

## Cricket World Cup delivered £350m boost

The ICC Cricket World Cup has been credited with delivering a £350m economic boost to the UK.

An economic impact and benefits analysis, carried out by The Sports Consultancy, shows that the tournament generated a financial impact through money spent in the host economy by event visitors and organisers, business to business supplier contracts and broader consumer spend.

According to the study – carried out on behalf of the International Cricket Council (ICC) – London attracted the most direct economic impact of almost £65m, while semi-final venues Manchester and Birmingham saw a boost of £36.3m and £29.7m respectively.

The tournament had a positive effect on hospitality too, with more than 500,000 bed nights generated, resulting in a direct income of £46.5m.

"The Cricket World Cup 2019 was an outstanding success across all measures which is further underlined by this report," said ICC chief executive Manu Sawhney.



■ The event had a global audience of 1.6 billion

"The rise of cricket tourism is clearly demonstrated with almost 20 per cent of attendees coming from overseas and a total of 85 per cent of ticket-buyers coming from out of town with cricket fans increasingly prepared to travel to support their team."

[READ MORE ONLINE](#)



The World Cup was an outstanding success across all measures

Manu Sawhney



**GOVERNANCE**

New Sports Governance Academy to launch in April

Initiative will be part-funded by Sport England

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**FUNDING**

NGBs report growth in commercial revenue

But public funding concerns still loom large

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**BUYERS' GUIDES**



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## Tim Hollingsworth welcomes CIMSPA/REPs deal to create a single directory for physical activity professionals

CIMSPA and UK Coaching have signed a deal to combine the Register of Exercise Professionals (REPs) with the CIMSPA Exercise and Fitness Directory.

The announcement was made by Sport England CEO, Tim Hollingsworth, at the CIMSPA & QUEST NBS Conference on 27 February.

The move will create a single directory for all exercise and fitness professionals, resulting in a unified recognition system for people working in the sector and a single endorsement mechanism for training providers.

Speaking at the event, Hollingsworth, said: "Sport England welcomes this important milestone



■ Mark Gannon, CEO of UK Coaching (left), Sport England CEO Tim Hollingsworth (middle) and Tara Dillon, CEO of CIMSPA

**"A single directory will enhance our ability to provide skills, training, recognition and career development"**

towards building a unified and excellent sport and physical activity workforce.

"A single directory for the professionals working in our sector will enhance

our ability to provide skills, training, recognition and career development.

"This, in turn, will empower the workforce to deliver even more positive experiences for everyone seeking to be active in communities right across the country."

All current REPs members will be given the opportunity to transfer directly into the CIMSPA membership scheme, with the new directory being hosted and managed by CIMSPA – while UK Coaching will deliver insurances and give access to its knowledge and training platform.

UK Coaching acquired REPs in 2017 and has operated the register ever since.

[READ MORE ONLINE](#)

## IOC chief Thomas Bach offers update on Tokyo Olympic Games as Coronavirus forces shutdown of sports events



■ Bach said the IOC has set up a joint task force to assess the potential threat posed by COVID-19

International Olympic Committee (IOC) president Thomas Bach has admitted that the escalating Coronavirus outbreak is posing challenges for athletes trying to qualify for Tokyo 2020.

The list of sports events being cancelled due to the virus is getting longer each day – and has included many of the elite events acting as de-facto qualifiers for the Olympic and Paralympic Games.

An event taking place in Tokyo, designed to train volunteers for the Games,

**"In the meeting of the IOC executive board neither the word 'cancellation' nor the word 'postponement' was even mentioned"**

has also been postponed from February to May.

The Tokyo Games are set to take place in the Japanese capital from 24 July to 9 August.

Speaking during the IOC's executive board meeting, Bach said that – despite the widespread effect the virus was having on global sport – there are no "ongoing discussions" over moving or postponing the Tokyo Games.

"I can tell you that in the meeting of the IOC executive board neither the word 'cancellation' nor the word 'postponement' was even mentioned," Bach said.

He added, however, that a joint task force led by IOC and the organising committee of Tokyo 2020 had been formed to discuss and assess the potential threat posed by COVID-19.

[READ MORE ONLINE](#)



■ Horridge will continue as a board member at the company

{ "After 29 years I have made the decision to step back from the day to day operating of the business" }

## Dean Horridge steps down as CEO of Fit For Sport

Dean Horridge, founder of children's activity provider Fit For Sport, is stepping down from his role as the company's CEO.

"It is with excitement and mixed emotions that I wish to communicate that I have decided to move into a new role within Fit For Sport," Horridge said.

"After 29 years of being Founder and CEO of Fit For Sport I have made the decision to step back from the day to day operating of the business.

"From March 2020 I will continue as a board member supporting the business. I'm looking forward to my new role

and thank you for your support over many years and I look forward to continuing to work with you into the future. I'm so proud of the hundreds of thousands of children engaged in our amazing journey."

Fit For Sport is part of the Junior Adventures Group and specialises in Ofsted-registered holiday activity camps.

