition for new Hertfordshire facility plans

An exhibition of plans for a new facility at Cotlandswick, Hertfordshire, has been launched by St Albans City and District Council and DC Leisure Management.

Residents in London Colney have been given the opportunity to comment on proposals for the new centre, which include a 60-station gym and an exercise studio.

A single court sports hall and synthetic turf pitches will also form part of the Pozzoni-designed leisure centre. Meanwhile, 50 per cent of the Cotlandswick site will remain as green open space.

Details: <http://lei.sr?a=15x3d>

RCP among Scottish Design Award winners

Edinburgh's Royal Commonwealth Pool (RCP) – unveiled in March after a £37m revamp, has been named among the winners at the Scottish Design Awards 2012.

The S&P Architects-designed project involved stripping back the A-listed building's shell and rebuilding the facility. It was the winner of the Re-Use of a Listed Building category.

S&P Architects worked with Buro Happold on the RCP scheme, which was also nominated in two other categories. Read more: <http://lei.sr?a=V3Q2g>

Minister: 'Coaches key to legacy success'

Sports coaches will play a critical part in creating a sports legacy after the London 2012 Games, according to sports minister Hugh Robertson.

Speaking at the annual UK Coaching Summit on 28 May, Robertson said the Games provide a chance "like never before" to raise the profile of sports coaching.

He said: "Behind all great athletes there stands a great coach. However, we need more people to take on these roles both voluntarily and professionally."

"After the Games, there will be many people inspired to take up sport. Clubs, national governing bodies and coaches need to be prepared to help those people coming into their sports."

According to Sports Coach UK figures, there are more than 1.1 million people involved in



"Behind all great athletes there stands a great coach," says Robertson

coaching in the UK – around 76 per cent of whom are volunteers.

The two-day 2012 UK Coaching Summit is hosted by Sports Coach UK and supported by Sport England and UK Sport.

Details: <http://lei.sr?a=H8P8i>

Premier League revenues continue to grow

The combined revenue of the 20 English Premier League clubs increased by 12 per cent to a new record high of £2.3bn for the 2010-11 season.

The latest *Annual Review of Football Finance* compiled by Deloitte's Sports Business Group revealed that broadcast revenue growth was a primary factor behind the latest increase in clubs' revenues.

Broadcast revenue rose 13 per cent to nearly £1.2bn in the first year of a new three-year cycle, with overseas broadcast deal values fuelling the growth.

Commercial revenue was up by 18 per cent – mainly among those with a larger global profile – and total matchday revenue also grew 4 per cent, although more than half of the 20 Premier League clubs reported a decline.



The 21st Annual Review reported further growth in combined revenues

The *Annual Review of Football Finance* also found that more than 80 per cent of revenues were being spent on wage costs – up 14 per cent in 2010-11 – and has taken the league's wage-to-revenue ratio to a record 70 per cent.

Read more: <http://lei.sr?a=451m1>

Derry City Council green-lights Brandywell Stadium plans

The £10.3m redevelopment of Northern Ireland's Brandywell Stadium has moved forward after Derry City Council agreed to progress to the next stage of the process.

Members of the development committee backed the project at a special meeting, which

now enables a full business case to be submitted to the Northern Ireland Executive.

A new-look, 5,100-seat Brandywell Stadium complying with UEFA Category II regulations is at the centre of the proposals.

Read more: <http://lei.sr?a=v4koU>

50m pool planned for Nottingham

Nottingham is to get its first 50m swimming pool under plans for a £13.5m overhaul of Harvey Hadden Leisure Centre – the final part of the local authority's wider leisure improvement strategy.

A fitness suite, a health suite and multi-use spaces for dance and movement activities are also proposed for the centre, with the revamp to complement the outdoor athletics stadium and pitches.

Since 2004, Nottingham City Council has embarked on its Leisure Centre Transformation Programme. Financial allocations made available as part of the strategy and the sale of the Beechdale site will support the funding package for the Harvey Hadden Leisure Centre scheme.

NCC portfolio holder for leisure, culture and tourism, David Trimble, said: "This proposal marks the final phase of our long-term



The 50m is the final part of Nottingham's leisure improvement strategy

programme to provide new, modern leisure centres and facilities for Nottingham people.

"This ambitious strategy has delivered significant improvements across the city and attendance figures and revenues have increased at all those leisure facilities where improvements have been completed."

Details: <http://lei.sr?a=SoD2g>

£1m grant for nationwide cricket initiative

Young unemployed adults, living in inner city communities affected by crime and anti-social behaviour, are to receive free cricket sessions as part of the Cricket Foundation's StreetChance programme.

Sport England has awarded £1m towards the initiative, which will provide weekly sessions to 11,000 people aged between 16 and 24 years old over the next three years.

Young adults currently not in education, employment or training will also be given the opportunity to acquire work experience and qualifications as a result of the Barclays Spaces for Sports-backed project.

Communities in Birmingham, Liverpool and London are among those set to benefit,



The StreetChance initiative is set to reach around 11,000 young people

with sessions to involve a fast-paced version of cricket. Six-a-side street cricket competitions are scheduled to run throughout the summer, while the StreetChance Inner-City League will run for six months starting in October.

Details: <http://lei.sr?a=N7L8g>

Plans submitted for development of Wycombe site

Wycombe District Council has submitted its plans for a multi-million pound redevelopment of the Wycombe Sports Centre site.

A replacement sports and leisure centre is included in the Richard Markland Architects-designed proposals, with facilities to include a

150-station fitness suite, dance studios, a health suite and two squash courts.

An eight-lane, 50m pool and a 20m x 8m learner pool are also planned, as well as a 12-court sports hall and a soft play area.

Read more: <http://lei.sr?a=G7N1N>

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Debbie Jevans

Karen Maxwell talks to the director of sport at LOCOG about her role in delivering the London 2012 Olympic and Paralympic Games

How has your career background help you in your current role?

As a professional tennis player, I first witnessed sport from the side of an athlete. I then became General Secretary of the International Tennis Federation (ITF) and organised a number of events – including the Olympic Tennis Event and the Davis and Federation Cups. After this I ran my own sports consulting company and dealt with a number of sports.

Throughout my career I built up relationships with people at International Sport Federations, National Olympic Committees and the International Olympic

Committee which has been invaluable for the role I'm doing now.

What does your job entail?

I head up the team that's responsible for delivering the Olympic and Paralympic sports events at the London 2012 Games and the Medical and Anti-Doping programmes. We often say that our venue teams build the theatre and we put on the play, ensuring that all the needs of the athletes are in place.

As well as the 34 competition venues, we operate 25 standalone training venues. This means liaising with the 26 sports, 204

National Olympic Committees and 170 National Paralympic Committees, handling the athlete entries, registering the delegations when they arrive in the Athletes' Village and procuring more than a million pieces of sports equipment as well as developing the competition schedules that are made up of more than 600 sessions.

Our objective is to deliver each of the Olympic events in an informed and exciting way. This year we're delivering a step change in how sport is being presented to the public – particularly in the innovative use of sound, lighting and videos – explaining the roles and history of each sport. I want everyone who comes to the Games to go away saying 'that was a fantastic experience' and that the athletes only need worry about their performance because everything else is in place.

How do you manage volunteers?

My team of 900 will expand to 20,000 at the Games, once our volunteers and technical officials are on board. Every volunteer is a Games Maker and will have specific training for their roles. All are vitally important to the successful delivery of the Games. Many of these roles will be watched by thousands of people – such as removing the starting blocks from the track, or sweeping the volleyball courts in a time out or being a ball boy or girl at the tennis events.

Our hope is that many of our volunteers continue to be part of that sport in the future, thereby creating a fantastic legacy.

As well as our sports volunteers, our medical teams are all qualified doctors, physiotherapists, masseurs, and dentists that are giving their time for free. They will play a key part at the Polyclinic at



Olympian Daley Thompson, former sports minister Richard Caborn and Debbie Jevans



Debbie with the Minister for Sport and Olympics Hugh Robertson (fifth and third from left) after a handball test event in the Copper Box

the Olympic Villages in Stratford, Eton Dorney and Weymouth and Portland.

How do you gain and promote best practice in event organisation?

One of the most important things that we did was ensure that we appointed the best people to do the role. Then we sent all our sport managers to either a World or European Championships sport to work alongside the event organisation. We also sent a team to Beijing to shadow their counterparts during the 2008 Games and learned from the experience of international federations and the transfer of knowledge from previous Games.

The International Olympic Committee and LOCOG will conduct an observer programme to allow future Games organisers to collate information and the Rio sport team will shadow us to get 'on the spot' information as we did in Beijing. We have already had a number of visits from the Rio and Sochi organising committees, particularly during the test events.

Were the test events a success?

The 42 test events programme has been invaluable. Nothing compares with actually delivering the event, using the field of play and physically testing the venue.

One piece of advice we'll be sharing with other organising committees is 'do not underestimate the value of test events'

You can't foresee everything so there's a lot of learning – not only at the venue but also seeing how the team communicates with each other.

An Organising Committee is focused rightly on the Olympic and Paralympic Games and often regards a test event programme as a distraction. However, our learnings have been immense and all now agree that they are an integral and necessary part of Games planning. We offered a mixture of existing world championships and LOCOG invitational events as well as using existing events such as Wimbledon.

What will the Games' medical and anti-doping services consist of?

We have worked very closely with the Department of Health and the NHS regarding the delivery of medical services throughout the Games period. We've put in place an agreement with the ambulance service as well as service level agreements with a number of hospitals

– ensuring that the daily routine of hospitals is not impacted.

With these agreements in place we are able to offer over-arching medical services to the officials, the workforce, the spectators, members of the media, the Olympic family and of course the 15,000 athletes across both the Olympic and the Paralympic Games.

The polyclinic and pharmacy will be within the Olympic Village – which is where the majority of treatment will take place and at its peak will treat up to 300 a day. We have also developed an anti-doping laboratory in Harlow, Essex, with our partners GSK for the testing of samples.

During Games time, we'll perform 5,000 tests – of which 20 per cent will be blood tests – at the Olympics and 2,500 at the Paralympics. We have a very comprehensive testing system in place, with the best possible analysing equipment. Our message is clear – don't cheat and take drugs, we have everything in place to catch you. ●

The CEO of LOCOG talks to Karen Maxwell about his role in delivering the biggest international sports event the UK has ever hosted

PAUL DEIGHTON



After more than seven years of preparation, the final countdown to the start of the most ambitious global sporting event ever hosted in the UK has begun.

The London 2012 Olympic and Paralympic Games' venues have been built or adapted on time, within budget and successfully tested fit for purpose. Millions of tickets have been sold, 7,000 Games Makers are trained and ready for action and Olympic fever has gripped the nation thanks, in part, to the Olympic Torch Relay.

As CEO of the London Organising Committee for the Olympic and Paralympic Games (LOCOG), Paul Deighton is the man to credit for leading the delivery of this vast and complex project.

Armed with proven business acumen from 22 years of international experience at investment bank Goldman Sachs, since he was appointed in 2006 Deighton has helped to raise a £2bn budget from the private sector, worked closely with the Olympic Delivery Authority (ODA) to ensure successful venue delivery and led LOCOG relationships with key stakeholders and other organisations with an interest in the Games.

Team building

Building the senior LOCOG team to deliver the project was a major priority for Deighton when he took the role. "The first person I hired was my human resources director Jean Tomlin, who helped get the right people on board," he says.

According to Deighton, diversity and teamwork has been key to the team's success. "We purposely chose people of all ages from a variety of business backgrounds – in both the public and private sectors – although the ability to be a team player was an important factor," he says.

"There are two main facets of a person's aptitude. One is their ability to do the job and the second is their capability to work within a team. My view is that you can help people improve by developing them and allowing them to learn by experience, but if someone is not a team player it is very difficult, no matter what type of coaching you give them, to change that behaviour.

"I'd much rather hire somebody who scores nine out of 10 on team playing and seven out of 10 on demonstrated capability, because I believe I can get the seven up to nine rather than the other way around."

Forward thinking

When I spoke to Paul in May this year, the Olympic Park was looking less like a building site and more like an international sports hub. At that time he was focusing his attention on what he called 'the three ts' – testing, tickets and Torch Relay.

Deighton said the success of the 42 testing events allowed LOCOG to properly incorporate the lessons learned into plans going forward; he was about to release a further million tickets to those people in the UK who were unlucky in the first ballot; and he was due to fly to Athens, Greece to pick up the Olympic flame in readiness for the Torch Relay to wind its way through a myriad of British neighbourhoods.

Since then, he's been focusing his attention on the final Games preparations, such as mobilising the workforce, finishing off the sporting venues – with temporary livery and overlay – and "testing, planning and rehearsing above and beyond the London Prepares test event stage to make sure that our plan converts very quickly into operational readiness in time for the Games," he says.



The Olympic Torch has been carried through 1,000 UK neighbourhoods by more than 7,000 torchbearers to date



Working on a project with such press, broadcast and political scrutiny has been a unique challenge. If anything goes not quite to plan, everyone watches how you recover that situation

Man power

Keen to be part of this historic sporting event, a quarter of a million people applied to the Games Maker volunteer programme and this number was whittled down to 70,000 by a team of specially selected interviewers. "Our Games Makers are fantastic," Deighton says. "They were taken through their orientation training at locations around the country, before embarking on specific venue training. We then sub-set some of them for leadership training."

"We have 6,000 to 7,000 of our own paid workforce who are also Games Makers and then another 1,000 people who work for our contractors in areas such as catering, cleaning, driving, retailing and security. They've gone through the same recruitment, training, uniform accreditation and rostering because the success of these Games is all about having everyone highly motivated, trained for the right job in the right place and with schedules that they can actually meet."

"The successful deployment of the workforce is an important logistical exercise, of which the volunteers are a critical part, and a really big part of what we

have to get right in the final phase of Games preparation," he says.

More recently, G4S – the private sector security solutions provider for the Games – has been unable to deliver the required number of properly trained security guards in time for the Games, resulting in the Home Secretary, Theresa May, confirming that the government would be providing 3,500 military personnel to make up the shortfall.

Deighton says: "Security for the Games is big and complex but we have the best brains in the security business working on this – the Home office, the Metropolitan Police, the Ministry of Defence and the world's largest security business. Delivering a safe and secure Games is everyone's number one priority."

Big challenges

So far LOCOG and the Olympic Delivery Authority has earned itself plenty of accolades for setting the stage for the Games in time and within budget. But Deighton says the overall project has certainly had its fair share of challenges.

"At one level it's just the sheer scale and complexity of it. You've got 26

different sports at the Olympics, 26 different sports at the Paralympics, 35 competition venues, more than 100 other venues to get ready and you're working with a multitude of different stakeholders. You're working across the private sector, with sponsors and suppliers and working with the public sector – both central government, city government and London boroughs – as well as government agencies such as the police and Transport for London. My background is predominantly private sector so learning how to work with different elements of the public sector was new for me.

"Similarly working on a project with such press, broadcast and political scrutiny has been a unique challenge. If anything goes not quite to plan everyone watches how you recover that situation. There's no other business role where you get that degree of real-time coverage."

Young inspiration

Throughout the build up to Games-time, there have been many questions asked surrounding tangible post-Games legacy. Inspiring young people into regular sport and physical activity was a key promise ➔



Above: Paul brings the Olympic flame to the Isle of Man. Right: Paul and Lord Coe help to issue Games Maker uniforms



that sat at the heart of London's bid to host the Games back in 2005. Deighton insists however, that this promise has been very much hard-wired into everything LOCOG has done.

"In very simple terms, the organising committee firmly believes that the better the Games the more inspirational they will be to young people across the world, who will want to emulate their sporting heroes after seeing them in action. We've helped to facilitate the efforts of the government and the Mayor to provide other interventions, such as functional facilities and coaching opportunities, so that inspiration is actually captured and sustained for the longer term.

"When Seb [Coe] and I visit schools and communities around the country we witness all sorts of activities and projects that have sprung up, which is very reassuring. "However, one of the challenges I think has simply been measuring the impact of these initiatives as well as making sure that sports opportunities are properly embedded in the school system here. Sport is very much part of the curriculum in our independent schools, but there's a need to raise its profile in state schools. Plus we need to look at ways that people can carry on playing their chosen sport they once they've left the school environment."

Economic benefits

Deighton says that apart from the sporting legacy, another tangible benefit linked to hosting the Games is the £6.5bn worth of business that the Games set up has generated for 2,000 companies across the British isles.

The better the Games the more inspirational they will be to young people across the world, who will want to emulate their sporting heroes after seeing them in action

I put it to Deighton that the current issue for many companies that have designed, built and supplied equipment to the Games is that they have been unable to promote this association.

He said: "There's absolutely no problem with companies factually reporting on what their involvement was with the Games, the only restrictions are around advertising and that's in place simply to protect the interests of the sponsors. We have 55 sponsors who've put well over a £1bn into the Games and without them that would be another £1bn which the UK Treasury would have to provide, which wouldn't be very popular either.

