

# SPORTS

## MANAGEMENT

VOLUME 17 Q1 2013

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Morton**

The drive to  
attract major  
events to  
the UK

**Community  
Matters**

Football's  
outreach  
programmes



The Sports and  
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Glasgow Life's

**Billy  
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on creating a  
culture of activity

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inspiring a  
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# EDITOR'S LETTER



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## Sport and peace

In this issue we examine the work of the peace and sport movement and look at examples of projects which are bringing unity to some of the most challenging places on earth (see page 42).

As I sat down to write this Editor's Letter about these life affirming, heart warming stories, the news flashed on the TV about the bombing of the Boston Marathon and the subject of sport and its ability to heal and build understanding between people took on an added poignancy.

With a few awful exceptions, sport manages to exist beyond the reach of such horrors, providing a sanctuary for people from all walks of life and an escape from a whole range of difficult circumstances, from war to economic pressures and ill health. Attacks on sport arouse deep seated revulsion for this reason.

The unity through sport movement inspired the creation of the Peace and Sport organisation which was established in Monaco by Prince Albert II and former pentathlete Joel Bouzou. Peace and Sport has achieved some milestones, including – topically – bringing North and South Korea together to take part in the 1st Peace and Sport Table Tennis Cup in Doha. "Peace and Sport offers a unique opportunity to officials from politically divided countries to attend the same tournaments, to share time and to talk," says Bouzou.

**There are no parks, forests or open spaces in Gaza, so people who are hemmed in and living in cramped conditions can turn to the sea to surf and to escape and enjoy some space, freedom and exercise.**

Further afield, people are turning to sport to find their own sense of peace. For the people of Gaza, getting down to the beach and going surfing – one of the most unlikely things to associate with this troubled region of the world – offers freedom and space to those hemmed in and living in cramped conditions. There are no parks, forests or open spaces in Gaza, so people turn to the sea to escape and to enjoy some space, freedom and exercise.

The Gaza Surf Club is developing a community by teaching surfing and producing training videos in Arabic. It's also manufacturing and selling Islamic swimwear to enable girls to continue to enjoy the sport, providing a clubhouse and teaching surfers how to make and repair boards. "We've helped to humanise the people of Gaza by offering a new view of their daily life," says Surf Club founder Matthew Olsen.

Meanwhile, in Afghanistan, as the difficulties rumble on, the Skateistan project is bringing fun, sport and exercise into the lives of hundreds of kids by teaching them to skateboard.

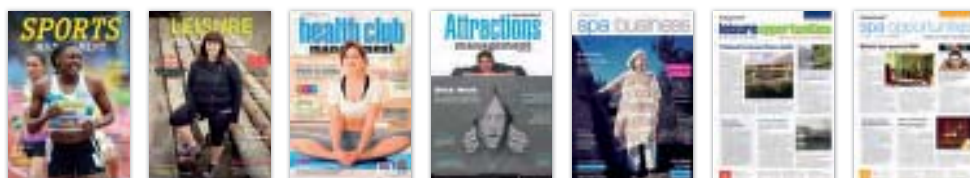
The Afghan National Olympic Committee donated land for a skateboarding centre, helped by funding from the Canadian, Danish, Norwegian and German governments and the project has been so successful that Skateistan is opening a second centre in Kabul.

When dark times come and we're faced with the kind of evil we saw in Boston, perhaps we can take a little heart that sport has the power to bring hope in the most challenging places.

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



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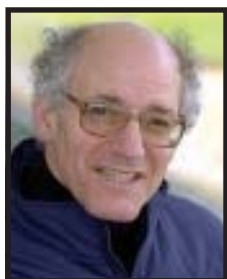


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INDUSTRY EXPERTS SHARE THEIR VIEWS ON THE CURRENT ISSUES AFFECTING SPORT



John Goodbody reports on

## The £150m school sport pledge

**T**he government's announcement that £150m is to be allocated in each of the next two years towards improving coaching for youngsters in primary schools in the UK has generally been hailed with enthusiasm by national governing bodies of sport.

A typical primary school with 250 pupils is expected to receive £9,250 per year. This is the equivalent of around two days a week of a primary school teacher or a coach's time, enough, in fact, it's claimed, that to ensure that every pupil does sport with a specialist. The funding, announced by Prime Minister David Cameron, will be ring-fenced for sport but it will be the heads and teachers who will decide how this money is to be allocated. It can be specialist coaching, teacher training, sports clubs or support for after-school or week-end competitions.