The camps are designed to engage all children from 4-12 years old through multi-sports, games, and arts and crafts so that they can make friends and keep active throughout the holiday.

[READ MORE ONLINE](#)

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## Man United's head of academy **Nick Cox** reveals plans to engage with schools to unearth new talent



■ Cox said the initiative would "radically increase" the number of schools the club works with

**M**anchester United has launched a new initiative to increase its engagement with local schools and grassroots clubs across Manchester and the North West of England.

The Emerging Talent Programme will operate as a link between local communities and curriculum-based charitable work undertaken by the Manchester United Foundation and the club's elite youth academy.

The club's youth academy is widely recognised as among

**"We are committed to our presence and activity within our local community in Manchester and beyond"**

the best in professional football for identifying and developing talented players.

The new programme will look to widen the reach of the academy, by delivering a range of projects to identify talented footballers across the region. The most talented ones will be offered the opportunity to attend development programmes at the club's Emerging Talent Centre.

"We are committed to our presence and activity within our local community in Manchester and beyond," said Nick Cox, head of academy for Manchester United.

"The new Emerging Talent programme enables us to radically increase the number of schools, grassroots clubs and communities that we interact with across the region."

[READ MORE ONLINE](#)

## Sport Ireland chair **Kieran Mulvey** reveals plans to invest €36m in run-up to Tokyo 2020

**S**port Ireland will invest a record €36m in all levels of sport during 2020.

The funding will include a €13.8m grant to fund core activities of 58 NGBs, while €9.4m will be earmarked to support high-performance programmes in the run-up to the Tokyo 2020 Olympic Games.

A further €8.3m will be invested in the country's 29 local sports partnerships and €2.43m in International Carding Scheme – a programme which provides financial support to athletes for their training and competition programmes.

The total is an increase on the €32m spent on sport during 2019.



■ Mulvey said the funding would include €13.8m grant for 58 NGBs

**"2020 will see Sport Ireland allocate the highest amount ever in grant funding across the board"**

"It is encouraging to see this significant uplift in funding for sport in Ireland

– 2020 will see Sport Ireland allocate the highest amount ever in grant funding across

the board," said Kieran Mulvey, chair of Sport Ireland.

"The funding builds on 2019, a year which saw further development of the Sport Ireland Campus with the opening of Phase 2 of the Sport Ireland National Indoor Arena and a state of the art hockey pitch.

"These infrastructural developments underpin our athletes' success on the playing field and further augment the Sport Ireland Campus as the epicentre of high-performance sport.

"I would like to thank the Department of Sport for their vision to transform the Irish sporting landscape in the coming decade."

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■ Ellie Downie (centre) described Lilleshall as 'the best in the world'

**"Everyone was blown away with how incredible the gym looks, and we just wanted to get started with training"**

## Ellie Downie opens artistic training facility at 'Home of gymnastics'

A new artistic gymnastics training facility has opened at the Lilleshall National Sports Centre in Shropshire, following a £1m investment.

The launch is part of a refurbishment at the venue – dubbed the Home of British Gymnastics – designed to support and prepare athletes on the road to the Tokyo 2020 Olympic Games later this year.

British Gymnastics, Sport England, facility operator Serco and Gymnova worked in partnership to create the facility, which will support a programme of regional, club and wider community use.

The gym was opened by 2017 European champion Ellie Downie. "When we walked through the gym doors for the first time everyone was blown away with how incredible the gym looks, and we just wanted to get started with training," she said.

"We're fortunate to travel the world and train in lots of different facilities. From my experience I can now proudly say that we have the best training centre in the world at Lilleshall. With the Olympics so close its important to put in the best training possible and Lilleshall enables that."

**READ MORE ONLINE**

**STADIUMS**

# Millwall reveals 'Premier-ready' stadium plan

Millwall FC has revealed designs by AFL Architects for the proposed redevelopment of its stadium, The Den, to make it "fit for Premier League football".

Redevelopment of the stadium has become a possibility again, following the termination of a conditional land sale agreement for the leased site on which The Den is situated in Bermondsey, London. The decision was made by the local mayor and cabinet.

Although the club still needs to secure a new lease with the council, the status of its existing home is now far more secure and means it can look towards preparing a planning application for the proposals.

In addition to creating a stadium with facilities that would be fit for the Premier League, should the eventuality arise, the plans are aimed at helping to develop new sources of non-football revenue and long-term financial sustainability for Millwall.

The proposals would see the phased expansion of The Den up to a maximum capacity of 34,000 seats, with additional upper tiers added behind the existing seating bowl.

Steve Kavanagh, Millwall's CEO, said: "We will bring our stadium up to Premier League standards and ensure that our presence in Lewisham is sustainable."

**READ MORE ONLINE**



■ The proposals would see the phased expansion of The Den



**We will bring our stadium up to Premier League standards**

Steve Kavanagh

**VOLUNTEERING**

# Sports volunteering 'hugely beneficial' for young people



**We've seen the impact that sport can have on young people**

Kristen Natale

Children and young people who spend time as sports volunteers are "happier and more satisfied with life".