"If companies are going after other business there's nothing to stop them saying to the people who are holding the pen 'this is what we did as part of the Olympic Games'."

Hindsight is a wonderful thing

Now that we are just days away from the London Games' Opening Ceremony, I asked him what he'd do differently if he could start the project all over again?

"I suppose I would have done everything slightly better because I'd have known what the things were to stress and what the things were to avoid," he says. "I think that it mostly boils down to acknowledging, right from the very beginning, that every single organisation involved is really playing for London 2012 not for LOCOG, or the London Mayor or the London Borough of Newark or the DCMS [Department of Culture, Media and Sport] – because by Games-time we'll all be wearing the same London 2012 t-shirt."

"Having said that, I think that this project has been a marvellous demonstration of collaboration – both organisationally and politically – we're very fortunate to have had cross party support from the very beginning," he says.

So once the Games are over, what's next for Deighton?

"My head is so focused on getting this right the last thing I want to do is allow my focus to drift now," he says. "I never did take a gap year after college so maybe that's what I should do afterward to decompress!" ●

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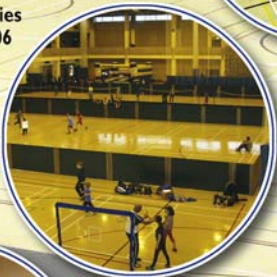


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LONDON 2012

TOP TEAM

Karen Maxwell talks to the people at the head of some of the key stakeholder organisations charged with the successful delivery of the London 2012 Olympic and Paralympic Games. And asks how they have helped to create what promises to be the UK's greatest sporting spectacle and a showcase for British expertise

HUGH ROBERTSON, MINISTER FOR SPORT AND THE OLYMPICS

The Department for Culture, Media and Sport has been at the heart of the London's bid to host 2012 Olympic Games since the beginning. We have overseen the whole project working with the different bodies involved to ensure the Games are delivered securely, on time and to budget and that they benefit the whole of the UK. This remains our role in the final few weeks as we help the organising committee to make sure that everything comes together to deliver a fantastic event for Britain and our visitors.

Many businesses across the UK have already benefited from the Games. More than 1,500 UK-based businesses have won contracts worth a total of £6bn to construct the Olympic Park, with further business opportunities generated through the supply chains. Likewise, 90 per cent of the £1bn-worth of contracts for staging the Games have also gone to UK-based businesses.

However, we also need to ensure that the Games contribute to wider economic growth in the long term not least by using this opportunity to showcase the UK to an international audience. That is why we launched the GREAT campaign last



summer to promote the UK as one of the very best places to visit, study, work, invest and do business.

The tourism arm of this £130m campaign is already operating all over the world. Ninety million people in 14 cities from Beijing to Mumbai and Rio de Janeiro to Tokyo will see the GREAT campaign as it aims to deliver an additional 4.6 million visitors to the UK with around £2bn extra spend and the creation of around 60,000 job opportunities.

At the same time, we expect to boost British business by £1bn through developing trade and investment opportunities created by the Games.

The Global Investment Conference on the eve of the Games will see 200 of the world's top business leaders meet with government ministers to discuss opportunities for growth and investment. The British Business Embassy will host events focusing on a different high growth sector each day of the Games giving more than 3,500 UK-based companies the chance to showcase their capabilities to key overseas CEOs, buyers, influencers and decision makers.

The Games has provided us with a fantastic basis to grow our economy but once the Olympic flame has been extinguished it should not signal the end of our work to promote our expertise globally.



Patriotism, as seen during the Queen's Jubilee, is expected to return during the Games



Children from St Andrews in Scotland relive a scene from 'Chariots of Fire' during the recent Torch Relay on West Sands beach

LORD COE, CHAIR, THE LONDON ORGANISING COMMITTEE OF THE OLYMPIC GAMES (LOCOG)

The London Organising Committee of the Olympic Games (LOCOG) is responsible for staging an Olympic and Paralympic Games this summer.



To put that in perspective, if I put my other hat on – I am also a vice-president of the International Athletics Federation – we give cities five years to organise World Athletics Championships. Olympic Host Cities have just seven years to organise 26 simultaneous World Championships, and then the Paralympic Games include a further 20 World Championships – all of which include around 14,700 athletes, 21,000 media personnel and 10.8 million ticket holders – it's an immense undertaking.

LOCOG needs a workforce of around 200,000 people, including 6,000 paid staff, 70,000 volunteers and more than 100,000 contractors to deliver this

amazing event. The task certainly isn't for the faint-hearted.

In its aim to make these 'everyone's Games', LOCOG is also responsible for a wide range of activity in the run-up to and during the event, including a series of test events, the Opening and Closing Ceremonies, the Torch Relays, the London 2012 mascots and the London 2012 Festival.

There are many ways for people across the UK to join in and celebrate – from cheering on Torchbearers or local athletes, watching the action from a Live Site, attending one of the hundreds of London 2012 Festival events or becoming a Local Leader and organising their own events with friends and family. The Jubilee unleashed a fantastic display of patriotism in the UK and we expect this to continue for the Games.

We're a sport-mad nation and the atmosphere in our venues and across the country will be electric. London is probably the most international city in the world

We're a sports-mad nation and the atmosphere in our venues and across the country will be electric

and thanks to the diversity of the UK population, most athletes competing here will do so in front of a home crowd.

However, the Games isn't simply about four weeks of sport – it's about leaving real social, economic and sporting benefits. With 75 pence in every £1 spent going on the regeneration of East London, the Games have brought a generation's worth of investment in just a few years. We will be leaving behind a brand new community with sporting facilities, homes, improved transport links and the creation of jobs. I'm proud that the Games have made this all happen. The eyes of the world will soon be upon us – we are ready. ➔

**SIR JOHN ARMITT, CEO
OLYMPIC DELIVERY AUTHORITY**

The UK construction industry has risen to the challenge and delivered the London 2012 venues and infrastructure on time and within budget, with thousands of companies from all corners of the UK having won contracts. It serves as a reminder of British expertise that not only was this achieved but that the bar for industry has been raised as a result of the extremely high standards that were set on this project. That we finished with an excellent health and safety record only adds to my belief that these companies are deserving of a gold medal even before the Games begin.

One of our major focuses and successes has been putting sustainability at the heart of the project. The aim



The UK construction industry has shown that it can deliver to the high London 2012 expectations

was simple: to make London 2012 the most sustainable Games to date. We have transformed a forgotten industrial area of East London into the largest new urban park in the UK for more than a century. Add to this the creation of world-class venues and the Olympic Village – 2,818 new homes built to high sustainability standards – and the foundations have been laid for what will become a wonderful new community for London.

We have met nearly all of our sustainability targets. We surpassed our commitment to reduce carbon on the Olympic Park by 50 per cent, helped through the use of an on-site energy centre that uses a combined cooling, heat and power system; the use of water has been reduced beyond our 40 per cent target through rainwater harvesting systems built into venues and the creation of the UK's largest blackwater treatment plant.

We have recycled 98 per cent of waste and reused steel for the structure of the Olympic Stadium and Velodrome. We also reused more than 80 per cent of the two million tonnes of contaminated soil that we cleaned. And more than 65



London 2012 mascots
Wenlock and Mandeville
on the track at the
Olympic Stadium



Skilled workers lay the track at the Velodrome, situated within the Olympic Park

per cent of material to the Olympic Park was transported by rail or water – saving 120,000 tonnes of carbon dioxide from an equivalent delivery operation by lorry.

The UK construction industry has shown itself as a hive of talent and skill, and that it can deliver to the high London 2012 expectations – regardless of where the workers came from. Around a fifth of

the 46,000-strong total workforce were from the local host boroughs, while the stadium was built by 240 companies from areas spanning Devon to Scotland.

We have every confidence that these new venues will not only be well received by sportsmen and sportswomen, but by London and the surrounding areas for years to come.



BORIS JOHNSON – MAYOR OF LONDON

It is a particular honour and privilege as Mayor of this great city to be welcoming the world to the London 2012 Olympic and Paralympic Games.

It has been an awesome experience seeing our plans unfold, and a credit to the expertise we have in London and the UK to watch our superb venues rise from the ground on time and on budget in such a short time.

I have been working closely with LOCOG and government to host the greatest show on earth, and preparing London for a summer like no other of spectacular



entertainment across the city. Most importantly, since the outset, we have focused on creating a lasting legacy of new jobs, transport infrastructure, economic growth and new homes, which will benefit Londoners for decades after the Games.

For centuries our city has been a powerhouse in culture and commerce, attracting the world's best talent and offering a home – whether temporary or permanent – to communities from every corner of the globe.

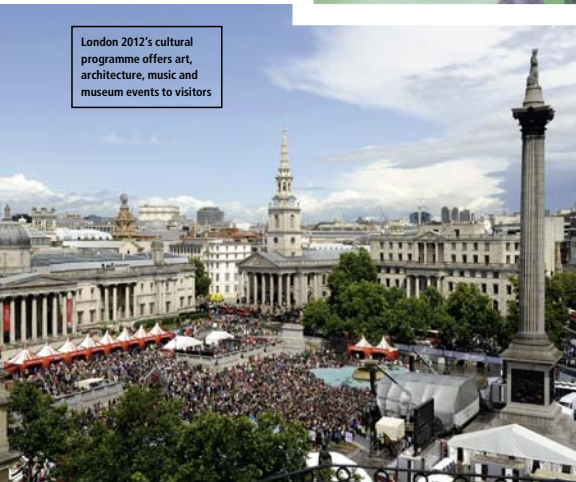
This summer we aim to show off the very best of this heritage. London's Games will showcase much-loved sporting jewels, with competition at a number of iconic venues across the city including Wembley, Wimbledon and Lord's which for generations have been beacons of fair play, innovation and excellence, inspiring young people across the world.

To these, we have added new icons – including the sleek Velodrome, the sinuous Aquatics Centre and the stunning Stadium – each with a secure future that will combine community participation with elite training and competition.

Our transport system has been upgraded thanks to a £6bn investment boost, changing the way we travel around the



London 2012's cultural programme offers art, architecture, music and museum events to visitors



We have invested in more than 20 sporting facilities and trained over 10,000 coaches or officials

capital for decades, and we have invested in more than 60 sporting facilities, trained over 10,000 Londoners as coaches or officials and provided funding to around 500 small clubs to inspire young Londoners to take up sports.

We have trained an army of 8,000 Team London Ambassadors, who will be ready to give the best welcome possible to the thousands of tourists who will come to the city this summer.

Even repeat visitors, and Londoners themselves, will find something to take the breath away as our city's streets and parks explode with celebrations of this once-in-a-lifetime event. As the eyes of the world are upon us, there has never been a better time to showcase the best London has to offer and I will maximise every opportunity to do so.

ANDREW ALTMAN, CEO, LONDON LEGACY DEVELOPMENT CORPORATION

After the Games the London 2012 venues will be the platform to deliver a genuine sporting legacy – encouraging excellence from national and international competition to local clubs and school leagues.



Whether a sportsperson, leisure user or spectator, the Queen Elizabeth Olympic Park will be the place to be from 2013.

The magic and spirit of the world's greatest sporting festival will live on in the park's five sporting venues. They will set the tone for the park, where the focus will be on encouraging people to live more active lives – centred on sport, entertainment and play.

After the Games, we are transforming the entire site from one suitable for the 10.8 million Olympic and Paralympic Games ticket holders into a whole new part of the city; it will be the UK's first urban park – not just a vibrant visitor

destination but an unrivalled new home for international sport.

London is already further ahead in planning legacy than any previous host Olympic city; we have secured operators for six of the eight venues and we will complete the remaining two this year.

In addition to some of the best sporting facilities in the world, the park will also become a fantastic new visitor destination, with up to 11,000 homes being built along with a new commercial hub for London in the Press and Broadcast Centres.

The site is one of the best-connected, most accessible places in Europe with 195 trains per hour. It takes just seven minutes to travel by rail to St. Pancras International and 15 minutes to the City, Canary Wharf and ExCeL.

In addition there will be more than 1,000 hotel rooms located just a short walk from the park.

The park will begin to open in legacy mode exactly one year after the Games commence, with the Multi-Use Arena

The park will begin to open in legacy mode exactly one year after the Games commence

(Copper Box) available from July 2013, the Velopark and Lee Valley Tennis and Hockey Centres will be open by the end of 2013, the Aquatics Centre will open in Spring 2014 and the Stadium will open in the summer of 2014.

One of the first sports events at the park will be a two-day festival of cycling. The park will also play host to the 2015 European Hockey Championships and the 2017 World Athletics Championships and there is a bid in place to host the 2016 European Swimming Championships.

Olympic legacy will mean different things for different people, but the park offers an opportunity to be part of the UK's new sporting home.



British Olympic diver Tom Daley on the diving board at the opening of the Aquatics Centre



Certain roads across London will be affected during the Games

27 July – 12 Aug and 29 Aug – 9 Sept

Find out which journeys will be busier and how to get around more easily or [GetAheadoftheGames.com](#) or follow us on Twitter: @GAOTG

Examples of Olympic-themed travel information displayed across London and its surrounding network in the run up to the Games

PETER HENDY CBE, COMMISSIONER, TRANSPORT FOR LONDON

Hosting the Olympic and Paralympic Games is the UK's biggest logistical operation in a generation, and transport will play a crucial role in ensuring that it is a success.



At Transport for London (TfL) we have twin objectives – to deliver a great Games and keep London and the UK moving. While we recognise that this is a huge task, thanks to a £6.5bn investment in transport and detailed operational planning, we are confident we will get everyone to their events on time, keep London and the UK moving and very much 'open for business'.

Additional Park and Ride, Direct Coach Services and extended national rail, Tube and DLR services are all ready to get people to and from Games events. This will also be rapid response teams on standby

to resolve issues quickly should they arise during the Games. Up to 750 extra Tube station staff will work shifts during the Games period, and around 3,500 TfL office staff will work as Travel Ambassadors on London's public transport network.

During the Games, London will be turned into a massive sporting and cultural venue and central London, the Olympic Route Network (ORN) and areas around venues will be exceptionally busy.

Up to 800,000 spectators and 55,000 athletes will be travelling to and from the Olympic venues, along with Games officials, sponsors and members of the media – all of whom need to get to events on time. On the busiest days, we are expecting an additional three million journeys on the public transport network, compared with the 12 million journeys which are made on London's public transport network every working day.

As a result, we are telling commuters, businesses and freight operators to

We are urging people not to chance it over the first few days by failing to plan ahead

be aware and that, in order to avoid any delay or disruption to their journey, they will need to plan ahead. People living and working in Olympic host cities can underestimate the impact the Games will have on normal travel or adopt a "wait and see" approach. It's very important that Londoners don't take this approach, and we are urging people not to chance it over the first few days by failing to plan ahead.

The London 2012 Games will undoubtedly present TfL and our partners with an unparalleled challenge, but we are confident that we have the plans in place to help deliver the event and leave a lasting transport legacy.



Beardsmen at London's Heathrow Airport: The London Games offers an opportunity to further promote the city as a tourist attraction

CHRIS ALLISON, ASSISTANT COMMISSIONER AND NATIONAL OLYMPIC SECURITY COORDINATOR, LONDON METROPOLITAN POLICE

Due to the length, complexity and geographical spread of the Games, a new and additional level of national coordination has already been put in place to ensure consistency across the planning and delivery of all the local operations.

In my role as National Olympic Security Coordinator (NOSC), I'm working closely with the local 'Gold' commanders to make sure that the delivery of the many safety and security operations is similar, no matter where they are in the country, and that the sport is not overshadowed.

During Games time, I'll be the single informed voice on how the safety and security operation is running across the country, linking into key partners including government. A new multi-agency coordination centre has been established at New Scotland Yard – the National



Olympic Coordination Centre (NOCC) to support this role.

The NOCC staff represent more than 20 police departments and external organisations – ranging from Emergency Service colleagues in Fire and Ambulance, UKBA, Ministry of Defence and a team to represent the 12 Police 'Golds' running their operations in the venue forces.

As with all sporting events held in London, the safety and security of the Olympic and Paralympic venues is a matter for the event organisers. LOCOG will use a private security company (plus 3,500 troops) to deliver a venue-based security operation, which will include searching and screening everyone entering the competition venues. We will have a small policing presence inside the venues to fulfil our core policing responsibilities: prevention and detection of crime; protection of life and property; and maintenance of the Queen's peace.

In London there will be 12 sporting venues where we will have a presence:

Specialist input will be provided by officers who are experienced in delivering specific security plans

the Olympic Park, Wembley Arena, Wembley Stadium, Earls Court, Hyde Park, Horse Guards Parade, Wimbledon, North Greenwich Arena, Greenwich Park, ExCeL, Lord's and Royal Artillery Barracks.