So far so good. The Prime Minister had obviously been so excited by the success of the London Olympics that he felt duty bound to give further support to sport in Britain. Although there were complaints that this money would better have been announced last autumn, in fact, with the school year beginning at that time, it would have been impossible to have organised any provision for its introduction until September 2013.

In addition, it needed some months of consultation between the different government departments to ensure the programme can go ahead, with Sport England investing £1.5m a year of lottery funding through county sport partnerships to help primary schools link up with local coaches and clubs.

It has long been recognised that there are far too few teachers in primary schools with the necessary training



Swimming is described as the only subject on the national curriculum which could save a life

**There are two fundamental activities that should be taught extensively at primary school - athletics and swimming**

– quite understandably, since they're not specialists – to give pupils the necessary grounding in sport up to the age of 11. What concerns me is whether the money is going to be spent in the best way, if it just gives pupils some brief insight into an arbitrary selection of sports.

There are two fundamental activities which should be taught extensively to primary school children – swimming and gymnastics. Although the announcement mentioned that swimming remained part of the national curriculum, where, at least, it is usually taught by specialists, one wants to be sure that all pupils leaving school at the age of 11 do in fact fulfil the minimum requirement of swimming 25m on their front and back and are also taught water safety. As Jon Glenn, head

of the Learn to Swim award at the Amateur Swimming Association, said: "It is the only subject on the National Curriculum, which could save a pupil's life."

The experience of gymnastics is vital so that children acquire a physical literacy, which can be transferred to other activities when they are older, in the same way that they learn to read, write and deal with numbers in the early stages in school so that the skills can be applied in other subjects later on.

One hopes that when heads and teachers examine how they're going to use this money from the government, that they bear in mind the long-term physical development of their pupils, rather than just short-term interest in traditional team sports. ●

# NEWS UPDATE

## £24m ON-X centre opens in Renfrewshire

The new ON-X community leisure complex in Linwood, Renfrewshire, Scotland opened its doors on 25 March.

Designed by Cre8 Architecture, the centre will become the region's primary leisure hub and houses three pool areas comprising a 25m, six-lane competition pool; a 15m learner pool and a leisure pool.

A sports hall, squash courts and health club will also form part of the complex, as well as five-a-side pitches and an improved athletics track. It has been built by BAM Construction.



ukactive chief executive David Stalker hopes to share knowledge between the two trade bodies

## SRA and ukactive join forces to activate nation

The Sport and Recreation Alliance (SRA) and ukactive have joined forces to get more people active and to help national governing bodies (NGBs) understand the public health agenda – with a number of new reforms to be introduced in April. At an Alliance divisional meeting this month ukactive presented on the shifting health landscape in the first step in the partnership.

ukactive chief executive David Stalker said: "By forging a partnership between ukactive and the Sport and Recreation Alliance we hope to be able to share some of our knowledge of public health delivery, specifically how to target inactive populations and maximise local engagement in sport and physical activity."

NGBs are now responsible for the commissioning of community health services, such as emergency care, and local authorities will receive around £2.7bn annually for the commissioning of public health services.

Chief executive of the Sport and Recreation Alliance Tim Lamb said: "When you look at our combined membership we have a huge footprint and I am sure we can really put that to use in tackling ill-health." Details: <http://lei.sr?a=s4N1l>

## £150m boost for school sport

The government has confirmed it will make an extra £150m a year investment in PE and school sport over the next two years.

As reported in *Leisure Opportunities* on 13 March, the ring-fenced money will be jointly provided by the Department for Education, Department for Health and DCMS and will go directly to primary school headteachers to spend on improving the quality of sport and PE.

Funding for each school will be calculated by the number of primary-aged pupils based on January 2013 figures and schools will have to spend the money on improving their provision of PE and sport.

All schools with 17 or more primary-aged pupils will receive a lump sum of £8,000 plus a premium of £5 per pupil. Smaller schools will



The extra funding is aimed at improving after-school sports provision

receive £500 per pupil. Crucially, schools will have the freedom to choose how and what the money will be spent on – a decision which will provide a boost for the UK's sports provider sector and professional coaches.

To see the full government announcement on the funding, see: <http://lei.sr?a=FoXoG>

## Health through sport scheme gets £5.8m

Thousands of people living with and recovering from cancer are among those who will be helped to get more active after Sport England announced funding of £5.8m through its Get Healthy Get Into Sport fund.