Kristen Natale, Sport England's head of volunteering, said the evidence from social action programmes shows a range of benefits for young people – in addition to them getting physically active.

"We've seen the positive impact that social action, sport and physical activity can have on the outcomes for young people," she said.

"From increased confidence and resilience to reporting improvements in levels of happiness and life satisfaction."



■ Sport England is investing £900,000 in volunteering

Natale's comments coincided with Sport England announcing increased funding support for three youth volunteering projects. The Laureus Sport for Good Foundation, Derby County Community Trust and Football Beyond Borders are all receiving around £300,000 to continue their work.

**READ MORE ONLINE**

## GOVERNANCE

# New Sports Governance Academy set to launch in April



**This will help organisations embed good governance**

Tim Hollingsworth

A new Sports Governance Academy (SGA), designed to support, develop and connect people working in the sport and physical activity sector, is set to launch in April 2020.

Set up in partnership by Sport England and the Chartered Governance Institute (CGI), the SGA will offer those working in the industry a number of free assets aimed at improving sports governance.

The resources will be made available to all Sport England and UK Sport-funded organisations.

Sport England CEO Tim Hollingsworth said: "This important support hub



■ The SGA will offer a number of free assets

will equip people in the sports and physical activity sector grappling with governance, with resources, training and access to a thriving network of like-minded individuals.

"Ultimately, it will help sports organisations to embed good governance at all levels."

The free 'knowledge base' will provide resources for raising governance standards such as guidance, template documents, webinars and blogs.

[READ MORE ONLINE](#)

## POWER OF PHYSICAL ACTIVITY

# Care home staff trained to lead exercise sessions

Staff at sheltered accommodation are being trained to organise and lead their own strength and balance sessions for residents, as part of a project to get those living in assisted housing more physically active.

Leisure trust Sport Aberdeen and Paths for All – a charity aiming to increase the number of people who choose to walk in Scotland – are running a training programme for Bon Accord Care staff working at housing complexes in Aberdeen, Scotland.

The First Steps programme will provide staff with the skills to promote and provide regular physical activity sessions for their residents.

Run by Sport Aberdeen's Healthy Communities team, with funding from Paths for All, the project aims to increase functional fitness and daily walking among people not currently able to take part in walking groups.

"The training sessions have already proved to be a powerful tool in enabling those living in sheltered housing to improve their mobility and access a better quality of life through regular activity," said Jill Franks, Sport Aberdeen director of performance and planning.

"We are looking forward to helping bring this training to even more staff in the coming sessions."

[READ MORE ONLINE](#)



■ The First Steps programme provides exercise sessions for residents



**The sessions help residents gain mobility and access a better quality of life**

Jill Franks

**FUNDING HELP**

# Storm relief funding accessed by 100+ clubs

More than 100 sports clubs and organisations have applied and received grants from an emergency storm relief fund, launched to help those affected by storms Ciara and Dennis.

Set up by Sport England, the fund has seen grants of up to £5,000 being awarded across the country.

Many clubs and organisations are still unable to safely access their facilities and the grant scheme remains open, with Sport England promising a "quick decision process and access to cash for places in need".

Sport England's director of property, Charles Johnston, said the funding is being used for decontamination, skip

hire, equipment replacement and access repair.

"Floods can have a devastating impact on local sports organisations, causing damage to clubhouses and grounds and denying communities a chance to play sport, often for weeks and months on end," he said.

"In the longer term, we will work with communities, as we have with Carlisle since they were devastated by the floods of recent years, to make their facilities more resilient to the effects of climate change."

Playing fields and clubhouses are particularly vulnerable to flooding, as many of them are located on flood plains.

**READ MORE ONLINE**



■ Many grassroots facilities are vulnerable to flooding



**In the longer term, we will work to make facilities more resilient**

Charles Johnston

**GRASSROOTS SPORT**

# Under 12s should "not head footballs in training"



**The guidance covers all aspects of how to coach heading the ball**

Les Howie

Children under the age of 12 should no longer head the ball during training sessions, according to The Football Association (FA).

The recommendation was made in an update to the FA's heading guidance, which clubs and coaches the recommended heading guidelines for training sessions – but does not make any changes to the way matches are played.

The new guidance follows research by the University of Glasgow in 2019, which suggested that former professionals were three times more likely to die from brain disease than non-players.

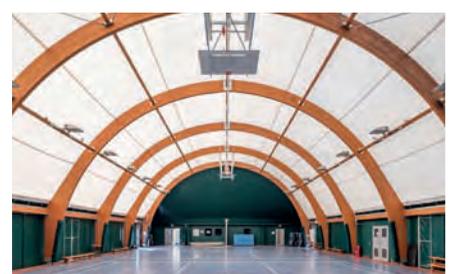


■ The new guidance recommends a 'no-heading' policy

Les Howie, The FA's head of grassroots coaching, said: "The guidance covers all aspects of how to coach heading the ball, including the correct size of ball to use, the best techniques and how often the ball should be headed. The focus is on quality of heading training, rather than quantity."