Each venue will have its own police plan to support the work of LOCOG. This plan will cover all threats to the venue, the number and type of police officers needed, plus a range of contingency plans in support of the event organiser's plans. Additional specialist input will be provided by officers who are experienced in delivering specific security plans – aiming for a successful and safe London 2012 Olympic and Paralympic Games.

SYNRGY360

LIMITLESS TRAINING

SYNRGY360 combines several popular, dynamic total-body exercises into a system that allows exercisers to achieve more than ever before.

It's modular, flexible and great for both group and individual workouts.



FUNCTIONAL TRAINING

BOXING

SUSPENSION TRAINING™

CORE TRAINING

REACTION TRAINING

SPORTS SPECIFIC TRAINING

STRENGTH TRAINING

Find out more at www.lifefitness.co.uk/synrgy360

LifeFitness
WHAT WE LIVE FOR



Lifecycle GX – the premium performance group cycling bike



Demonstrators using the Synrgy360 at FIBO 2012

MOVING FITNESS FORWARD



Murray Rudkin

So much more than just an equipment provider, Life Fitness has been offering full service fitness solutions to health and sport facilities across the globe for more than 40 years, and is world-renowned for its quality and innovation.

2012 sees the company enjoy one of the most prolific years of new product development in its history. We asked Murray Rudkin, managing director of Life Fitness UK, about the latest state-of-the-art equipment and reveal the company's plans for the rest of 2012 and beyond.

Why are you launching so many new products this year?

Producing high-quality, innovative equipment has always been at the heart of our business. It's what we do best. But we don't just churn out new products that are here today and gone tomorrow. During times of financial uncertainty, it's important that businesses, like ourselves, invest in the right areas and keep moving to stay ahead of the game.

So we listened to our customers' needs, delved into trends and really got under the skin of what the end users wanted. The answer was innovative, high-quality products that give facility owners a competitive edge.

Our research and development teams in the US are second to none and are brilliant at integrating technological advancements into our products – and the latest ranges are no exception.

What are the key new products?

The new Life Fitness Forward collection consists of four really unique pieces of equipment. And these are designed with the

flexible, multi-functional, innovative and connected ways that people want in today's exercise regimes.

Life Fitness Synrgy360 is a total-body, modular training system that is completely ground-breaking. We now have our own premium performance group cycling bike, the Lifecycle GX, and have introduced the Life Fitness Hammer Strength HD Elite – our most durable strength rack line to date. Lifescape is a high-tech innovation that makes cardio experience interactive, with high-definition hikes, runs and bikes through famous locations around the world.

In addition, we have launched Activate Series – a new and streamlined collection of cardio equipment featuring a variety of efficient and effective workouts.

Our entire product portfolio has been designed with support from the world's most advanced inhouse biomechanics team, which studies body movement and how it interacts with a machine to deliver the best equipment and the best results.

Synrgy360 sounds really interesting. Can you tell us more and how it can be used in sports training?

The industry is constantly adapting and we embrace this change. Due to the fact that we are a global company, we are quick to observe the fitness trends that are emerging worldwide. One of the major developments is the desire for equipment that does more than one thing; space is a premium for most gyms, so we designed a product that synergistically combines lots of different disciplines in one machine.

Synrgy360's capabilities are endless. It includes functional fitness, strength, exercise and weight loss, core, boot camp and sport-specific training. It supports exercisers of all fitness levels in accomplishing a wide variety of training goals, including metabolic weight loss and improved balance, coordination, speed, agility, flexibility, power and strength. It is a serious bit of kit that is really fun and engaging to use at every level.



Synrgy360 includes functional fitness for sport-specific training



The Lifecycle GX has a unique rear flywheel design and offers a results-driven experience

What's unique about the new Hammer Strength HD Elite?

We worked with elite coaches and strength professionals to develop the new Hammer Strength HD Elite. It's designed for the toughest training programmes and has custom-made options for coaches. The modular line of racks is strong, durable, safe and includes 38 options and accessories – such as the Power Pivot attachment which locks Olympic bars into place for rotation exercises – adjustable band pegs and nine pull-up bar options. There's also a Sumo Base option that gives taller athletes more room to perform.

Put simply, the Hammer Strength HD Elite is our best performance strength rack, designed for extreme training conditions and the perfect addition to our renowned Hammer Strength brand.



Hammer Strength HD Elite is custom-made for sports coaches

Why has Life Fitness decided to add a group exercise bike to the range?

Life Fitness launched the first computerised stationary bicycle more than 40 years ago. It makes perfect sense for us to be able to offer a best-in-class bike for group cycling – one of today's most popular fitness activities.

The Life Fitness Lifecycle GX has a whole host of high-tech features. These features include a unique rear flywheel design, an advanced computer option and an optimal viewing position. Even the Lifecycle GX coating is state-of-the-art as it protects the bike from sweat damage.

It has been totally designed with the end user in mind and gives instructors and class participants the most engaging and results-driven riding experience.

What other solutions has Life Fitness been working on this year?

We will continue to build on the success of our Solutions Partners offering. This will enable us to utilise the expertise from other related industries to offer bespoke business packages to our customers.

As always, our commitment to training is a key part of everything we do and we're constantly improving the Life Fitness Academy. In fact, we're really proud to be one of the first equipment companies to have been granted a license from SkillsActive. This means that we can deliver accredited CPD courses and workshops to our customers and create them ourselves.

We're also currently gearing up for this year's LIW, at Birmingham's NEC in September, where we will be showcasing our most recent innovations, so make sure you pop along to our stand.

What does the future hold for Life Fitness?

Commitment to helping people live healthier lives means always looking at what's trending next. We're currently in an unprecedented moment in time – with exerciser interest and engagement at an all-time high.

The excitement around the London 2012 Olympic and Paralympic Games has resulted in more people, from many walks of life, becoming interested in sport. It's now down to the fitness industry to make it fun and accessible to these people and to keep the momentum going.

Meanwhile, we'll continue to forge the way with innovative, forward-thinking, industry-changing products. Our trend-led equipment and solutions are not only relevant for today, but are also shaping the future. ●



BUILDING THE LONDON 2012 GAMES VENUES



SPORTS MANAGEMENT'S ROUND-UP OF
THE DESIGN AND LEGACY PLANS FOR
THE KEY OLYMPIC SPORTS FACILITIES

From securing the land to build the Olympic Park after the bid was won in 2005, to completing the majority of construction in 2011, a remarkable transformation has taken place in East London, the heart of the London 2012 Games. This area of untapped potential has been developed into a spectacular urban park with world-class venues and new infrastructure links and has harnessed the potential for further regeneration for decades to come.

THE BIG BUILD

The Olympic Delivery Authority (ODA), established in 2006, was responsible for building the main permanent venues and infrastructure on the park, and the Olympic Village. It also built the new Lee Valley White Water Centre and made enhancements to the existing venues at Eton Dorney and Weymouth and Portland.



Around 14,700 international athletes will compete within London 2012's sports venues this summer

London 2012's build-up and legacy will generate £16.5bn in gross domestic product for the UK economy, according to Lloyds Banking Group



Work started as soon as the ODA gained possession of the park site in summer 2007, after obtaining advice from engineering design consultants WS Atkins on how to prepare the industrial wastelands.

During the next 12 months, work focused on preparing the site for development. The ODA then began constructing the main venues and infrastructure – known as the 'big build'. This was completed on time and within budget by 27 July 2011 – one year ahead of the Olympic Games Opening Ceremony.

The London 2012 Organising Committee (LOCOG) then had a year to add the overlay – such as timing systems and dressing – transforming the new facilities into venues ready for the Games.

AVOIDING WHITE ELEPHANTS

Elsewhere in the country, sporting venues have been enhanced or built from

Throughout the construction programme and Games planning, LOCOG has been thinking of tomorrow

scratch, providing world-class facilities for the Games and for the long-term benefit of local communities and elite athletes. Existing world-famous stadia across the UK, including Hampden Park, Glasgow, and the Millennium Stadium, Cardiff, are hosting the Football competition.

Permanent venues have been constructed when there is a long-term need. If there was not, then temporary venues have been built. Existing landmark venues

such as Wimbledon and Lord's Cricket Ground are also being used.

Elsewhere, landmark sites, including Horse Guards Parade and Greenwich Park, have been transformed – providing spectacular settings for sporting events and showcasing the UK's landmarks.

OLYMPIC LEGACY

Throughout the construction programme and Games planning, LOCOG has been thinking of tomorrow: with an aim for the Games to leave a lasting legacy and to be remembered not only as a summer of fantastic sport, but as the catalyst for the regeneration of one of the most underdeveloped areas of the UK.

In building the venues and staging the Games, LOCOG has raised the bar for both the construction industry and future large-scale events – developing new standards to which others can aspire. ➔

OLYMPIC STADIUM

- Opening and Closing Ceremonies (Olympic and Paralympic)
- athletics

DESIGN AND BUILD

Designed by Populous with legacy in mind, the Olympic Stadium's 80,000 capacity can be reduced after the Games. It has a permanent lower tier with a capacity of 25,000, and a temporary steel and concrete upper tier, for a further 55,000 spectators, which can be dismantled after the Games.

The temporary upper tier means that amenities such as catering and toilets, normally found inside sports stadia, have been designed as individual pods, which are located in temporary facilities around the outside of the stadium.

Facilities for athletes within the stadium include changing rooms, medical support facilities and a 60m warm-up track.

Factoring in the need for hosting the opening and closing ceremonies, tripods are fixed on to the outer circle of steel that runs around the top of the stadium. These connect across the building to support staging and the stadium foundations have been designed to take the strain.



Colourful gardens and lawns will provide an English Garden setting to the Olympic Park

The frame of the building will be clothed in a £7m wrap, made of individual pieces of fabric. Dow Chemical agreed to fund the wrap after government money for it was pulled in 2010 during the coalition government cutbacks.

The most sustainable stadium ever built for an Olympic Games, the lower tier sits within a bowl in the ground, which minimises the use of construction materials. This bowl was created by excavating 800,000 tonnes of soil, the majority of which was cleaned and re-used elsewhere on the Olympic Park.

Around 10,000 tonnes of steel was used to build the venue – significantly less than in other Olympic stadiums. The top ring was built using surplus gas

pipes – a visual testament to efforts to 'reduce, reuse and recycle'.

The turf was grown in Scunthorpe from a blend of perennial rye grass, smooth stalk meadow grass and fescue grass seeds.

AFTER THE GAMES

The London Legacy Development Corporation and Mayor of London have taken the decision to keep the stadium under public ownership.

Its design is flexible enough to accommodate a number of different requirements and capacities. It will retain athletics at its core, and also be a venue for other sporting, cultural and community events – including the venue for the 2015 IAAF World Championships.



- architect: Populous
- lead contractor: Sir Robert McAlpine
- engineer: Buro Happold
- landscape architects: Hyland Edgar Driver
- groundwork: Keltray
- piling: Keller
- insitu and precast concrete: Byrne Brothers
- roof fabric membrane: Seele
- cable: Bridon Cables
- strand jacking: Fagioli
- wind tunnel testing: BMT
- bowl steelwork: Lee Warren
- earth reinforcement: Tensar
- topping: Careys
- steel stairs: CMF
- steelwork sub contractor: Watson Steel
- athletics track: Mondo
- sports surface maintenance: Replay
- surface specifications and testing: Labosport

During the Games, the stadium will seat 80,000 spectators at the Open and Closing Ceremonies and the athletics competitions

AQUATICS CENTRE

- diving
- swimming
(Olympic and Paralympic)
- modern pentathlon
- synchronised swimming



- architect: Zaha Hadid
- pool consultant: S&P Architects
- lead contractor: Balfour Beatty
- structural engineer: Arup
- project manager: CLM
- roof steel: Rowecord
- concrete: AJ Morrisroe
- pool treatment: Europools
- ceiling cladding: Finnforest
- roof coverings: Lakesmere
- ceramic tiling: Vetter
- wet area tiling: WB Simpson

The two temporary seating wings, currently attached to the Aquatics Centre, will be removed after the Games

DESIGN AND BUILD

Designed by internationally acclaimed architect Zaha Hadid, the Aquatics Centre's wave-like, 160m x 80m roof, clad with 30,000 individual sections of red lauro hardwood, proved to be one of the most complex engineering challenges of the Olympic Park big build. Its skeletal structure rests on just two concrete supports at the northern end of the building and a supporting wall at its southern end.

The venue features a 50m competition pool, a 25m competition diving pool, a 50m warm-up pool and a 'dry' warm-up area for divers. It has a spectator seating capacity of 17,500.

Work began on the inside of the venue once the roof was in position. The three

pools were dug out, lined, filled with water and tested, before they were fitted with more than 180,000 tiles.

AFTER THE GAMES

The centre will be transformed into a facility for the local community, clubs and schools, as well as elite swimmers – attracting an anticipated 800,000 visitors a year.

All the pools have moveable booms and floors to create different depths and pool sizes. The two temporary wings will be removed – reducing its seat capacity to 2,500 after the Games – although it will be possible to increase the capacity for major competitions.

The venue's operator after the Games will be GLL charitable social enterprise.

WATER POLO ARENA

- water polo

This temporary venue was built in just 13 months by firms from across the UK. These include an East London construction company, previously based on the Olympic Park site and specialising in building stages and support structures for major events.

The arena is easily distinguishable by its silver-coloured wrap and an inflatable roof, made from recyclable materials. Its



The wedged-shaped structure has a silver wrap

warm-up and competition pools hold almost three million litres of water.

The wedge-shaped structure will stage the men's and women's water polo competition during the Olympic Games. Afterwards, the venue will be taken down, with elements reused elsewhere.

The venue is located at the main eastern entrance to the Olympic Park next to the Aquatics Centre, in one of the most compact areas of the 500-acre site. To make the best use of available space, the two buildings share a number of back of house facilities.

- architect: David Morley Architects
- structural engineer: Buro Happold
- substructure works:
Jackson Civil Engineering Group
- environmental engineer: Max Fordham
- mechanical and electrical work: Balfour Beatty
- general building: Byrne Group plc
- temporary pool installation: A&T Barr & Wray
- seating: Alto Seating Systems
- main structure build: ES Group

BMX TRACK

- cycling - BMX

DESIGN AND BUILD

This fast and challenging course features an 8m-high ramp followed by jumps, bumps and tightly banked corners. Around 14,000cu m of soil was used to build the track, which was excavated elsewhere on the park site, cleaned, then reused to create a series of levels on which the final track was formed.

AFTER THE GAMES

The temporary seating will be removed and the track will be reconfigured so it's suitable for riders of all abilities.



Riders launch off the track's 8m-high ramp



VELODROME

○ Cycling – track (Olympic and Paralympic)

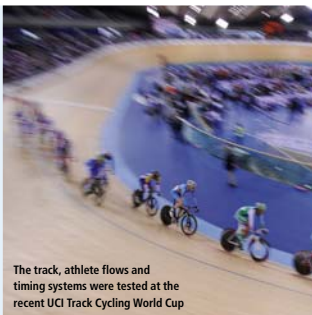
Located in the north of the Olympic Park, the Velodrome is one of the Games' most sustainable and iconic venues.

DESIGN AND BUILD

Sustainable choices have been made wherever possible; from the sourcing of wood used on the track and external cladding, to the installation of a 100 per cent naturally-ventilated system that eliminates the need for air conditioning.

The building exterior is clad in 5,000sq m of western red cedar. Both this and the Siberian pine for the track were certified by the Forest Stewardship Council. The cable-net roof design also reduced the amount of material required and decreased construction time by 20 weeks.

The building lets in an abundance of natural light, reducing the amount of energy needed for artificial lighting. Its roof collects rainwater that will reduce mains water usage by more than 70 per cent.



The track, athlete flows and timing systems were tested at the recent UCI Track Cycling World Cup

- architect: Hopkins
- lead contractor: ISG plc
- project manager: CLM
- structural engineer: Expedition
- services engineer: BDSP Partnership
- track designer: Ron Webb
- cable net: Pfeiffer with Schlaich Bergermann
- roof covering: Kalzip
- structural steel: Watsons
- concrete substructure and superstructure: Foundation Developments
- roof cassettes and external timber cladding: Wood Newton
- landscape: Grant Associates

The venue has the capacity for 6,000 spectators, with the seating split into two tiers. A glass wall around the perimeter, between the lower and upper tiers of seating, offers a 360-degree view of the park.

The venue's designers worked closely with a design panel, including Olympic gold medal-winning cyclist Sir Chris Hoy, to tailor the track geometry, temperature

and environmental conditions with the aim of creating a record-breaking track.

AFTER THE GAMES

The venue will be handed over to the Lee Valley Regional Park Authority and, along with the BMX Track, will form the heart of a new VeloPark for use by the local community, clubs and elite athletes.