Macmillan Cancer Support, which will receive £0.5m, is one of 14 groups to benefit. Its project, in which Macmillan is investing a further £230,000, will open up fresh sporting opportunities for cancer patients in 10 parts of England, including work in Oxford to help 14- to 25-year-olds with cancer to get active.

Almost 130,000 inactive people are expected to get involved in sport through the Sport England scheme, which will explore a wide range of ways to use sport to improve health.



The scheme aims to get 130,000 inactive people taking part in sport

Physical inactivity is the fourth leading risk factor for global mortality after high blood pressure, tobacco use and high blood glucose and recent research shows that it costs the NHS in England £944m.

Details: <http://lei.sr?a=h8M2v>

## British Cycling aims to get 1m more women cycling

British Cycling plans to have a million more women cycling in the UK by 2020 by shifting the culture and accessibility of the sport, it has revealed in a new document.

'A Journey of Inspiration and Opportunity - Our Vision for Women's Cycling 2013-2020'

revealed the organisation wants increased female membership, more women riding competitively and more women involved in the governing of the sport.

In 2012 525,000 UK women were regularly cycling. Details: <http://lei.sr?a=u3b8B>



## Green light for Spurs' new stadium

Tottenham Hotspur Football Club (THFC) has continued to move closer to transforming its White Hart Lane ground, as Haringey Council has approved a land deal for the club's new stadium.

The 56,250-capacity stadium is being built as part of the wider regeneration of Tottenham, North London, following a pledge by THFC and Haringey Council.

Under the deal the council will acquire land for the development to remove the risk of owners of neighbouring properties seeking an injunction to prevent construction of the development. The council will then grant a 999-year lease of the site to THFC.

The Northumberland Development Project's (NPD) proposal for the stadium covers a 20-acre area, which includes the site of the current ground and the industrial land to the



The stadium plans cover a 20-acre area and include a hotel

north, to create a larger area in which the new stadium can be built.

It also includes plans for a hotel, 200 new homes, shops and leisure facilities.

The design will feature flowing lines of external cladding, an undulating roof and the club colours to create a visually striking building. Details: <http://lei.sr?a=E3q4a>

## West Ham secures Olympic Stadium deal

West Ham United Football Club (WHU) will be the new anchor tenant of the London Olympic Stadium following the government's agreement to contribute a further £25m towards converting the venue. WHU was chosen as the preferred bidder for the tenancy in December 2012 but the signing of the deal was dependent on a number of financial and commercial terms being agreed upon.

It is believed that as part of the negotiations, WHU has also agreed to increase its own contribution towards the conversion project from £10m to around £15m.

The deal means that the proposed conversion of the stadium – which involves reducing the seating capacity from 80,000 to around 55,000 to 60,000 – can now go ahead.



West Ham hopes to move into the stadium ahead of its 2016-17 season

The redevelopment and the planned use of retractable seating will allow the stadium to operate as an athletics and football arena. WHU has signed a 99-year lease for the venue and will move in during the summer 2016.

Karren Brady, WHU vice chair, said: "A capacity of at least 54,000 seats will place WHU among the top five English football clubs." Details: <http://lei.sr?a=y1G1e>

## London Mayor urged to tackle childhood obesity

The London Assembly has called on mayor Boris Johnson to implement policies to tackle childhood obesity, as a London 2012 legacy.

At a meeting on 13 March, the assembly unanimously agreed recommendations in two recent public health reports should be

implemented, including: education and training programmes for healthcare professionals; increased funding for weight management services; nutritional standards for food in hospitals and increasing support for new parents. Details: <http://lei.sr?a=k204D>

## S&P merges with AFL Architects to form AFLS+P

S&P has merged with AFL Architects to form AFLS+P, which will be one of the largest architectural practices in the UK. Keith Ashton, former chief executive of S&P and now one of six Principals of AFLS+P, said: "This merger adds to our skill base and allows us to offer more services to our existing clients internationally. We share the same values, with a strong emphasis on developing creative and innovative design solutions that maximise commercial value and are fit-for-purpose as well as the future." Details: <http://lei.sr?a=O8U5P>



Duncan Goodhew at the Compass launch event

## Trade association launched for sports providers

The Compass Association (TCA), a new industry body looking to support and promote physical activity and sports providers working with schools and local communities, was launched in February.

TCA has the backing of the Department of Education and has been labeled as the first to exclusively promote the interests of sports providers. Members of TCA include public, private, commercial and voluntary sector providers. Stakeholders in the enterprise currently include Sport England, Sports Coach UK, The Association for Physical Education, Skills Active, Sports Leaders, the Welsh Football Trust and Sport Wales.