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**NATIONAL GOVERNING BODIES**

# NGBs report growth in commercial revenue

National governing bodies of sport (NGBs) have reported a rise in commercial revenue during 2019 – indicating a potential resurgence in corporate sponsorship.

According to the *UK NGB Benchmarking Survey Report*, commercial revenue – mostly from sponsorship – accounted for 14 per cent of total income in 2019, compared to 13 per cent in 2018 and 11 per cent in 2017. The report – by chartered accountants Haysmacintyre – is based on responses from 25 NGBs and reveals trends in financial performance and governance, as well as highlighting future threats for the sector.

“While the rise in commercial income is not

dramatic, it is encouraging that this apparent resurgence in corporate sponsorship is not just a passing trend,” Tom Wilson, partner and sports specialist at Haysmacintyre.

“This bodes well for the future as NGBs try to diversify their income in anticipation of lower public funding in the long-term.

The research, however, also highlights that fears over the future of their public funding remain a concern for the sector. Grant-based income from UK Sport and/or Sport England was 44 per cent of total income, compared to 45 per cent in 2018 and 48 per cent in 2017, continuing a downward trend.

**READ MORE ONLINE**



■ Commercial revenue accounts for 14 per cent of NGBs' income



**This bodes well for the future as NGBs try to diversify their income**

Tom Wilson

**CAREERS**

# Sport attracting more people than there are jobs available



**Connecting people with employers opens their eyes to opportunities**

John Yarnham

Five times as many young people want to work in leisure sectors such as sport as there are jobs available.

The figure comes from a major report published by charity Education and Employers, which suggests that a number of industry sectors could have the pick of talent due to an abundance of applicants.

The report, based on a survey of 7,000 young people aged 14-18, does, however, also indicate that while sectors like sport are “oversubscribed” others face a struggle to fill all available jobs.

According to John Yarham, CEO of The Careers & Enterprise Company,



■ Sport is among the most popular sectors to work in

the disconnect could be down to young people not realising the opportunities offered by some sectors.

“This study demonstrates that connecting young people with employers opens their eyes to the real opportunities of the job market,” he said.

**READ MORE ONLINE**

## LEISURE TRUSTS

# Trust partners with NHS to get long-term ill physically active



**What makes our scheme unique is our commitment to removing the barriers that might prevent people from getting involved in physical activity**

Jim Rollo

Not-for profit leisure operator Circadian Trust is partnering with NHS GP surgeries in Gloucestershire to launch a local initiative which helps and supports people with medical or long-term conditions to become more physically active.

The Healthy Lifestyle Referral Scheme has been developed for adults who are living with, or at risk of developing, a medical condition and qualify as inactive.

The partnership will see five Active Lifestyle Centres – operated by Circadian Trust – work with South Gloucestershire Council and GP surgeries to provide individuals with on-going support.



■ The scheme will support those with a medical condition

While most referral schemes rely solely on GPs for referrals, the Healthy Lifestyle Referral Scheme will be opened to referrals from other health professionals – such as specialist nurses or physiotherapists.

“What makes our scheme unique is our commitment to removing the barriers that might prevent people from getting involved in physical activity,” said Jim Rollo, Healthy Lifestyle Referral Scheme manager at Circadian Trust.

[READ MORE ONLINE](#)

## NEW OPENING

# AWRC opens in Sheffield, signs deal with Spanish GO fit chain

Sheffield Hallam University's Advanced Wellbeing Research Centre (AWRC) has officially opened its doors.

The facility, which forms the centrepiece of the Sheffield Olympic Legacy Park, has been dubbed the most advanced research centre in the world for developing innovations that increase physical activity.

Its operations will focus on improving the health and wellbeing of populations through innovations that help people move and be active.

It will undertake research focused upon taking services and products from concept to market. The aim is to develop the centre into a



**Having an international company to collaborate with will help us**

Robert Copeland

“hothouse of innovation”, bringing together those who make apps, activity loggers, health and sports equipment, orthotics and clinical devices.



■ The centre will look to bring new products to the market

Ahead of its opening, AWRC announced that it has secured a partnership deal with Spanish fitness chain GO fit. The deal will see GO fit make AWRC the European hub of its research programme.

“Having a major international company to collaborate with will help us with our ambition to be the leading physical activity

research and innovation centre in the world.” said Professor Robert Copeland, director of the AWRC.

The partnership is the latest in a number of strategic collaborations for AWRC. It has already secured deals with the likes of parkrun, Canon Medical Systems, Westfield Health and EXOS.

[READ MORE ONLINE](#)

23-25 MARCH 2020

## AMI's Artificial Grass

Hilton Hotel, Barcelona, Spain

AMI's Artificial Grass, formally The Grass Yarn & Tufters Forum, is now in its 14th year. The well-respected conference focuses on technical and commercial developments in the artificial grass/synthetic turf supply-chain.