TEMPORARY BASKETBALL ARENA

- basketball
- handball finals
- wheelchair basketball
- wheelchair rugby



The new Basketball Arena is one of the largest temporary venues ever built for an Olympic Games event.

The arena will be one of the most heavily-used venues within the Olympic Park, with competition events taking place almost every day.

DESIGN AND BUILD

The venue's frame is made up of 1,000 tonnes of steel and is covered in 20,000sq m of a recyclable white PVC fabric that will form the canvas for spectacular lighting displays during the Games. On the inside, the venue features an array of black and orange seats; representing the colours of a basketball.



The Basketball Arena is 35m high and longer than a football pitch at 115m long

- design team lead: SKM
- architect: Wilkinson Eyre
- sports architect: KSS
- engineers: Arup
- structural engineer: Sinclair Knight Merz
- structural and mechanical, electrical, plumbing: (MEP)
- sports equipment: Harrod
- fast break flooring system: Mondo
- main contractors: Barr Construction; Slick Seating Systems; Base, Mittle, Envirowrap; Volker Fitzpatrick; McAvoy

Initial works started on the arena in October 2009, and construction was completed on time and within budget in June 2011 – making it one of the quickest Olympic Park venues to be constructed: the arena's giant frame was set up in less than three months.

Behind the scenes, the arena shares some facilities with the Velodrome and

BMX Track to make efficient use of space and resources. This includes two courts in temporary accommodation and areas for catering, security, waste management and the media.

AFTER THE GAMES

The arena will be taken down. Parts of it are expected to be reused elsewhere.

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LORDS' CRICKET GROUND

○ archery



Lord's Cricket Ground has been a venue for top-class sport since the late 19th century. Now the home ground of Middlesex County Cricket Club, the venue regularly hosts both test matches and one-day international matches.

DESIGN AND BUILD

At Games time, archers will shoot from the front of the 19th century Pavilion across the hallowed cricket square towards the Media Centre.

Although temporary structures such as seating are being installed, comparatively little preparation will be needed to get this venue ready for the Games.

AFTER THE GAMES

Lord's will return to its role as the home of cricket. Archery equipment from the training, warm-up and competition venues will be donated to schools and archery clubs across the country.

LEE VALLEY WHITEWATER CENTRE

○ canoe slalom



Canoeists at the recent canoe slalom test event in Lee Valley

- architect: FaulknerBrowns Architects
- lead contractor: Morrison Construction
- structural and services engineers: Cundall White Water Course Specialists; Whitewater Parks International
- landscape designers: Michael van Valkenburgh Associates.
- lighting: Abacus

The Lee Valley White Water Centre is located 30km north of the Olympic Park, on the edge of the 1,000-acre River Lee Country Park – part of the Lee Valley Regional Park.

The centre has two separate courses: a 300m Olympic-standard competition course with a 5.5m descent, and a 160m intermediate/training course with a 1.6m descent.

DESIGN AND BUILD

Both courses were built from scratch, along with a 10,000sq m lake. This feeds a system of pumps that provide the course with 15cu m of water per second. The white water is created by

these pumps and obstacles placed along the course. It opened in spring 2011 as the only newly-built London 2012 venue that the public have been able to use ahead of the Games.

AFTER THE GAMES

The two courses and the facilities building will remain, with the venue becoming a world-class canoeing and kayaking facility for people of all abilities, and a major leisure attraction for white water rafting.

After the Games, the venue will be owned, funded and managed by Lee Valley Regional Park Authority and a sports development programme will be run in partnership with the British Canoe Union.

HORSE GUARDS PARADE

○ beach volleyball

Located in central London, Horse Guards Parade provides an iconic location for the London 2012 beach volleyball competition.

Dating back to 1745, the parade ground takes its name from the soldiers who have provided protection for the monarch since the restoration of the monarchy in 1660. It lies at the heart of London's ceremonial life and still hosts the Trooping of the Colour.



TEMPORARY RIVERBANK ARENA

○ hockey



The blue pitch with pink surrounds is a first for an Olympic hockey event

- surface specifications and testing: Labosport
- surface construction: Sports Technology International; Spadeoak
- fencing: B&L Fencing Services
- sports equipment: Harrod

The temporary Riverbank Arena has two pitches, one with spectator seating and one for use as a warm-up area.

DESIGN AND BUILD

London 2012 is the first Olympic Games where the hockey pitches aren't green. Pink is used for the area surrounding the pitch and blue for the field of play

– making it easy to spot the yellow ball. The first Riverbank Arena pitch was unveiled in October 2011.

AFTER THE GAMES

The pitches will join permanent sporting facilities at Eton Manor. It will have 3,000 permanent seats, increasing to up to 15,000 for major events.



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ETON MANOR

- aquatics training (Olympic and Paralympic)
- wheelchair tennis

- architect: Stanton Williams
- engineers: Arup
- fencing: B&L Fencing Services
- lighting: Abacus
- main contractors: Mansell Construction Services; PJ Careys; Slick Seating Systems; Mitie Engineering A&T; Nussli



The six outdoor wheelchair tennis courts have been designed in a striking blue colour

Built on the site of the old Eton Manor Sports Club, Eton Manor is the only new, permanent, London 2012 Paralympic venue. It features four indoor and six outdoor wheelchair tennis competition courts and has three 50m pools for swimmers, and smaller pools for synchronised swimmers with water polo players.

DESIGN AND BUILD

After the site had been cleared, it was first used as the temporary home for a practical training centre, which trained people in operating construction machinery. Many of the graduates from the centre went on to get jobs on the park.

In 2009, the centre moved to a permanent home near the Royal Docks in East London, so that the site could be prepared for the construction of the new facilities.

AFTER THE GAMES

The facility will be owned, managed and funded by Lee Valley Regional Park Authority. The area will be transformed into sporting facilities for the local community, including a tennis centre and a hockey centre, which will use the two hockey pitches relocated from the temporary Riverbank Arena. There will also be space for 10 potential five-a-side football pitches.

ETON DORNEY

- canoe sprint
- rowing (Olympic and Paralympic)

Set in a 400-acre park within a nature conservation area, 25 miles west of London, Eton Dorney Rowing Centre at Dorney Lake is acclaimed as one of the finest rowing venues in the world.

DESIGN AND BUILD

The venue has a 2,200m, eight-lane rowing course, warm-up lanes and competition facilities. Although the facilities were already world-class, improvements were needed to ensure the venue met the particular requirements of the Games.

An additional cut-through has been created at the 1,400m mark to allow competitors to get from the return lane to the competition course. Previously the only cut-through was at the 600m mark. Two bridges have also been installed. The first spans the new cut-through, while the other has replaced the existing finish line bridge with a wider one.

AFTER THE GAMES

Eton Dorney will continue to be used as a world-class training and competition facility for rowing.

ROYAL ARTILLERY BARRACKS

- shooting

DESIGN AND BUILD

The temporary London 2012 venue at The Royal Artillery Barracks has been designed with 18,000sq m of PVC membrane that gives the outer structures their unique appearance.

The vibrantly-coloured openings on the white façade help create tension in the membrane and provide natural ventilation and light.

Unlike most previous Games, shooting competitors will be close to the heart of the action, enabling athletes to stay with their teammates in the Olympic Village.

Three temporary indoor ranges for pistol and rifle shooting (a 25m, combined 50m/10m and a finals range) have been built together with outdoor shotgun ranges for trap and skeet events. There will be temporary spectator grandstands at each Shooting range.



A temporary shooting range and the building's 'puckered'-design exterior (below)

The shooting ranges and grandstands offer a stunning backdrop of the Barracks' beautiful 18th century architecture.

AFTER THE GAMES

The venue will be dismantled and the site returned to its original condition, after which it will be handed back to the Ministry of Defence, which is the landowner.



COPPER BOX

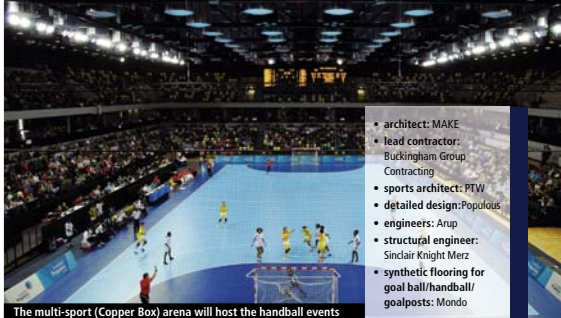
- handball
- modern pentathlon



This iconic venue is extremely flexible, with retractable seating that can change the floor size to facilitate different activities both during and after the Games.

DESIGN AND BUILD

Designed with sustainability as a priority, the roof is fitted with 88 light pipes that allow natural light into the venue, reducing electric light demand, which will achieve annual energy savings of up to 40 per cent. Rainwater is collected from the roof to flush toilets and also reduce water use at the venue by up to 40 per cent.



The multi-sport (Copper Box) arena will host the handball events

- architect: MAKE
- lead contractor: Buckingham Group Contracting
- sports architect: PTW
- detailed design: Populous
- engineers: Arup
- structural engineer: Sinclair Knight Merz
- synthetic flooring for goal ball/handball/goalposts: Mondo

The glazed concourse level that encircles the building allows visitors to see the sport taking place inside and illuminates the venue when lit at night.

The top half of the venue is clad in 3,000sq m of (mostly recycled) external copper cladding to give the venue a unique appearance that will develop a rich natural colour as it ages.

AFTER THE GAMES

The Copper Box will be operated by GLL and will become a multi-use sports centre for community use,

athlete training and events. Its flexible design and retractable seating will allow for activities ranging from international competition to community sports, and for a wide range of indoor sports – including basketball, handball, badminton, boxing, martial arts, netball, table tennis, wheelchair rugby and volleyball.

A health and fitness club with changing facilities and a café is also planned. Temporary areas, used for the media and technology equipment, will be converted to provide extra spectator facilities.

WEYMOUTH AND PORTLAND

- sailing



Located on the south coast of England, Weymouth and Portland provides some of the UK's best natural sailing waters.

DESIGN AND BUILD

The site already had world-class sailing facilities, but enhancements were needed to ensure the venue was suitable for the Games. These included a permanent 250m slipway used for launching and landing boats and 70 new moorings. A new commercial 560-berth marina has also been built nearby and 250 of these berths will be used during the Games.

AFTER THE GAMES

The National Sailing Academy will benefit from the improvements, providing a state-of-the-art facility for elite training, competition and community use.

GREENWICH PARK

- equestrian
- modern pentathlon



Greenwich Park is London's oldest Royal Park, dating back to 1433, and is part of the Greenwich World Heritage site and home to the Prime Meridian Line.

DESIGN AND BUILD

A temporary course has been designed by STRI for the cross-country element of the eventing competition, while a temporary main arena is also being built in front of the Queen's House within the grounds of the National Maritime Museum.

Work began on the temporary main arena in April 2012. It features an innovative, purpose-made platform, devised by WS Atkins and made from plywood, aluminium and steel and which is held above ground by more than 2,000 pillars.

The 5.7km cross-country course will feature more than 42 jumps and see riders and horses tackle water obstacles, slopes and hills.

AFTER THE GAMES

All structures installed within the park will be removed. The park will continue to be used for a wide range of recreation and leisure activities.



New research carried out by professional services provider Deloitte has found that London's staging of the Olympic Games is generating a "significant boost" for Brand Britain. Heather Hancock, lead London 2012 partner at Deloitte, reports



PHOTO: SHUTTERSTOCK.COM



What happens next?

Capitalising on London 2012

An exciting and inspiring summer of sport lies ahead and the stage is set for a wonderful event, but while medals are yet to be awarded, focus has been on post-Games legacy from the earliest days of the London 2012 bid.

When Olympic legacy is discussed, the conversation often focuses on sport-specific themes. Are participation rates increasing? Has the quality and availability of facilities improved? This is understandable; the Olympic and Paralympic Games are sporting events after all.

To restrict our gaze to sport, however, misses the scale of ambition that lay behind London's bid for these Games. Hosting the Olympic and Paralympic Games in the 21st century requires such a vast mobilisation of resources that their legacy reaches far beyond sport. This is most visible in the social and economic regeneration of the East End of London. The impetus of London 2012 has accelerated the regeneration of the Lower Lea Valley – home to some of the most lagging districts in the country – by at least a generation.

A report from the London Mayor's office published last year found that, as a result of winning the Games, the Westfield Stratford City development went ahead years earlier than planned, creating 10,000 permanent jobs. This is in addition to the thousands of jobs created on the park itself through the construction of Games facilities and the post-Games regeneration of the site.

The Games are the biggest single showcase for British business in decades. With hundreds of thousands of overseas visitors to the UK, millions of ticketholders coming to the Olympic Park and a TV audience in the billions, the Games represent a unique opportunity for UK plc to make its mark.

A successful sports event will be noticed by consumers, businesses and governments around the world giving British companies, whether they have directly provided goods or services to London 2012 or they haven't, the opportunity to capitalise on this moment in the spotlight and become part of the London 2012 legacy.

Six weeks of sport; decades of regeneration

London 2012 has already provided British business with the opportunity to be part of a multi-billion pound mega-project, both in the creation of the park itself and in the delivery of the Games. The impact of this should not be overstated: it equates to around £1bn a year of work over the last six years.

British businesses will also play a critical role in putting on the show. Around 600 companies are providing goods or services to the Games, with hundreds more having tendered for work through the 'Compete For' website. With more than 95 per cent of contracts now awarded, 70 per cent of suppliers are small and medium enterprises.

London 2012 has also helped to safeguard and sustain infrastructure investment. None more significant than the huge investment in transport systems to the East End, such as the East London Line.

Cast your mind back to the sight of the planned Olympic Park in 2005. It was obscured by a cat's cradle of power



PHOTO: SHUTTERSTOCK.COM

lines forming one of the biggest barriers to redevelopment. The complex and successful undergrounding of the power infrastructure created a huge development platform not just for sports stadia for the Olympic Games, but for the extensive commercial investment that will follow in the park and its vicinity once the Games are over.

The Olympic and Paralympic Games is, in reality, a staging post in the transformation of the Lower Lea Valley. Once the last medals are awarded, development will recommence. Five neighbourhoods comprising up to 8,000 new homes are to be built over a 20-year period, while bidders are vying to take up long leases on the buildings in the one million or so square feet of space that will act as the press and broadcast centres while the Games are in progress.

Deloitte estimates that some £2.5bn to £3bn of construction and related services contracts are still to be awarded in the Queen Elizabeth Olympic Park and neighbouring development areas. The Games are a six-week sporting event in

the middle of a decades-long redevelopment project. The building blocks are firmly in place and British companies are already at the heart of this success story.

Eyes on the prize

While the achievements to date are bold and arguably broader than other UK regeneration programmes of the last 30

The new LLDC is one positive step but more action will be needed to hold the focus on long-term gains, rather than short-term trade-offs

years, they are largely physical and environmental in nature. The building blocks for wider social, economic and enterprise-led benefits are just as complex, but harder to evidence and in many cases are still being refined.

For a lasting legacy that British businesses can benefit from, a number of steps are required:

- **Maintain Olympic delivery structures and governance.** London 2012's integration of community, local, city-wide and national delivery structures has been a pioneering success for the UK. It demonstrates what can be achieved with commitment from all parties. It would be a big mistake for the big political hitters to turn their attention away from the Games legacy once the Paralympic flag is lowered. Without sustained senior commitment to – and accountability for – delivering every pound of legacy value, there is a risk that the local cross-party and cross-borough entente will stumble. The new London Legacy Development Corporation (LLDC) is one positive step but more action will be needed to hold the focus on long-term gains rather than short term trade-offs.
- **A vibrant park legacy.** The London Mayor and government showed foresight in establishing a dedicated legacy vehicle for the Olympic Park. The LLDC

Critical to the park's success will be visitor numbers and the uptake of future opportunities



➔ is in place to promote and deliver a park legacy, integrating economic activity alongside health, education and access to sport and leisure facilities. However, critical to its success will be the early levels of visitor numbers and the uptake of residential and business opportunities. If a negative perception of the park develops, it could take years to recover.

● **Investment in the softer side of regeneration.** Barcelona had 10 years of investment prior to the 1992 Olympic Games, five to 10 years of Olympic investment and a further decade of investment once the Games were over. This is happening in London but, in addition to the decade of sporting events and further major infrastructure programmes, there will also need to be greater focus on the softer elements of regeneration such as social infrastructure, skills investment and community building.

● **Maximising the skills legacy.** We must take advantage of the opportunities created through the volunteering and skills programmes that have benefited thousands of people since 2005. How can business and other sectors tap into this potential? What job brokerage and supply chain support can be maintained? Does what we have learned on London 2012 suggest new ways of supporting people to get into work, or taking their Games enthusiasm into new volunteering opportunities in and out of sport?

Exporting 'Brilliant Britain'

The skill and efficiency with which the extremely complex Olympic programme has been put together has provided the

British construction industry, together with its supporting cast of programme managers, designers and engineers, with a massive reputational boost which must be marketed internationally. Yet, while there are exceptions, the relatively fragmented nature of the UK construction sector may limit the extent to which it can compete with giant competitors from France, Germany or the US on global mega-projects. There is more to do for the sector to unlock global opportunity.

Publicity surrounding the Games is already having a marked impact on attitudes in coveted export markets such as India and China

However, high value services, such as management planning, technical consulting and design are where British business has an advantage. Services from programme managers, technical specialists and designers have become increasingly exportable in recent times, as the liberalisation of global trade has embraced the services sector, and British companies have taken full advantage.

A successful export strategy will require targeted investment and promotion from government – working in conjunction with individual businesses and trade bodies. We are not only

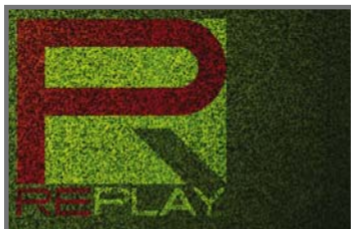
promoting our success in staging a major event, this is about Britain's world class skills in technology, security, operational planning, complex programmes, digital communications and other sectors relevant to a huge swathe of business and governmental challenges the world over.

The Games also deliver the incalculably valuable benefit of being the out-and-out focal point of the world's attention. Recent Deloitte research shows that the publicity surrounding the Games is already having a marked impact on attitudes in coveted export markets such as India and China. Some 60 per cent of respondents in both countries said they are now more likely to want to buy UK products.

Time to act

Legacy is already being delivered and the capital programme investment has been a significant success. Sustaining this beyond the Games will require political and business leadership – focusing on skills, education and other softer elements of regeneration. There are also a myriad of business opportunities at home and abroad stemming from the skills UK plc has demonstrated on the delivery of London 2012. But, here too, sustained focus and targeted investment are necessary if we are to capitalise on these opportunities.

There is a limited window for Britain to make the most of the opportunities arising from London 2012. Brazil hosts the next World Cup and Summer Olympic Games, while Russia hosts the Winter Games in 2014 and the following football World Cup in 2018. The focus of international expertise may shift quickly. ●



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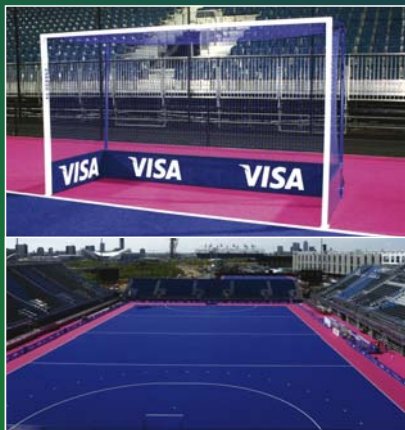
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LONDON 2012

A VERY

SOCIABLE

OLYMPICS

The London Olympics is expected to be the most social and digital Games to date. Karen Maxwell takes a look at some of the ways in which Games experiences will be shared on social networking sites, while Professor Simon Chadwick shares his Olympic engagement experiences at previous Games

London 2012 will ignite the first conversational Olympic Games between athletes and fans as we witness a much deeper and wider integration of social media by national Olympic committees, international federations, athletes and rights holding broadcasters.

Two years ago, the Vancouver Winter Olympic Games attracted one million social media fans in just two weeks. Today, the International Olympic Committee (IOC) is witnessing a massive rise in global subscribers (more than 10 million) and a greater strengthening of the bond between fans, athletes and the Olympic Games. Thanks to the increasingly popular social media platforms Facebook, for example, now has more than 900 million users, compared with 100 million during Beijing 2008.

According to the International Olympic Committee (IOC), engaging in social media is important for many reasons. It is an immediate tool with which to connect and engage with Olympic fans – especially younger ones – and it allows the IOC to be a part of the global conversation. On Facebook close to 70 per cent of users are under 24 and half of that percentage is under the age of 18.

LOCOG's London 2012 'Join In' and 'Results' apps allow fans to share their Games experience



COMPREHENSIVE OLYMPIC COVERAGE

In a similar attempt to spur interest among younger viewers in the Games, international broadcasters and official London 2012 corporate partners are incorporating social elements into their Olympics plans to capitalise on the chatter surrounding the event.

In the lead up to the Games, the BBC and Comcast's NBCUniversal have collaborated with Facebook on Olympics programming. The BBC plans to live stream coverage of the Games through the social site, while the US broadcaster will post Olympics-related news, interactive polls, photos and other exclusive content to Facebook users who "like" the page.

Both broadcasters see social media as a viable channel to drive a bigger audience to tune in to their traditional television

coverage. The BBC's enhanced video experience will give access to up to 24 live, high-definition streams and 2,500 hours of coverage via the BBC Sport website. A free Olympics app is also available, which will allow global audiences to access the BBC's Olympics content on the go.

NBC, meanwhile, will be live streaming up to 3,500 programming hours of Olympic events on its website. It will not broadcast live video of the Games to Facebook, instead, the broadcaster's Facebook partnership will influence on-air coverage, with Facebook employees working with NBC producers to create programmes about the results, athletes and other Olympic-inspired stories.

The official Games partners are also busy preparing social extensions for their advertising campaigns in a bid to get the most out of their Olympic sponsorships. Visa, for example, is tapping Facebook and Twitter for its global marketing campaign to encourage fans to cheer for the athletes it sponsors during the Games.

ATHLETE ENGAGEMENT

Perhaps one of the most obvious uses of social media within the Games is for fans to make contact with their sports idols,

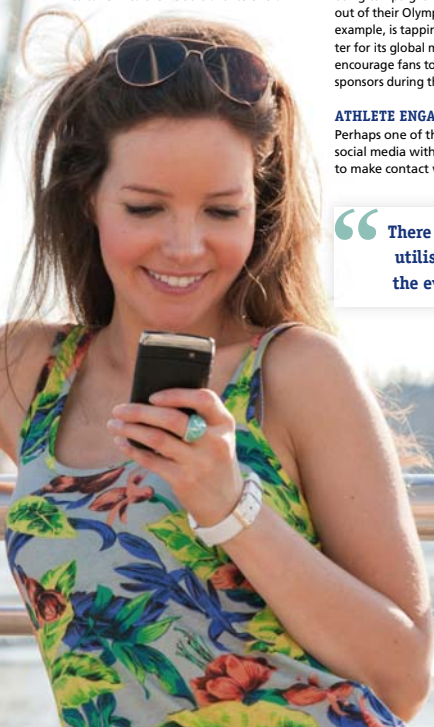
teams and sports. To this effect, the IOC is using social media to drive athlete awareness and sees it as an important tool to deliver information to the media and other stakeholders. It enables fans and athletes to meet, discuss and ultimately share the Olympic values which, the IOC claims, aim to improve lives through sport – throughout the year, not just at Games time.

With this in mind, the IOC has launched the Olympic Athletes' Hub, a directory of certified Olympians, after it witnessed the growth of social media activity at the Vancouver 2010 Games. This is a social connector of conversations between athletes and fans aimed at developing deeper and more inspiring relationships.

The commission has its own Twitter and Facebook feeds – including a dedicated media account – which are updated in various languages, and also logged more than 16.7 million video views last year alone on its dedicated Olympic YouTube channels.

The IOC has also created a community on foursquare – rewarding users with a competition that will result in a trip to the Games. Olympic Day on 23 June was the catalyst for this contest, which asked users to follow the Olympics on foursquare

“There will be opportunities for Games organisers to utilise social media in ways that will add value to the event while engaging people like never before”



➤ (foursquare.com/olympics) and check into two related sporting venues – allowing users to unlock an Olympic Day Badge and access to an online contest form. The intent is to inspire people to get active.

LONDON'S DIGITAL TOOLS

According to the London Organising Committee of the London Olympic and Paralympic Games (LOCOG), more than 800,000 people are currently following London 2012 on social media sites and Games-related videos have been watched four million times on YouTube.

This traffic is expected to increase to around one billion visits to the official website in the lead up to the Games. Offering a comprehensive, unbiased provision of results and Games information the London 2012 website london2012.com is fully accessible, with content in British sign language and easyread formats.

Included in the family of London 2012 digital tools is an enhanced presence on Facebook and Twitter with new accounts,



The IOC has estimated that London 2012 has up to 10 million social media subscribers

sports and image feeds. These include a Twitter-based competitive tweeting challenge, improved visualisations and infographics, as well as official London 2012 mobile, online and social games.

Allowing easy access to Games information, LOCOG's free Official London 2012 Join In app (london2012.com/mobileapps/) will help fans share their Games experience on social media. Key features include comprehensive event listings for thousands of events across London and the UK as well as spectator information, interactive

maps, news and photos – all of which are integrated with Facebook, Twitter and FourSquare.

The app also features a detailed Olympic Torch Relay route, including a Torch tracker, Torchbearer details and information on evening celebrations.

Its companion app, the Official London 2012 Results app, will provide the latest news, schedules and results – allowing users to keep up to date with the latest action live across all Olympic and Paralympic sports. ●

MY SOCIAL MEDIA ENGAGEMENT: BY PROFESSOR SIMON CHADWICK

My memories of Olympic athletes include Mark Spitz and David Hemery in 1972; Brendan Foster and Lasse Viren in 1976; but it was during Moscow 1980 that the UK's great middle distance trio of Seb Coe, Steve Ovett and Steve Cram really captured my attention.

I remember listening to the 1976 Olympics in Montreal on a small radio during a family holiday to Cornwall. By 1980, TV coverage was central to my Games experience as well as reading day-old newspaper reports.

Throughout my formative Olympic 'experiences', TV, radio and newspapers were the principle forms of media through which I engaged with and consumed the Olympics. It was strictly arms length, with any social component coming from the family and friends sat around you, a chat in the pub or a letter one might send to the local paper.

By Beijing 2008, prevailing notions of 'social', 'media', 'engagement' and 'experience' had changed dramatically. Yet Beijing was a paradox: the epitome of 21st century sport, a mega event in many ways – at the same time though, heavily controlled by the Chinese state and thus hardly emblematic of our age.

So to London 2012, which, by default, could become the 21st century's era-defining Games, the prelude to a radically different age for the Olympics. One need look no further for evidence of this than my desire to find out 'whatever happened to Lasse Viren?'. This led me to run a Google search, browse through Wikipedia and then post a link to my followers on Twitter – all of which I did on some-

London's will be the most talked about, most open, most social Olympics ever staged

thing that has morphed from mobile phone to a hand-held computer device.

My engagement with the 2012 Games has thus already started, largely thanks to new technology and the commercial development of the Olympic ideal. The way in which the Olympics is marketed ensures that the Games is a very different one to that which many of us experienced in previous decades. Yet the nature and pace of these changes has been heightened by the

emergence of new technology – particularly the proliferation and convergence of mobile devices and the content which they can access. The meaning of 'social' is much broader and more global than it has ever been, while 'media' refers to something more powerful and pervasive than anything print-copy newspapers have been able to achieve.

The open and inclusive nature of social media is such that, throughout the summer of 2012, people will be posting details of their Games experience on Facebook, networking with other professionals through LinkedIn, displaying their photos on Picasa, and feeding titbits of information via Twitter.

London's will be the most talked about, most open, most social Olympics ever staged. As such, there will be immense opportunities for the Games' organisers to utilise social media in ways that will add value to the event they are delivering, while at the same time engaging people like never before.

Professor Simon Chadwick is director of the Centre for the International Business of Sport at Coventry University



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The 2012 effect on GRASSROOTS SPORT



Tim Lamb, CEO
at the Sport and
Recreation Alliance,
looks at how sports
national governing bodies
are making the most of the
Olympic halo effect to inspire
the nation into regular activity



As the media commentary and public expectation builds towards the London 2012 Olympic and Paralympic Games, no word has been banded about more than 'legacy'. The question on everybody's lips however, is can the Games really deliver on its motto to 'inspire a generation into physical activity'?

This country has vowed to achieve what no other Olympic host nation has managed to achieve before – to inspire hundreds of thousands of people to take part in physical activity – not just on the odd occasion but regularly, for the rest of their lives.

With the Academy of Medical Royal Colleges announcing that 48 per cent of men and 43 per cent of women in the UK are in danger of being obese by 2030, it's becoming obvious that this target is not just an aspiration – it's a crucial necessity if we are to rescue the health of our nation.

Encouraging behavioural change

Back in 2007, the Culture, Media and Sport Committee concluded that 'no host country has yet been able to demonstrate a direct benefit from the Olympic

Games in the form of a lasting increase in participation'. So how will London 2012 break the mould?

As the chief executive of the Sport and Recreation Alliance – an organisation that speaks on behalf of 320 national governing bodies (NGBs), 150,000 clubs and eight million regular participants of sport and recreation in the UK – I can tell you that the organisations and clubs on



The Games should inspire young people

the ground have genuine concerns about whether the '2012 effect' can really reach down to the grassroots.

Our annual sports club survey told us that 84 per cent of grassroots clubs do not see the Olympic and Paralympic Games as an opportunity. Add to this the fact that one in four of the UK's clubs are in deficit, with an additional one in four working hard just to break even, and you could argue that the Olympic legacy is one of the last things on the mind of grassroots sport and recreation.

Yet in spite of this, you only have to look at the vast array of projects and initiatives being launched and delivered by local councils, NGBs, clubs and local communities up and down the country to know that our nation has been working hard to set the wheels of an Olympic legacy in motion. However, with all the will in the world, will government funding cuts and policy changes hold us back?

Since London won the bid to host the Games nearly seven years ago, government initiatives – such as getting one million more adults regularly taking part in sport and providing free swimming to

British Cycling's Go-Ride provides a fun and safe cycling introduction to young riders



PHOTO: CLAUDE WEBBER

Sport England's 46 funded sports will play a vital role in delivering Olympic legacy targets. With many of them being Olympic sports it's hoped that people will be inspired

everyone under 16 and over 60 in council pools – have fallen by the wayside, and millions of pounds of government investment promised for school sport has since been withdrawn.

Yet in spite of the current government's quiet dropping of the initial one million participation target, this has been replaced with a more realistic strategy, which is focusing on changing the habits of the nation's young people so that they continue sport when they leave school.

As part of this new strategy, NGBs are being asked to spend around 60 per cent of their funding on school sport activities, and after-school clubs will be opened up to the whole community in order to forge the vital connection between school sport and sport for life.

Furthermore, the millions of pounds of school sports investment that was cut by the government has, in part, been replaced with an extra £50m of National Lottery funding, which Sport England is using to implement its People Places Play project. This project promises to, among other things, upgrade up to a thousand local sports clubs and facilities in dire

need of refurbishment, as well as protect and improve hundreds of playing fields in danger of being neglected or sold off by local councils.

Active Travel Consortium

The Olympic organisers have also recognised that traditional competitive sport isn't everybody's cup of tea, and that recreational activities like walking and cycling provide key opportunities to inspire large numbers of people to get out, enjoy the great outdoors and lead a more active lifestyle.

With this in mind, the Active Travel Consortium has been set up. This is a partnership of national walking, cycling and health organisations who are delivering projects to help make walking and cycling an integral part of people's everyday lives.

So while all of these plans and projects sound great, are we starting to see an increase in participation figures as a result?

Delivering Olympic targets

There has been negative media coverage of current participation figures, particularly around Sport England's series of

There is a trend towards a more casual take up of sport, with people trying a variety of activities



PHOTO: GUY LAWRENCE/SHUTTERSTOCK

Active People Surveys, but we also need to look at the positives. The funding body's latest survey shows that 14.76 million people are now playing sport once a week, a figure which is up by 800,000 since the bid was won.

There is no doubt that Sport England's 46 funded sports will play a vital role in delivering Olympic legacy targets. With many of them being Olympic sports, the hope is that people watching the Games at home, at the designated Live Sites or



ETTA has installed table tennis tables in public places, countrywide, through its Pingo! initiative

PC: @WWW.PINGO!LONDON.ORG

- in the stadiums themselves, will be so inspired by the action taking place on their doorstep that they will want to take up one or more of the sports themselves.

Our NGBs therefore need to have the best structures in place to cater for these people and ensure that they retain their interest for years to come. Organisations also need to be in the best possible position to recognise new talent and provide people with accessible pathways towards coaching and elite sport.

One of the NGBs leading the way is the English Table Tennis Association (ETTA). Table tennis has experienced a massive surge in popularity of late, so much so that the ETTA has already reached its 2013 participation targets. Working with commercial providers, they have made the sport fun and approachable – particularly through the innovative Pingo! programme.

British Cycling is also doing a great job rolling out the Sky-Ride programme to persuade thousands of occasional cyclists to get on their bikes every week, and its Go-Ride programme provides a range of high-quality coaching and competitive opportunities for young people, which most importantly, gives them access to the lower levels of the sport's England Talent Pathway.