[www.amiconferences.com](http://www.amiconferences.com)

25-26 MARCH 2020

## active-net 2020

Eastwood Hall, Nottingham

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[www.active-net.org](http://www.active-net.org)

25 MARCH 2020

## The Perfect Storm in Sports 4.0

Middlesex University,  
The Burroughs,  
London, UK

A part of the university's Distinguished Lecture Series, the Perfect Storm 4.0 will be delivered by John Grisby, professor in Practice of Leadership and Management at Grey Matter Global. The talk will prepare and shift sports businesses and leaders from pre-digital age skills '3.0' to digital age '4.0'.

[www.mdx.ac.uk](http://www.mdx.ac.uk)

27-29 MAR 2020

## 1st Real Madrid Conference on Applied Science in Sport

TeatroGoya Multiespacio

Madrid, Spain  
Real Madrid Next will open with e-health activities celebrating the First Real Madrid Conference on Medicine and Applied Science in Sport in March 2020. An event attended by top world experts in sports medicine.

[www.congresomedico.realmadrid.com](http://www.congresomedico.realmadrid.com)



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19-24 APRIL 2020

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Beijing, China

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[www.sportaccord.sport](http://www.sportaccord.sport)

17-18 JUNE 2020

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17 NOVEMBER 2020

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27-28 NOVEMBER 2020

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[www.nationalfitnessawards.co.uk](http://www.nationalfitnessawards.co.uk)



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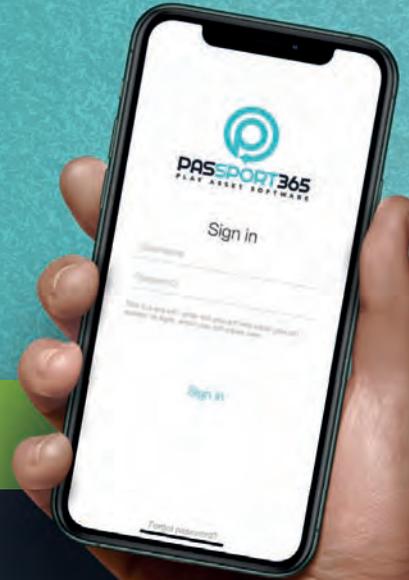


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■ The line offers both men's and women's wear and uses a number of sustainable fabric innovations, including Econyl

## Emma Reid introduces Tribe Sports' sustainable sportswear



■ Emma Reid, Tribe Sports



Tribe Sports, a UK-based running apparel company, has launched its Core range, a collection of high-performance running attire made from 90 per cent recycled materials.

The Core range was created in response to the results of a survey, carried out by the brand, that found that 68 per cent of 2,852 runners surveyed said they wanted their kit to be made sustainably and from recycled materials.

The seven-piece collection was developed specifically with sustainability in mind and uses several sustainable

fabric innovations, including Econyl, regenerated nylon made from plastic waste collected from the oceans and landfill.

It consists of both men's and women's wear and includes a t-shirt, race shorts and running tights for men, and a racer vest, running shorts, t-shirt and running tights for women. The pieces are lightweight and soft and designed to allow for dynamic and unrestricted movement.

Emma Reid, Tribe Sports MD, says: "We wanted to provide runners with sustainable running gear that treads lightly on the planet without

compromising on performance, comfort and style."

"By making tangible changes to the way we run our business and produce our clothing, we're able to address environmental issues head-on. It's a big step, but we're confident we can produce the best performance running apparel on the planet, while we also tackle the key environmental issues."

The brand has also announced plans to become the UK's first 360-degree sustainable running brand.

**SPORT-KIT KEYWORD**

**TRIBE SPORTS**

## Passport365 to debut in Australia, says Garry Martin



■ Garry Martin, Replay



Passport365, a sports facilities management app, has sold its Australian territory rights to Tuff Group, a synthetic grass specialist based in Victoria, Australia.

The app, which launched for global sale last year, is designed for sports facilities and enables users to book in maintenance jobs for their sports surfaces, as well as record daily activity and upload images from multiple sites.

The app was in development for two years and was created by Garry Martin, MD of Replay



■ The app enables users to book maintenance work for sports surfaces

Maintenance, a synthetic grounds specialist based in the East Midlands.

"Passport365 allows everyone working on or managing a site to be able to view, update, share and collate reports from the app," said Martin.

"Most importantly, app users can check on their sites from

hundreds of miles away or even in another country," he added.

Tuff Group MD Fraser Gehrig said: "We have invested heavily in technology and systems to support our growth and Passport365 complements this perfectly."

**SPORT-KIT KEYWORD**  
**REPLAY MAINTENANCE**

## Veja wins ISPO award for 'post petroleum' training shoes

French footwear brand Veja has won a Product of the Year award at the 2020 ISPO Awards.

Veja was one of several honoured at an awards ceremony at the ISPO Munich 2020 trade show, which took

place earlier this year at Messe München Germany.

The company was recognised in the Running Hardware category for Condor, one of the world's first 'post-petroleum' running shoes. Designed for training and half-marathons for

regular runners, the Condor is made from 53 per cent renewable and recycled materials. It aims to use as little fossil fuel in production as possible, using raw materials such as rice waste, banana oil, natural rubber, castor oil and natural latex instead.

"For more than four years we have followed the mission to produce the first performance running shoe without plastic and petroleum," said Sebastien Kopp, co-founder of Veja.

"The way there was hard and there was enormous time pressure and almost insoluble technical challenges. This award shows how

important sustainability is for the entire industry.



■ The Condor running shoes

"It may be made from eco-friendly materials, but the Condor still aims to meet the highest technical standards and offers runners stability, comfort and control," Kopp added.

The award was decided by a jury panel, which said: "Veja has made a step towards a more eco-friendly way of producing sports shoes."

**SPORT-KIT KEYWORD**  
**VEJA**



PHOTO: ©MESSE MÜNCHEN GMBH

■ Veja co-founder Sebastien Kopp (left) accepting the ISPO award



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# AN ACTIVE CAMPUS

A look at how University of Warwick is building a community focused on health



■ The investment in the hub is part of plans to establish Warwick as a world-leading university

Since its completion, the multi-million-pound Sports and Wellness Hub at University of Warwick has played a pivotal role in supporting the university's ambition of becoming the "most physically active campus community in the UK by 2020", having replaced all former on-campus health and fitness facilities.

From a commercial perspective the new hub is already delivering for the university, increasing its number of local community members from 175 to 1,500. The newly completed hub has also more than doubled the number of visitors from 13,000 to 27,000.

Delivered by contractor Willmott Dixon, the £37m project was managed by the same team behind the university's Oculus Building in 2016.

Facilities at the 16,684sq ft hub include a 25-metre, 12-lane swimming pool and a 17m-high climbing wall.

The property features smart building technology throughout, with coolant technology and dynamic lighting automatically adjusting in certain rooms at specific times of the day to create the optimal ambience.

"The sports and wellness hub was a hugely exciting and unique project to work on," said the project's construction manager, Nick Preedy.



I always see an incredible reaction when people come into the building for the first time, as it is so striking and modern



■ The building features a high level of smart technology to make it sustainable



## “ We wanted the sports hub to be more than a building and have a real impact on the lives of individuals ”

“The design of the building and the level of smart technology that has been implemented throughout is outstanding.

“We were focussed on delivering the project to the highest quality, and this is something that carried on all the way through alongside our design and supply chain partners.”

The facility opened ahead of the Europe Corporate Games and was built to tie in with Coventry’s tenure as the 2019 European City of Sport – meaning the new building’s purpose always considered the wider community and how it could enhance sporting both regionally and nationally.

Lisa Dodd-Mayne, director of Sport and Active Communities at the university said the aim of the hub was to help people engage in sport, through creating positive experiences.

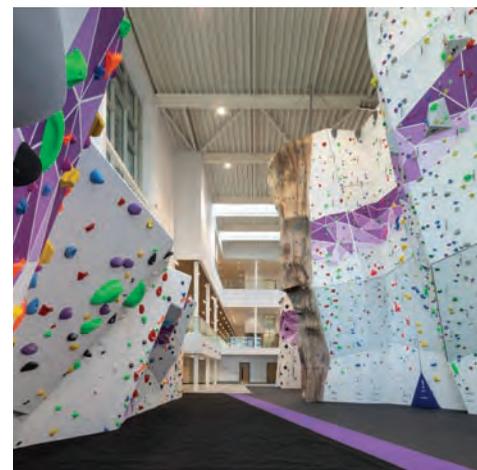
“We wanted the sports hub to be more than a building and have a real impact

on the lives of individuals,” Dodd-Mayne says. “As we started the journey to create the hub, we agreed four core objectives: that the building would offer the best customer experience, include participation in its design, help to build a community and finally that upon its completion, the hub would sustainably contribute back to the university.”

Overall, the university’s investment in the sports hub underpins the institution’s vision to become a world-leading university.

“I always see an incredible reaction when people come into the building for the first time, as it is so striking and modern – I’m really proud of what we’ve achieved,” Dodd-Mayne adds.

The completed project has won a number of awards including the ‘Award for Excellence’ at the annual SAPCA Awards, Secured a Design Gold Standard and a BREEAM score of Excellent. ●



■ Facilities include a 17m-high climbing wall which caters for all abilities



The 15 different categories mean that it doesn't matter who you are, there is an opportunity for you to get involved and have fun

Patrick Brosnan, strategic lead for football, Sport England



# HIGH FIVE

The new FA Fives initiative aims to use this year's Euro 2020 tournament to build a nation-wide legacy for football



■ The England team made it all the way to the semi-finals at the 2018 World Cup and created a buzz around the country

**A** national five-a-side football festival aims to use this summer's UEFA Euro 2020 tournament as a catalyst to get people from all backgrounds more physically active.