NGBs need to have the best structures in place to cater for potential participants and ensure that they retain their interest for years to come

Alternative activity

It's also important to take into account the trend towards the more casual take-up of sport, with lots of people jumping between a variety of activities, whether that be going to the gym, taking part in a dance class or turning up to a 'pay and play' session. Governing bodies, organisations and clubs need to make sure people's first impressions, and all experiences thereafter, are as positive and enjoyable as possible.

England Netball's Back to Netball programme has recognised this and put a solid structure in place to tempt thousands of women who had dropped out of the sport to return to it, through fun and informal sessions. This has increased participation in the sport from 118,800 to 145,200 in the past two years, with strong growth among 16- to 34-year-olds.

This is just the tip of the iceberg. We also mustn't forget about the wealth of other sport and recreational

activities. If you think that the Sport and Recreation Alliance has 320 different organisations as members, from yoga and rambling to parkour and dance – then you get an idea of just how many activities are playing their part in keeping the nation active and healthy.

So while we can query some of the stats and figures, one thing that can't be denied is that the will and intent to achieve the legacy is there for all to see. No-one can predict just how much of an effect the buzz and excitement will have when the Games finally kick off, but the foundations have been firmly laid.

The time has now come to capture the excitement of the Games and, most importantly, keep the momentum going for years to come.

When London 2012 ends – that's when the hard work on the ground really begins, and the Sport and Recreational Alliance will be doing everything it can to ensure the legacy lives on. ●



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WHAT HAPPENS AT THE SUMMIT...

The summit commences with registration on the morning of the 8th and concludes after lunch on the 9th October 2012. Half hour meetings take place in privately screened meeting booths where both parties will be able to discuss future plans and developments and discover solutions for current and future sporting facility projects.

CORPORATE THRILL EXPERIENCE...

The first 30 attendees to sign up for the Sports Equipment & Facilities Summit will have the opportunity to participate in the post event Silverstone Corporate thrill experience – consisting of 3 activities, Ferrari Thrills, Pit Stop Challenge and a Tour of Silverstone. All will receive certificates on completion



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Lee Valley Regional Park Authority

"An excellent way to meet and talk through specific requirements that I have. Removed the "Human Jumble Sale" effect of such as LIW (Leisure Industry Week)."

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For further information contact Dave Boore on 01992 374097 e: d.boore@forumevents.co.uk
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After Wimbledon, the grounds team have just 20 days to get the courts back into condition

CONVERTING WIMBLEDON INTO AN OLYMPIC VENUE

According to London Organising Committee of the Olympic Games (LOCOG) sports manager Clare Wood, the All England Lawn Tennis Club (AELTC) was chosen to host the tennis events in the Olympic bid process due to its being one of the most recognisable tennis venues in the world. However, she says there's a lot to do to create a unique Olympic atmosphere.

"It's all about differentiation," she says. "Hopefully the global audience won't be expecting a mini version of the Wimbledon Championships. Although we have the greatest courts to play on at the greatest club in the world, we're expecting people to say 'wow this is different!'"

LOCOG will get just 20 days to transform the AELTC into an Olympic venue after the Wimbledon Championships this year. Planning has been going on for two years to make sure not a second is wasted during the transition time.

"Our number one priority is to get the courts ready. Everything happens around



ONE OF THE MOST QUINTESSENTIALLY ENGLISH AND ICONIC SPORTS VENUES IN THE WORLD WILL UNDERGO A SWIFT TRANSFORMATION INTO AN OLYMPIC VENUE IN JULY THIS YEAR. KATH HUDSON GOES BEHIND THE SCENES AT WIMBLEDON

that," says Wood. "We'll be changing the overlay of the courts and getting the tribunes built for press and broadcast. In addition to this we'll be getting the workforce familiar with venue specific training, while making sure the computers and network are all cabled up. Each room being used for an Olympic purpose will then be set up, which will involve the movement of some furniture and technology," she explains.

CHANGE OF PACE

The Olympic tennis schedule will be a smaller event than Wimbledon. Only 12 of the 19 courts will be used during nine days. There will be 172 athletes (86 men and 86 women) taking part in five events: men's

singles and doubles, women's singles and doubles and mixed doubles.

There will, however, be some major differences between the two events. One of them is the lack of the legendary Wimbledon queue. Every ticket for the Olympic events is pre-sold and with increased entry points and a longer lead-time until play starts – access into the venue is expected to be swift.

"Part of the Wimbledon experience is the queue, so the Olympic event will offer a different experience," says Wood. "However, another major, and perhaps shocking, difference is that players' clothing will not compulsorily be white. Instead, there will be a vibrant mix of national team colours."

Getting the courts in Olympic order

NEIL STUBLEY – HEAD GROUNDSMAN AT THE AELTC

As soon as the Wimbledon men's final is over we'll be on the court. Normally near the end of the tournament courts start shutting down and we liaise with the referee's office to find out which ones we can start working on.

This year we will be targeting the Olympic courts first. The stadium courts are in play until the last day, so we can't get to them until the Monday after the tournament. We'll be reseeded the bare areas with pre-germinated seed and liquid nutrients and hopefully the turf will take five or six days to grow back.

We're hoping Mother Nature will be kind to us during the championships: mild, dry and the occasional cloud cover – as hot weather stresses the grass.

We usually have a month to get the courts ready before inter-club tournaments start at the AELTC, but this year we only have 20 days. However,

the groundskeeping team is up for the challenge and we've been working together to come up with ideas.

Over the past two years we've done dozens of trials with different seed amounts, fertilizers and grass rates to see which will work best.

As the weather has been wet, the grass courts haven't been opened, so they have had more protection. During the championships we're in the hands of the weather, so we watch the forecast closely to work out how much to water the courts. We're always micro managing.

We have less of a window than we usually have, but we'll be working alongside all the other teams, changing the canvases, the scoreboards and the cabling, so it will be exciting.

This is my 18th championships, so it's brilliant to have something different happening afterwards and to be preparing courts for the Olympic Games.



Neil Stubley worked with former head groundsman Eddie Seaward

➤ The change of colour will be one of the major defining points, and one which might make the old guard twitchy. The traditional Wimbledon purple and green livery will also be exchanged for the beige, purple and red Games Maker uniforms, which will be used by venue personnel across the Olympic venues.

"One of the club's sayings, which makes me laugh, is that if it doesn't move

they paint it green," says Wood. "There is a lot of green around the club and we're trying as much as we can to change that. I can't give too much away about the look and feel, but we'll be replacing a lot of the backdrops around the courts. People will get a blast of colour, which is completely different from what they're used to seeing. In essence, we're keeping the iconic status of the club, but we're

overlying our look and feel as much as we can, through colourful backdrops, the Olympic rings and London 2012 logos."

OLYMPIC FANFARE

While all kinds of razzmatazz are shunned during the Wimbledon fortnight, the Olympics will embrace it. At Wimbledon no player gets an introduction – not even for the finals – however all players will be introduced at the Games. Each player, win or lose, will also have to face the media before they get back to the locker room, by passing through the media mix zone.

The London 2012 sports presentation department is responsible for the entertainment around the sport, which will add to the atmosphere. Before matches there will be music and video screens, highlighting the history of the Games, and sports information for spectators.

"We're well prepared. We've done all we can to get to this point," says Wood. "The only thing we can't control is the weather. However, we're on schedule to control just about everything else in this iconic venue and will deliver the best event we possibly can." ●

Just 12 of the AELTC's 19 courts will be used during the Olympic and Paralympic tennis events



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The open-air show will have an Olympic focus at Windsor Racecourse this year

GAMES GALLERY - AN IOG SALTEX FIRST

A special display of turf machinery, tools and artefacts from the years 1908 and 1948 is being staged alongside this year's 2012 counterparts at this year's IOG SALTEX open space management show

(Windsor Racecourse 4-6 September) to commemorate the historic Olympic events – and perhaps to jolt a few memories for some visitors.

Working closely with the Hall and Duck Trust – an international collection of 1,000 lawn mowers, dating from the 1850s, plus home to an extensive material archive – IOG SALTEX will provide visitors with a chance to view a range of mechanised and pedestrian-controlled machinery and tools, as well as a large selection of interesting artefacts, photographs and posters from bygone years.

The aim of the display is to show comparative equipment from each of the years when the Olympic Games were held in London, illustrating how the industry has changed over the 104-year period.

Included in the display will be a rare Ransomes 30 inch Patent Motor Mower of 1907 (a pedestrian machine), the like of

IOG SALTEX 2012 will be held on 4-6 September at Windsor Racecourse, Berkshire. It will embrace fine turf and sports surfaces, turf maintenance equipment, children's outdoor play and safety surfacing, landscaping, contractors, commercial vehicles, outdoor leisure and facilities management, as well as software and security equipment. The show is attended by open space management professionals and contractors – from groundsmen and greenkeepers through to play officers, architects, designers and surveyors as well as local authority and outdoor leisure facility managers. www.iosgaltex.co.uk



Ransomes 30-inch Patent Motor Mower

which would have been used in 1908 for the Olympic events. The original owner was Somerset County Cricket Club and the machine is still in running order. Members of the trust will be available to offer visitors more information on the day. Visit www.hdtrust.co.uk for more details.

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THE GREENWICH PARK TRANSFORMATION

When 55,000 equestrian fans take their places for the Olympic Eventing competition on 28 July in Greenwich Park, few will realise the scale of the project that transformed a royal park, which dates back to Roman times, into a modern, world-class sports venue.

The 12,000sq m London 2012 cross-country course and temporary arena has been set against a backdrop of sweeping views, which will allow spectators to look out across the River Thames to London's St Paul's Cathedral and beyond.

SYMPATHETIC CONVERSION

Situated on top of a hill, Greenwich Park serves as a sanctuary to foxes, birds and a small herd of fallow and red deer. It is part of the Greenwich World Heritage Site, host to the Meridian Line and annually attracts one million visitors.

The park conversion involved an extensive, ecologically-sensitive course to be brought up to International Equestrian Federation (FEI) specification on a 6.2km route that wound through the public park, which contains Roman antiquity and rare acid grassland.

Contracted by the London Olympic Games Organising Committee (LOCOG), the job started in 2009 for the Sports Turf Research Institute (STRI), when we won the commission to manage the project and deliver the venue.

The STRI has a good track record. The institute operates in 51 countries and has advised on more than 10,000 sports facilities – including the FIFA World Cup football venues in South Africa.

The project started by creating detailed plans to develop the course while maintaining the unique elements of the park. An extensive consultation process was undertaken with local residents and this informed many of the plans for remedial works after the Games.

CAREFUL PLANNING

During the project, I managed a team of six PHD-qualified staff who closely monitored the course in the lead up to the test events and towards the Games – testing the turf for strength and moisture content to ensure an optimum surface for riders.

The show jump-arena is



STRI project manager Lee Penrose discusses the

challenges experienced while converting the 140-acre site at London's Greenwich Park into an equestrian and modern pentathlon venue for the 2012 Olympic and Paralympic Games

currently being completed and we've worked closely with the contractors to mitigate any impact on the course or surrounding park.

Our work commenced on the site in September 2010 with the excavation of a Roman temple that had already been visited by Channel 4's Time Team and a number of universities. The work was undertaken in partnership with the Museum of London Archaeology with care taken to protect the historic site. As part of the legacy for the park, the Roman temple has been covered over for its long-term preservation.

The park also contains around 80 sweet chestnut trees – most of which are more than 300 years old. So we made sure that none of the root zones were damaged



Engineering design consultants WS Atkins designed the 100x80m 'field of play' platform



London's oldest royal park contains Roman remains, rare acid grassland and 300 sweet chestnut trees which had to be preserved

PROJECT STATISTICS

- 4,000 Kg of acid grassland seed collected and redistributed within the park to enhance habitats
- 182 holes per m² put into the ground using vertidrain = 12,740,000 across the course per operation x 8 operations in 2011 = 101,920,000 holes in the track so far
- 11,500 man hours inputted into preparing the track so far
- 225,000 litres of water saved by using recycled water to clean maintenance equipment
- 40 tonnes of woodchip used to protect veteran tree roots and donated to the park
- 7,800 kg of grass seed used on track and warm up areas
- EventDeck supplied 25,000sq m of ArmorDeck 1 for pedestrian walkways

during the work undertaken at the site by employing mats and mulches for protection. Each horse jump was also constructed on top of the ground, rather than dug into it.

A tailor-made GPS system, used for the first time in the UK, was developed to track work vehicles around the park, with an accuracy of 2cm, to ensure that approved routes were followed. A comprehensive database of information recorded the precise movements of each vehicle in the park on a daily basis and ensured that maps, highlighting areas of constraint, were strictly adhered to.

We also recorded the type and quantity of fertiliser used throughout the project with turf samples regularly analysed at STRI laboratory headquarters.

MAINTAINING EXCELLENCE

This project has proven to be a unique challenge – in terms of its sheer scale and the sensitivities of operating within London's oldest royal park. However, feedback from some of the riders at the venue's test event, held in July 2011, has been very positive.

The course is now ready for the Games and STRI is currently involved in maintaining the site to ensure that everything stays perfect. An on-site weather station



has helped us make informed decisions on maintaining the course. Depending on the prevalent climatic conditions from day to day, up to 300,000 litres of water has been applied to the course on a daily basis.

BEYOND THE GAMES

STRI is contracted to remain on site until the end of 2015 and will implement a comprehensive legacy programme for the park following the Games. This will ensure that the park is completely restored to its original condition for park inhabitants and visitors and that the additional 2.3 hectares of rare acid grasslands will stay in situ.

The high profile of the Games, the varied stakeholders involved and the scale of the project has proven a career highlight for me. It has been three years' hard work, although admittedly in very beautiful surroundings. ●

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The South Park will be an urban, 21st century pleasure garden amid the sporting venues and the ArcelorMittal Orbit landmark

OLYMPIC PLAY LEGACY

Talk to any adult about 'kids these days' and like as not, the conversation will quickly turn to a lament for the lost adventures and challenges of yesteryear. Shared memories of times spent exploring woods, wasteland and the countryside are likely to be followed swiftly by remarks about how children today want nothing more than to stare at screens.

Let's get one thing straight. The techno-addicted kid is largely a myth. In fact, children today are vocal in their desire for a taste of freedom and adventure. In a survey I carried out with the brand Dairylea last year, we asked children aged five to 11 what they did most often in their free time. The answer – 'play on consoles' – was no surprise. But when asked what they would like to do more, the most popular answer was 'play on our bikes and scooters'.

Parents also want their children to have the chance to play outdoors, get around on their own and learn how to look after themselves. Yes, some are anxious, perhaps overly so – but most take a more balanced view. A Play England survey in 2010 found that three-quarters of parents thought that health and safety concerns were restricting school playtimes.

My work aims to challenge the forces that lead children today to be reared in captivity. So I am pleased to be supporting the London Legacy Development Corporation (formerly the Olympic Park



Championing the need for risky play in natural surroundings, Tim Gill looks at how the play provision within The Queen Elizabeth Olympic Park will provide distinctive, adventurous, playful places for kids of all ages

Legacy Company) in its goal to create parks, public spaces and residential neighbourhoods that get children and families out of doors and active.

NORTH AND SOUTH DIVIDE

The development of the whole Olympic site is a huge, 20-year plus undertaking. We'll get the first sign of the post-Games legacy with the opening of the Queen Elizabeth Olympic Park, scheduled for July 2013 for the North Park and Easter 2014 for the South Park.

The character of the Queen Elizabeth Olympic Park will change dramatically from South to North. The South Park will be urban in feel, with the aim of creating a 21st century pleasure garden that provides a context for the sporting venues, major cultural events, and – towering over the space – the ArcelorMittal Orbit. High visitor numbers are expected, with many coming from afar. The obvious parallels are with spaces like London's South Bank.

By contrast, the North Park is more naturalistic, with rolling green

landscapes, newly created wetlands, and planting that speaks to the River Lea Valley's riverine ecology. It is intended to be a 'green lung' for the surrounding population, serving existing neighbouring communities and the many new office workers and residents that will be moving into the area over the coming years.

What will families find when they come looking for places to play in these two parts of the Queen Elizabeth Olympic Park? The answer to this question is partly down to the two teams that have been appointed to design the Park. While their ideas are still evolving, some overall themes are already clear.

PLAYABLE THEMES SOUTH-SIDE

In the South Park, the emphasis will be on threading playful offers throughout the site, so that as much of the public realm as possible is 'playable'. The design team is led by James Corner Field Operations (who designed the innovative, successful Highline Park in New York) and includes PLAYLINK, which has been at



Play opportunities will be threaded throughout Queen Elizabeth Olympic Park – from rolling green landscapes and wetlands to bespoke play structures

the forefront of progressive approaches to design here in the UK. Their approach aims to invite families to range across the site, rather than feeling obliged to stay in a single 'play ghetto'.