The FA Fives programme will see events take place at more than 120 locations around England in May, with successful sides progressing to regional festival finals at the end of the month.

From there, teams can qualify for national finals, which will be held before the start of Euro 2020 in June.

## MAJOR EVENT

The initiative is part of the Football Association's (FA) legacy programme for Euro 2020.

England is one of the main hosts of the event, with group stage games, round of 16 games and the semi-finals and final



■ The FA hopes to encourage more than 5,000 teams and up to 50,000 participants to sign up for the games



## The inclusivity of FA Fives strongly aligns with our goals as an organisation



being played at Wembley Stadium. As part of the bidding process to become a host city for the tournament, The FA secured a £1m contribution from government to build a legacy from the tournament.

After making it to the 2018 World Cup semi-final, the expectations are high for the England team. An appearance by the home team in one of the Wembley games could whip up a similar interest in the team experienced in 2018.

### GETTING EVERYONE INVOLVED

In total, 15 different male and female categories will be contested through the Five programme of festivals, across adult, veteran, disability, youth and walking football.

Venues from the top 20 per cent most deprived areas in the country were encouraged to apply to be a Round One host, with the aim of providing a free

activity for their community and the possibility of obtaining further funding from our Small Grants programme.

It is the biggest and most inclusive five-a-side football event to date and the FA hopes to encourage more than 5,000 teams and up to 50,000 participants to sign up for the games.

"This gives us the opportunity to promote physical activity through free football in some of the most deprived areas of the country," said Patrick Brosnan, Sport England's strategic lead for football.

"The inclusivity of FA Fives strongly aligns with our goals as an organisation. The 15 different categories mean that it doesn't matter who you are, there is an opportunity for you to get involved and have fun. The festivals, and the further National Lottery investment through our Small Grants programme, give us a chance to build a genuine legacy from EURO 2020." ●



■ The initiative looks to promote physical activity through free football sessions to people of all ages and backgrounds



■ The awards night was hosted by BBC presenter Mark Clemmit (right)

# SAPCA AWARDS

A playing surface described the “biggest breakthrough in hockey since 1976” was among the winners of the 2020 SAPCA Awards 2020



■ Chris Trickey

A temporary playing surface, described as the “biggest breakthrough in hockey since the Montreal Olympic Games”, an innovative piece of testing equipment and an ambitious sports hub project have been declared as the three winners of this year’s SAPCA Awards. The trio beat strong competition from an overall short list of 15 entries.

The SAPCA Innovation Award was given to Polytan Sports Surfaces for its Big Stadium Hockey solution. Big Stadium

Hockey is a portable pitch technology, which has been designed to bring hockey back to existing, major venues. It can be installed, used and removed in a short space of time on a variety of sub-bases.

The surface was used to transform The Stoop in London – home of Harlequins RFC – into a hockey stadium, hosting England’s home matches against New Zealand.

“The SAPCA Award tops off the what has been an exciting and at times challenging process as we worked with colleagues from across industry pulling in a wide

## SAPCA AWARDS 2020 THE FINALISTS

### ■ Cleveland Land Services

(Guisborough) Ltd  
Natural turf and 3G pitch construction at the Welsh national football development centre, Colliers Park.

### ■ David Morley Architects

New Student Village Active Campus at the University of Loughborough.

### ■ J B Corrie & Co Ltd

Corrie Padel – a new design concept for padel tennis courts.

### ■ Mark Harrod Ltd

Devoshift – a new football goal design compliant with the new British Standard published in 2019.

### ■ McArdle Sport Tec Ltd

3G synthetic turf pitch, hybrid stitched natural turf pitches and fibresand pitches at Reading FC's Bearwood Park.

### ■ Rosehill Sports and Play

An export success to Australia, where Rosehill's products have been used to create playgrounds at hundreds of schools and childcare centres.

### ■ S&C Slatter Ltd / FieldTurf

A temporary baseball field constructed in 21 days for the MLB game at London Stadium.

### ■ SIS Pitches

A one-of-a-kind, multi-coloured synthetic turf pitch at Myatt's Field Park in London

### ■ Smith Construction (Heckington) Ltd

A floodlit 3G stadium football turf pitch, two full-sized 3G football training pitches and three natural grass pitches at the Monks Brook Football Complex.

### ■ South Wales Sports

#### Grounds Contractors Ltd

A 3G pitch and athletics track construction project, including a SUDS drainage system and live athlete tracking, at the Bryn Celynog Comprehensive School.

### ■ TigerTurf (UK) Ltd /

#### McArdle Sport Tec Ltd

Three synthetic turf football pitches and one World Rugby regulation 22-accredited rugby field at Washington Football Hub.

### ■ Tony Patterson Sportsgrounds Ltd

60,000sq m of elite-level synthetic and natural playing surfaces with 5,500sq m of new roads and car park, plus a bespoke pavilion building at the University of Limerick.



■ The portable Big Stadium Hockey pitch solution allows hockey to be played at any major venue, creating new opportunities



■ This year's awards winners Polytan (innovation of the year, left); TGMS (project of the year, middle) and Sports Labs (product of the year, right)

range of expertise to realise the original concept," says Polytan MD David McCulley.

Meanwhile, Sports Labs won the SAPCA Award for Product of the Year for its Lightweight traction device. The device, which measures the rotational resistance of sports surfaces, is capable of providing results with a resolution ten times greater than that of a conventional device

The Project of the Year award was given to TGMS for its work to create an ambitious Sports Hub project at Berkhamsted School.

Now in their fifth year, the Awards are organised by the Sports and Play Construction Association (SAPCA) to celebrate achievements in the sports and play facility construction industry.

"With a record number of entries this year, and so many outstanding achievements, our judging panel certainly had a tough job," said SAPCA CEO, Chris Trickey. "The three winners – and all of the finalists – exemplify the breadth of technical expertise and innovation across the industry." ●

# Measuring our impact – why?

**A**t times, one of the biggest challenges facing our sector seems to be to convince those outside of it on the power of sport and physical activity. Too many decision-makers still do not seem to get what we consider obvious: sport changes lives and physical activity is the magic pill to solve many of the nation's health issues.

In trying to prove its worth, I feel that the sector has at times chased the wrong KPIs and targets at the cost of delivering what it is supposed to. Thankfully, there has been a gradual move away from the traditional approach of simply counting outputs. It is being replaced with an increased interest in data collection and a push towards measuring the sector's impact.

But while it might be better to measure outcomes, I would question why and how the sector is doing it?

The matter was brought to the fore during February with the launch of various new services – such as State of Life – designed to measure the sector's impact. There is a fundamental point to collecting data, of course. But why are we doing it? To learn or to make further funding bids? To 'prove' to a funder that we are making an impact?

### MEASURING THE RIGHT THINGS

There is no escaping the fact that, on a national level, resources remain limited and we are competing for public and private spending with those outside our sector. The sector's response seems to have been to create multiple, confusing platforms for collecting data and showing it in the most attractive format. But why? Is it the outcomes, impact or value we want to measure? And how much can we really claim to be due to our work?

While measuring impacts is fine, I believe that if we really want to make the case for the sports sector – and ensure



In the government's eyes, the Treasury's *Green Book* is what will ultimately determine our monetary value

**Andy Reed, founder, Sports Think Tank and chair of Sport for Development Coalition**

it is taken seriously in the corridors of power – we need to create hard economic evidence about the efficacy of the investment we receive. We might know it ourselves, but we need to convince government departments that investing in physical activity might be preferable to ploughing money in treating preventable, life-style diseases through the NHS.

We need to think really carefully about what we measure and why. It needs to be more than just for our funder. We really need to know at project and ecosystem level what is working and to keep it as 'live' as possible.

One thing is for sure. In the government's eyes, the Treasury's *Green Book* is what will ultimately determine our monetary value. While the book is not a mechanical decision-making device – but rather provides approved guidance and methods – it helps officials develop evidence-based advice for decision making that is consistent across government. And has done so for nearly half a century. The sector's evidence better stack up to the book's demands – or the evidence runs the risk of being ignored. ●



■ Any measuring should provide evidence about the efficacy of the investment that sport receives

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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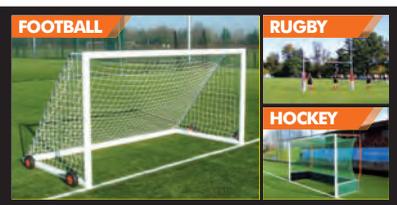
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# Community Leisure UK

## The voice for community leisure trusts across the UK

The community leisure trust collective has launched a new brand that seeks to support and develop our public leisure and culture services. **Community Leisure UK** – formerly Sporta – is the association that specialises in charitable leisure trusts across the UK, enabling networking and knowledge sharing with peers and external stakeholders.

Collectively, member community leisure trusts manage a **combined budget of more than £1.6bn**, employ over **67,000 people**, and receive **233million visits per year**.

Charitable trusts are key community anchors who **reinvest every penny** into developing services focused on their local people across the life course. Trusts are working with more and more partners to develop supported routes to **mental and physical health improvement**, while reshaping services to meet local strategic objectives.

The ultimate aim of community leisure trusts is to **engage all people across the community**, whether that is having a health check, a coffee in a safe and warm space, going for a swim, taking a walk in the park, borrowing a library book or becoming a member of a gym.

*Community Leisure UK are keen to help organisations who would like to know more about the public leisure landscape and / or the charitable trust model. Please do get in touch at:*

[www.communityleisureuk.org](http://www.communityleisureuk.org)

@CommLeisureUK

[cateatwater@communityleisureuk.org](mailto:cateatwater@communityleisureuk.org)

*Thank you for reading.*