By using multi-functional, playful outdoor furniture and features that exploit slopes and changes of level, this approach also means that visitors of different ages and with different interests can all make use of the same space at different times. For instance, a large amphitheatre around a flat, hard surfaced central area can do more than provide a formal performance arena; when the shows are over, groups of varying sizes can meet, children with scooters can ride around, and the seating can double up as a parkour/free-running feature. The Scoop outside London's City Hall shows that this flexible approach can work well in practice.

We know that some families will want to come for a day out to the South Park, and will be looking for a child-friendly location to base themselves, settle down for a picnic and relax while their children

The park is just one piece of the legacy jigsaw. Another 10 play areas, along with a dozen or so doorstep play spaces, are proposed in the Legacy Community Strategy

get down to the serious business of playing. Hence one of the 'rooms' that makes up the main South Plaza will include a cluster of bespoke play structures that will cater for children of all ages and abilities, providing enough fun and stimulation to justify a lengthy stay.

AT ONE WITH NATURE UP NORTH

The North Park – just a brisk 10-minute stroll up the Lea Valley – will have a very different feel. Here, the plan is for a highly naturalistic play space that will allow children to build dens, dam streams, search for bugs and get mud under their fingernails. The landscape is being designed by LUC, who also created the Diana Princess of Wales Playground in Kensington Gardens (with 800,000

visitors per year, this has a strong claim to be the UK's most popular play area).

LUC is working with Erect Architecture, who designed the RIBA award-winning Kilburn Grange Adventure Playground. Dramatic changes in level, large-scale trees and tall climbing structures are part of the mix, upping the adrenaline level for older children and young people. Here too, the idea of a 'play ghetto' has been rejected, and the boundary between the play space and the wider park landscape will be permeable. This will allow play to spill out across the park, and also means the playground should be able to cope with high visitor numbers (something the Diana playground struggles with, due to its high mesh fencing and single point of entry).



The LLDC goal is to create public spaces that get children and families out of doors and active

- ▶ The North Park playground aims to be a direct response to the concern that children are growing up increasingly detached from the natural world, with negative consequences for their well-being and for their feelings for the planet (a view captured in the phrase 'nature-deficit disorder').

There are good grounds for these concerns. Sowing the Seeds, a policy report that I researched and wrote for the London Sustainable Development Commission (the Mayor of London's advisers on sustainability) found dozens of studies to back up the claim that nature matters for children. It also presented new data from Natural England – showing that one in seven families in the capital had not visited a green space at all in the previous 12 months.

This was a far higher proportion than for England as a whole, suggesting that children in London are even more nature-deprived than those that live in other parts of the country.

CHALLENGING SAFE PLAY

Playground safety has become a hot topic in recent years. The public perception – of play equipment that has become ever more sterile in the face of a relentless 'health and safety' culture – is at odds with the facts. It is true that through the 80s and 90s, a preoccupation with safety led to endless recycling of tired, sterile, unimaginative 'kit, fence and carpet' or 'KFC' formula (the term was coined by academic Helen Woolley, and the allusion to fast food is deliberate). However, the pendulum has, in recent years, been swinging back in favour of challenge, adventure and even a hint of danger.

The plans for both the North and South Parks follow this encouraging trend. Designers are taking a robust, balanced approach, underpinned by the use of risk-benefit assessment (RBA), a technique that my collaborators Professor David Ball and Bernard Spiegel of PLAYLINK set out in the publication

Managing Risk in Play Provision: Implementation Guide.

RBA crucially allows designers and providers to take fully into account in their judgements the benefits of allowing children to take managed risks. It is a game-changing technique that gives providers solid ground for defending claims (the publication has the endorsement of the Health and Safety Executive) while opening up all kinds of possibilities for creative, bespoke offers. For instance, PLAYLINK has used RBA to support the installation of tree swings in several public spaces, including Islington and Brighton.

PROVIDING A LEGACY

Not surprisingly, when it comes to the Games legacy, all eyes are currently on the Queen Elizabeth Olympic Park. But the park is just one piece of the legacy jigsaw. In terms of public play provision, another 10 significant play areas of different types, along with a dozen or so doorstep play spaces, are all proposed in the Legacy Community Strategy.

Given the timeframes, it will be a generation or more before we know if the goal of creating a genuinely child-friendly city quarter has been achieved. However, the Queen Elizabeth Olympic Park – one of the first building blocks for this new community – is set to show beyond doubt that playful places can be adventurous, distinctive, lively and beautiful.

While a minority of parents may need to adjust their expectations, I am confident that the vast majority of children, young people and everyone else who visits will respond with enthusiasm. ●

Tim Gill is a writer, independent researcher and consultant, whose work focuses on childhood. www.rethinkingchildhood.com



The park design will allow families to explore the whole site, rather than one play area



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ENERGY BOOST

for London 2012



Aggreko's head of Olympics business, Robert Wells, discusses the company's long-term commitment to the IOC and its development of skills and equipment that will contribute to the Olympic legacy

For Aggreko, a supplier of temporary power and temperature control solutions and the Official Temporary Energy Services Provider to the London 2012 Olympic and Paralympic Games, the 31 days of sporting competition is just one chapter of a much longer story.

The vastness of the Games is clear from the numbers involved: 15,000 athletes from 205 nations will be watched by a global TV audience of four billion viewers. And Aggreko is making its own contribution to these statistics by providing more than 260 MW of power, 500 generator sets, 1,500km of cable and 4,500 distribution panels to the Games. It's the biggest deployment of temporary power for a single sporting event ever in the UK with Aggreko's technology providing prime or back-up power at each of the 54 venues.

Aggreko's transformers and generators were transported to London by rail



The event will be the culmination of two years' work by the company. While the headlines have been focusing on athletes qualifying for London 2012, behind the scenes, Aggreko's Olympics began in earnest in 2011 when it was named as the exclusive supplier of temporary energy services to the event. Since then, the systems have been put in place and were fully operational months in advance of the Olympic opening ceremony – via two dedicated operation centres close to the Olympic Park.

Testing testing...

Leading up to the Games, Aggreko engineers and event management experts supported the 'London Prepares' series of major international sports events, which enabled the London Games' Organising Committee (LOCOG) to test key aspects of operational readiness. The programme of events was hosted at a series of sports venues to test systems, operational approaches and procedures.

The first phase of test events was successfully completed in 2011, with Aggreko providing temporary power and engineering support at Horse Guards Parade for beach volleyball and at Eton Dorney – the venue for rowing and canoe sprints.

Aggreko has since supported LOCOG

at events within the major venues in the Olympic Park, including the Velodrome and the Hockey Centre. In addition, the company also provided temporary power to test all Olympic venue systems, as part of the commissioning process.

Bespoke requirements

These test events enabled the Aggreko team to work with LOCOG on design solutions to meet individual requirements and to work with venue teams to build good working relationships at an operational level. Horse Guards Parade, for example, has limited space available and restricted access routes, which required close coordination with other contractors. In Greenwich Park, there is a requirement to be sensitive to the historical surroundings and limit any potential impact on local residents.

London 2012 is a major reason for Aggreko's £350m capital investment in new fleet this year. More than 170 generators, manufactured at Aggreko's new £22m manufacturing facility in Dumbarton, and 11 transformers were being transported to London by train to support LOCOG's commitment to minimise environmental impact. The new temporary power equipment used at the Games will then be utilised immediately afterwards at a number of other locations.

Aggreko's specialist engineering team has brought a wealth of experience to the project – gained from working on major international sports events – such as the 2008 Beijing Olympic Games, the FIFA World Cup in South Africa and the 2010 Vancouver Winter Olympic Games.



Aggreko supplied temporary power to all London 2012 venues – including the Basketball Arena – during the London Prepares series

PHOTOGRAPH BY

London solution

This invaluable background knowledge has allowed us to provide temporary energy services of an unprecedented scale and complexity to London 2012. The team has project managed all aspects of the temporary power packages, including system design, mobilisation, installation, operation and maintenance.

The solution has had to allow for new developments, including the growth of high-definition television and increased use of internet technologies. As well as powering major theatrics within the opening and closing ceremonies,

Aggreko is also providing vital back-up power to the additional stadia and Olympic sites across the UK.

The company is also responsible for providing temporary power for the 'overlay' (additional infrastructure capacity), which includes hospitality, security, ticketing, catering and the International Broadcast Centre – which includes powering computer equipment and TV feeds for journalists.

Beyond 2012

The core Aggreko team for London 2012 will be supported by up to 200 engineers,

electricians and other staff, all of whom will enhance and develop their skills by working on the event.

Our continuing commitment to innovation will ensure an unforgettable sporting event. But for us, the five weeks' of Olympic and Paralympic spectacle are by no means the end. The engineering expertise and new equipment we use in delivering these Games will also benefit future events we are bidding to work on, including the Sochi 2014 Winter Olympic Games, the 2014 Hockey World Cup, the 2014 Commonwealth Games and the 2015 Rugby World Cup. ●



LEISURE
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OLYMPIC LEGACY BUILDING FOR LIW EXHIBITORS



James Cracknell tests Lance Armstrong's Livestrong biking experience by Matrix Fitness

When Leisure Industry Week (LIW) takes place this September, sports fans and fitness professionals will have just recently been swept away by the events of London 2012. However, the question on everyone's lips is 'how can the leisure industry capitalise on the Games to create a lasting legacy?'

One way to begin answering this question is to consider how businesses within the leisure industry have shaped their operations and activities to make the most of this 'once in a lifetime' opportunity – a home Olympic and Paralympic Games.

LIW exhibitors Technogym, Escape Fitness and Matrix Fitness share their Olympic success stories and plans for LIW 2012:

TECHNOGYM'S I PLEDGE CAMPAIGN

Official Fitness Equipment Supplier to the Olympic Games, Technogym will give an update on its 'I Pledge' Olympic-linked campaign, which will include information on some of the campaign participants and how end users made a pledge and tracked their activities via Movergy (www.movergy.com). The presentation will also include feedback from London 2012 Olympians and Paralympians in 'Champions Train with Technogym' and a trainer's experience with athletes within the Olympic Athletes Village.

OLYMPIC HOPEFUL LOVES TRX SUSPENSION TRAINING

Escape Fitness will be showcasing the TRX Suspension trainer at LIW 2012. Ideal for all fitness levels – from beginner to Olympic athlete – the TRX is the training tool of choice for Abigail Walker, a field hockey player and a member of the GB Olympic hockey team.

Together with its fun and informative demonstrations, Escape Fitness will be showcasing a range of products, including the TRX Suspension trainer, on stand H250.

THE WINNING FORMULA

Conscious of opportunities to increase brand awareness by association with the

Olympic Games, the Matrix Fitness team has instead decided to concentrate primarily on its long-term health and fitness initiatives.

As it cheers on TeamGB along with the rest of the nation, Matrix Fitness will continue to build on its association with past, present and future Olympic athletes including Tim Brabants MBE, James Cracknell OBE, GB Triathlete Jodie Stimpson, and the Matrix Fitness-Prendas racing team, which boasts world champion riders Dani King and Joanna Rowsell.

The company will also work with gym facilities to inspire each member – the 'real world' athletes – to achieve their own fitness goals and become more active, more often.

Visit LIW stand H360 and you may be lucky enough to spot some athletes working out on the latest additions to the Matrix family of fitness products.

LIW is the UK's leading leisure industry exhibition. It returns to Birmingham's NEC from 18-20 September 2012, when leisure professionals can access the latest products and services in this sector. Bringing innovation and inspiration to its audience year on year, LIW is the annual platform for suppliers to showcase their latest ranges and campaigns. ●



Technogym VP Tony Majakas



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Kent CPFA recognised as outstanding

At the recent County Playing Field Associations' (CPFA) annual conference, Kent CPFA was officially recognised by the Sport and Play Construction Association (SAPCA) for its outstanding contribution in developing sports and play facilities across the county.

Under the secretarial guidance of Paul Peacock, Kent CPFA has been instrumental in the development of the Queen Elizabeth II Fields Challenge within the county, with more than 50 parish councils signed up to the initiative.

The Queen Elizabeth II Fields Challenge, headed by its Patron Prince William, is a fantastic programme that aims to protect 2,012 playing fields in communities across the country as a permanent living legacy of the Queen's Diamond Jubilee and the London 2012 Olympics.

Membership of Kent CPFA has also increased by 100 as a result of an initiative that secured the support of all major sporting bodies across the county – including the Kent FA, Kent Rugby



Paul Peacock, secretary of Kent CPFA (right) collects his award from SAPCA CEO Chris Trickey

Union and various associations for tennis, squash, cricket, athletics and hockey. Through the support of these bodies, awareness of Kent CPFA has risen significantly.

Commenting on the award, Peacock said: "The willingness of our trustees to adapt and change, and to support me in the changes that we have made at Kent CPFA is very much appreciated. It's their support that has been instrumental in us winning this award."



The Queen Elizabeth II Fields Challenge protects playing fields across the country

New technical manager joins SAPCA

SAPCA has appointed Mike Cox as its new technical manager. He will take responsibility for the association's technical and education programmes, as well as quality assurance initiatives – including SAPCA's new Pitch and Track Registration Scheme.

Commenting on the appointment, Chris Trickey, CEO of SAPCA, said: "Mike will be pivotal in driving the programme forward to ensure quality and standards continue to be raised across the

industry. He has a perfect background for this – having had personal experience in designing and building sports and play facilities."

Cox started his career as a landscape architect – working on projects such as Kuwait Parks in Kuwait City and the Silver Jubilee Walk in London Docklands. From there he became an award-winning golf course architect – working on numerous golf course designs and restoration projects.

For the past 10 years, Cox has worked as a project manager and has been involved in a diverse range of projects – from the restoration of part of the Trans-Pennine Way, ecological work for the Royal Society for the Protection of Birds to the Kings Cross redevelopment and latterly on park and infrastructure projects in Stratford, London in time for the Olympic and Paralympic Games this summer.

Mike Cox will help SAPCA to raise standards in sport and play facility construction



Membership update

SAPCA welcomes two companies to its growing list of members:

- Telford-based **Citadel Security Products Ltd** provides integrated security and fencing systems to the sports and leisure market.

- **Roberts Limbrick** is a national, award-winning architectural practice that has been involved in a range of sports and leisure projects. The practice has worked on high-profile projects such as Stoke Mandeville Stadium, the Wales National Pool, Stroud Rugby Club and a new grandstand at Epsom Racecourse.



SAPCA expertise creates world-class facilities

This summer, some 25 Games-Time Training Venues (GTTVs) will be used by athletes from more than 200 countries to enable them to train and make their final preparations immediately prior to and during the London 2012 Olympic and Paralympic Games.

Schools, universities, sports clubs and leisure centres across London and throughout the UK have benefited from a £17m investment, bringing them up to world-class standards. As part of the London 2012 drive to leave a lasting legacy,

the upgraded facilities will then be made available to local communities for public use after the Games.

British expertise in designing and building state-of-the-art sports facilities has been allowed to shine with many of the GTTVs having been upgraded or built by members of the Sports and Play Construction Association (SAPCA). Here, the association gives a roundup of GTTV involvement by some of its members.



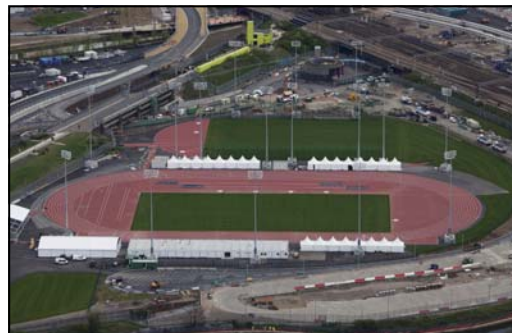
Mondo's fast tracks

Mondo, the official supplier of the athletic track for the London 2012 Olympic Games, has installed the same two-layer, prefabricated, rubber formulation Mondotrack surface used in the Olympic Stadium to the adjacent warm-up track, as well as Mayesbrook Park Arena and Newham Sports Complex GTTVs.

Using Smith Construction as the main contractor for the warm-up track and Charles Lawrence Surfaces at the Mayesbrook Park

and Newham Sports Complex facilities, the nine-lane, 400m, classic red Mondotrack will provide a fast, albeit soft, surface for athletes gearing up for the athletic competitions.

Mondo also supplied handball goal posts to Mayesbrook Park Leisure Centre and installed a sprung wood floor at Barking Abbey Sports Centre and Hackney Community College for Games-time basketball training. These facilities offer a lasting legacy for the local communities..



The London 2012 warm-up track offers the same Olympic Stadium surface

Sports facilities that have benefited from legacy investment to become GTTVs are:

- Barking Abbey School – Basketball
- Becontree Heath Leisure Centre – Water Polo
- Brentwood School – Modern Pentathlon
- Cardiff University – Football
- Eltham College – Football
- Eton Manor – Aquatics
- Europa Gymnastics Centre – Volleyball
- Goresbrook Leisure Centre – Boxing
- Greenwich Academy – Gymnastics
- Hackney Community College – Basketball
- Langdon School – Taekwondo
- Lee Valley temporary site – Basketball
- Long Lane Junior Football Club – Football
- Mayesbrook Park Arena – Athletics (track and field)
- Mayesbrook Park Sport House – Handball
- Manchester Grammar School – Football
- Newcastle University – Football
- Newham Sports Complex – Athletics (track)
- Old Loughtonians Hockey Club – Hockey
- Partington Sports Centre – Football
- Redbridge Cycle Centre – Cycling
- Redbridge Sport and Leisure – Badminton, Judo, Wrestling
- Rokeby School – Indoor Volleyball
- Sobell – Indoor Volleyball
- Strathclyde University – Football
- Warwick University – Football

Charles Lawrence Surfaces refurbishes track and field

Mayesbrook Park Arena and Newham Sports Complex are the focus locations for athletics track and field event competitors and both have been fully refurbished by Newark-based Charles Lawrence Surfaces.

At Mayesbrook Park Arena, the existing athletics track and field events area were reconfigured and resurfaced using a porous polymeric system. The venue is particularly suited to jump and throw events with four full throwing cages, six shot putt areas and four javelin runways.

At Newham Sports Complex the track reconstruction entailed a new, laser-leveled, macadam layer, provided by Woodholme Construction, followed by a Mondo prefabricated track system – similar to the system employed at the Olympic Stadium.



Refurbishing tracks at Mayesbrook Park Arena and Newham Sports Complex

Hockey pitches are in the pink

Currently in its 91st year, Old Loughtonians Hockey Club in Chigwell is the UK's home of hockey with its men's and women's teams both playing in the England National League.

Selected as the GTTV for hockey, the club's successful redevelopment is testament to the benefits experienced when SAPCA members collaborate on a project.

Initial construction consultancy, procurement sourcing and project management were

supplied by the Willmott Boddington Partnership, which oversaw the installation of two artificial turf pitches, floodlighting and an irrigation system on behalf of the club.

Spadeok, a leading contractor for macadam surfacing and sports construction, was given a brief to produce two hockey pitches that mirrored the playing characteristics of the pitches built within the temporary Riverbank Arena hockey venue in the Olympic Park.

These two hockey pitches were also constructed by Spadeok.

"Working with the turf producer and installer, on behalf of the club, we were asked to build two new, eye-catching, water-based hockey pitches in spectacular blue and pink," says Spadeok contract estimator Ben O'Connor.

"The club previously had one water-based and one sand-filled pitch, both of which were in need of significant renewal. Following the removal of the previous pitch surfaces it was found that the existing base systems were not suitable for resurfacing and that significant stabilising works were necessary," he says.

The existing slabbed surrounds to the pitches were subsequently upgraded to new macadam by Spadeok and new timber kickboards, replacement fencing and a noise reducing panel system, supplied by SAPCA member B&L Fencing, were incorporated to divide the two areas.

Floodlighting was also upgraded to bring the level to the required 750 lux, which involved new HV cable upgrades as well as a sufficient supply of power to operate the new irrigation systems for both pitches.

In total, Spadeok has undertaken construction projects at 15 Games-time and Olympic/Paralympic venues.

The blue and pink hockey pitches at Old Loughtonians Hockey Club replicate those at the Olympic hockey venue





Harrod supplied kit to all London 2012 hockey and football venues

Harrod scores with football and hockey equipment

Harrod has recently supplied sports equipment to the football training facility at Warwick University and will be supplying kit to other GTTVs which are due to house the Olympic and Paralympic football and hockey athletes for pre-Games training.

Harrod marketing manager Kevin Utton says the company installed three sets of football

goals at Warwick University, when it was used to host the two teams that were competing for the final Olympic qualifying spot at the recent test event held at the Ricoh Arena.

"We are also supplying equipment to all eight football training venues as well as Old Loughtonians Hockey Club – the GTTV for hockey," he says.

Setting sports surfacing standards

Surfacing Standards Ltd (SSL) was appointed by the Olympic Delivery Authority (ODA) and contracted by international project management company Leadlease to act as clerk of work for the new sports facilities located within the Olympic Village.

SSL's brief was to oversee the design, the development and the construction of a full-size synthetic turf training pitch, tennis and netball courts, basketball courts and a large

cricket training facility. Following the Olympic and Paralympic Games these sports facilities will be inherited by the new Chobham Academy, which will be situated within the Olympic Village – when the Queen Elizabeth Olympic Park re-opens after the Games are over.

The campus is expected to become a focal point for local families living at East Village and the surrounding neighbourhoods.

Proathletics empowers elite athletes

Proathletics has supplied and installed athletics track and field hardware at Mayesbrook Park Arena and Newham Sports Complex (on behalf of Charles Lawrence Sports Surfaces) as well as the high performance athletic centres at Lee Valley Athletics Centre and Loughborough University.

According to Proathletics director Adam Gray, the product range is aimed at track and

field athletics, from grassroots to Grand Prix. "We supply all hardware needed by an athletics stadium, from starting blocks right through to landing areas – including a complete range of throwing equipment," he says.

"We also have a long history in supplying individual elite athletes with specialist athletics equipment, such as the young discus thrower Lawrence Okoye," Gray says.

Replay's tidy tracks

Athletics tracks and pitches at three GTTVs are benefiting from a unique cleaning process from sports surface maintenance specialist Replay.

The Revive process, which uses a specially developed, single-operator machine to remove contaminants from infilled and water-based synthetic turf carpet as well as polymeric surfaces, is being used at Mayesbrook Park Arena, Newham Sports Complex and Warwick University.

Interchangeable and adaptable heads on the Revive machine mean that a double brush can be used to break up any contamination and remove it with a powerful vacuum filter system for complete disposal off site.

All three locations have service agreements with Replay, with the sports surfaces being cleaned once a month. This will increase to once a week during the run up to, and during the London Games.

Put to the test by Labosport

In 2009, Labosport, the independent laboratory that tests sports surfaces and equipment, was commissioned by LOCOG to undertake a series of assessments of a large number of proposed GTTVs in and around the East London area. These included athletics tracks, hockey pitches and indoor facilities.

Reports were issued to LOCOG on each facility, which commented on its ability to meet international sports federation requirements.

As a result of this work, Labosport went on to:

- Advise on the technical specifications, on behalf of LOCOG, for the Framework agreement tender process for the hockey competition pitches at the Olympic Park and the two GTTV hockey pitches at Old Loughtonians Hockey Club.
- Produce the technical specifications for the tender process for the two GTTV athletics tracks at Newham Sports Complex and Mayesbrook Park Arena.
- Undertake construction inspections and final testing of the two GTTV hockey pitches and the two athletics venues to ensure they met international hockey and athletic federation requirements.

Interplay offers a 3G surface for football and hockey

Artificial grass manufacturer Lano Sports has supplied a multi-purpose 3G surface to the football and hockey training facility within the Olympic Park's Athlete's Village.

Built by Spadeoak Construction, the innovative, two-tone Lano Interplay surface was specified because it satisfied the competitive needs of both the international governing body of football (FIFA) and the International

Hockey Federation (FIH). The surface also offers added durability for extended post-Games legacy use.

Manufactured by using a unique blend of two-tone, crimped, monofilament fibres, the yarn's curly shape gives a multi-directional coverage of the sand/rubber-filled surface and offers excellent abrasion resistance and consistent ball roll properties.



Lano Interplay for football and hockey



Taralex Sport M Evolution Eco-Fit flooring has been installed at volleyball GTTVs

Gerflor provides elite flooring solutions

Thanks to recommendations from the International Volleyball Federation and the International Handball Federation, Gerflor was chosen to supply more than 17,500sq m of flooring to the London 2012 Games venues.

For this purpose, Gerflor developed a tailor-made flooring option: Taralex Sport M Evolution Eco-Fit. This free-floating system reduces the use of adhesive and volatile organic compounds emissions by 80 per cent and the material is easy to recycle after use.

As part of the agreements, Gerflor is supplying the same flooring system to volleyball GTTVs. This includes installation to three courts at Sobell, one at Rokesby School and two volleyball plus two sitting volleyball training courts at Europa Gymnastics Centre. In addition, the handball courts at Mayesbrook Park Arena GTTV have also been upgraded to Taralex M Evolution Eco-Fit.

After the Games all the upgraded facilities will be used by local clubs and communities.

ABG's time-saving geosynthetics

Integrated within the Athletes Village in the Olympic Park are a series of high-performance training pitches that offer the latest generation synthetic surface facilities for hockey, tennis and Multi-Use Games Area (MUGA) applications. However, in order to deliver world-class playing surfaces its what's underneath that matters as much as what's on top.

Martin Lambley, marketing manager at UK-based environmental protection company ABG, says: "Working with the project design engineers at the Athletes Village we specified and supplied a range of geosynthetic products including Pozidrain drainage composite, Abgrid geogrids and Terrex geotextiles.

"Geogrids are a cost-effective method of stabilising and strengthening areas of soft soils, prior to the installation and construction of the sports pitches. They help to ensure the playing surface remains level throughout the lifespan of the installation and allow for effective pitch drainage below the surface.

According to Lambley, ABG's Pozidrain Strip was used under the playing surfaces. "This is a three dimensional cusped HDPE drainage core sandwiched between two layers of a geotextile sheet; it offers a dual function, which acts as a drainage medium, a direct replacement to the pipes and gravel and a separator layer between the sub-grade and the materials used in the pitch build."

SAPCA DIRECTORY



The Sports and Play Construction Association, SAPCA, is the recognised trade organisation for the sports and play facility construction industry in the UK. SAPCA fosters excellence, professionalism and continuous improvement throughout

the industry, in order to provide the high quality facilities necessary for the success of British sport.

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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IPC PORSCHE TENNIS GRAND PRIX 2012

CONICA tennis surfaces offer a repeat appearance

For the fifth time in a row, the Porsche Tennis Grand Prix, held in Stuttgart in April, relied on CONIPUR Tennis Force from CONICA sports surfaces. Tennis Force is an ITF-classified all-weather clay court surface, where the clay chippings are bonded with polyurethane and strewn with finely ground clay on top. Installation was by Sportas, which developed the system with BASF/CONICA.

sport-kit.net KEYWORD

conica



LIW showcase for Hippo's water play fun

Hippo Leisure Products will be promoting the versatility of its wide range of interactive water play equipment at this year's Leisure Industry Week (LIW). Managers of water leisure facilities can test out Hippo's Squirtums, or see how fun shapes and patterns can be made with sensory play panels to enable a wide mix of ages and abilities to be entertained. The company can work with most pool shapes and sizes.

sport-kit.net KEYWORDS

hippo leisure

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Certikin supplies water in-spa-ration

Wet leisure supplier Certikin, in consultation with DG Pool & Leisure, has played a key part in the refurbishment of the pool and spa and the selection of hydrotherapy equipment at Nuffield Health Club in London's Covent Garden. Certikin installed four fluvo double track airbeds with air blowers, together with five jet stations for the circular spa in the pool's centre. A seating area was also fitted with bespoke water cannon/neck massagers. LED lights, supplied by the company, were also installed.



sport-kit.net KEYWORD

certikin

Life's a beach with Rubb at Oakmead

Oakmead College of Technology in Bournemouth took delivery of 1,202sq m of sand for a new beach volleyball facility at its LeAF Campus. Rubb Buildings was tasked with

the design, manufacture and delivery of the structure, which includes two internal beach volleyball courts, complete with sand pits, to represent a beach environment. The facility



has a sidewall height of 7.8m and features a clear playing height of 10m internally. The courts are already in operation as an Olympic training venue for men's and women's international teams from Brazil, Greece and Great Britain.

sport-kit.net KEYWORDS

rubb buildings



sport-kit.net KEYWORDS

adi tv

ADI's new Live Venue screen management

Stadium screen and broadcast specialists ADI.tv has launched Live Venue. Billed as the 'cloud computing' of stadium screen management, it removes the requirement for a broadcast studio at football clubs. Instead, ADI manages and delivers content to screens via high-speed fibre optic links from its central European Operations Centre. The development not only saves stadium owners money in many areas but also ensures a club's equipment never dates.

Harrod UK in the London 2012 spotlight

The Visa International Invitational Hockey Tournament was used in May this year by the London 2012 Organising Committee (LOCOG) to test key operations ahead of this summer's Games. This included tests on the field of play, video referral, timing, scoring and pitch kit that had been supplied by sports equipment manufacturer Harrod UK. On show for the first time were items such as 'London Blue' hockey goals; team and official's shelters; and a unique range of hockey storage equipment.



sport-kit.net KEYWORDS

harrod uk



sport-kit.net KEYWORDS

charles lawrence

Man versus machine on The Mall in London

Charles Lawrence Surfaces installed a temporary track on The Mall in London for a sprint battle between man – British Olympic sprinter Mark Lewis-Francis – and machine, a BMW 320d ED, part of the BMW London 2012 Olympic fleet. Lewis-Francis repeatedly launched from the blocks, with both he and the car being professionally timed and their progress mapped. Acceleration, reaction time and speed were all recorded across three distances. The results saw man beating machine at all distances up to 30m. Beyond that, the car started to outstrip the athlete.



Heronrib for Tunis pool

Heronrib matting from Plastic Extruders has been installed at the El Menzah swimming pool in Tunis. The swimming pool forms part of the large Olympic complex and Heronrib matting has been laid around the side of the pool and in the changing rooms. The product features an embossed slip-resistant surface with impregnated anti-bacterial and anti-fungal additives. It is specially designed for wet areas.

sport-kit.net KEYWORD

heronrib



Prestigious new surface

Plexipave (UK) has recently installed its Plexicushion Prestige surface in the new six-court indoor tennis facility at Edgbaston Priory Club, Birmingham. As part of major redevelopment plans for the club, the Lawn Tennis Association (LTA) has invested up to £5m to support and develop the club's performance programme. The facility also includes a permanent grass show court used for the pre-Wimbledon international AEGON classic women's event.

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plexipave

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The Congress Centre, London, UK

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2 AUGUST 2012

Global Sports Industry Congress

Kensington Gardens, London, UK

A powerful networking opportunity, the congress brings together a cross-section of all the major interest groups in the sports industry, including Games organisers, national ministries, corporate sponsors, sports professional service providers, contractors, suppliers, journalists and other opinion formers. This year will offer a particular emphasis on Russia. Delegates will have the chance to learn about the fast-developing Russian sports industry and to meet the leading figures who are driving it.

www.eventica.co.uk

4-6 SEPTEMBER 2012

IOG SALTIX

Windsor Racecourse, Berkshire, UK

This annual, outdoor event embraces turf and sports surfaces, turf maintenance equipment, children's outdoor play equipment and safety surfaces, landscaping, outdoor leisure and facilities management. It also offers a programme of informative seminars on turf care. www.iogsaltex.org

5 SEPTEMBER 2012

European Sports Development

Network Symposium 2012

Sheffield Hallam University, UK

This event is held in collaboration with the Chartered Institute for the Management of Sport and Physical Activity (CIMS-PA) and the County Sports Partnership Network (CSPN). The theme is 'Beyond 2012 - what's next for sport and physical activity?' Building partnerships between universities and industry professionals'. www.shu.ac.uk/ad/sport-symposium

18 SEPTEMBER 2012

The Future of Culture,

Tourism and Sport

Westminster Studio, London, UK

Entitled 'Overcoming the financial challenges to improve services', this event will be chaired by Diana Shelton, vice chair, Chief Cultural and Leisure Officers Association (CLOA) and head of leisure and tourism, West Oxfordshire District Council. During the event delegates will find out how to work efficiently with limited resources and examine what's been achieved in terms of an Olympic legacy. www.cloa.org.uk/events-calendar
email: jacqueline.gorman@neilstewartassociates.co.uk

18-20 SEPTEMBER 2012

Leisure Industry Week

NEC, Birmingham, UK

Sport at LIW will offer the latest ideas and contacts required for developing sports facilities and creating programmes that will inspire increased participation in community sport. Visitors can source the latest products and services from more than 300 suppliers on the show floor, keep up-to-date with industry trends with a free seminar programme and enjoy live demonstrations of the latest equipment to hit the market. www.liw.co.uk

10-11 OCTOBER 2012

Leaders in Sport Summit

Chelsea FC, London, UK

Now in its 5th consecutive year, this is a key football business event for senior executives from international clubs, leagues, federations and brands. The programme of keynote presentations and panel discussions will highlight youth development, commercial growth and security, integrity and corruption in football. www.leadersinfootball.com

23 OCTOBER 2012

SAPCA Sports Facility Show

Lee Valley Athletics Centre, London, UK

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