## Green light for golf and spa resort at UNESCO site

Planning permission for a luxury golf and spa resort development for Northern Ireland's Antrim coast has been upheld by the High Court, following a challenge by the National Trust.

Northern Ireland environment minister Alex Attwood has welcomed the decision on the Bushmills Dunes Golf Resort and Spa, which he granted approval for in February 2012. The £100m development will include a 120-room hotel with spa and conference facilities and an 18-hole golf course. Details: <http://lei.sr?a=m7c5I>

# NEWS UPDATE

## Stamford AFC's planned £5m ground gets approval

Stamford AFC's new ground and sports educational facility has moved a step closer after being granted planning permission by the South Kesteven District Council.

The multi-million pound development is a partnership of the football club, Burghley House Preservation Trust/Burghley Estate Leisure Limited and New College Stamford. Located on land west of Ryhall Road, the stadium will feature a new first team grass pitch with a two-storey covered stadium for spectator seating and standing. Details: <http://lei.sr?a=g5t5x>



Virgin boss Richard Branson signed the deal

## Virgin signs deal with Lawn Tennis Association

Virgin Active has become the official health club of the Lawn Tennis Association (LTA), under a three-year agreement.

Virgin Active will introduce a number of LTA tennis products to its members – including Mini Tennis, for three- to 10-year-olds and Cardio Tennis, a group fitness class that takes place on a court.

Gary Stewart, head of racquet sports at Virgin Active, said: "The LTA's overall purpose mirrors that of Virgin Active – to continue to grow and sustain the sport, nurture young talent and increase participation." Details: <http://lei.sr?a=M4i4p>

## More British women involved in sport in 2012

The number of women participating in sport and physical activity has increased by more than one million since 2005, according to the latest Taking Part survey.

Released by the Department for Culture, Media and Sport (DCMS), the survey examines participation in sport, heritage and the arts in England.

The latest report presents figures for the period January to December 2012 – which includes the period when the UK hosted the Olympics and Paralympics. Details: <http://lei.sr?a=m8U4T>

## Cambridge £25m water park plans

A 220-acre water sports complex between Milton and Waterbeach in Cambridgeshire is a step closer to becoming a reality after an agreement was reached between the developer, landowners and South Cambridgeshire District Council. Plans to establish the £25m centre were announced in 2004 and received planning permission in 2007 – subject to the developer agreement.

The agreement, signed in February, requires the area around the lake to be open to the public – including 100 acres of woodland.

Before building works can begin, a raft of conditions relating to drainage, flood risk assessments, impact on the River Cam and land drains – which run adjacent to the planned lake – must also be addressed. When completed, facilities at the complex will include a 3.2km stretch of water, connected to the River



Plans include a 2km-long, international-standard rowing course

Cam and including a 2km long international competition standard rowing and canoeing course at least 100m wide.

There will also be a triathlon facility; a three-mile long cycle circuit built to international competition standards; a combined competition and training BMX track; a lake stocked with fish for angling and a network of cycle paths connecting to Cambridge and Milton Country Park. Details: <http://lei.sr?a=X2K8N>

## Sports village for the deaf opens in Dublin

A multi-million euro sports and social complex for Ireland's deaf community has officially opened in Dublin.

Deaf Village Ireland, which is located off Ratoath Road in Cabra, features a sports centre and swimming pool along with administration, social, educational, heritage and religious facilities.

The board of the Catholic Institute for Deaf People (CIDP) set up a new company, called Sportsco, in June 2011 to manage and deliver the project, which is open to the wider community.

John Sisk & Son, member of the SISK Group was the contractor for the village, which also houses the Life Long Learning Centre for parents and teachers of deaf children and will offer research capabilities.



The village features a number of sports facilities designed for the deaf

Sign language services will be available via the new centre, educating people on the different types of deafness, the variety of deaf sports – including the deaf Olympics – and Irish sign language. Details: <http://lei.sr?a=Y2C4J>

## Essex indoor tennis courts get £130,000 refurbishment

Following a two-month closure for refurbishment, Southend Leisure & Tennis Centre, managed by Parkwood Community Leisure, has reopened its indoor tennis courts.

The 10-week project, costing £130,000, was a partnership between Parkwood and Southend

on Sea Borough Council (SBC) and the Lawn Tennis Association (LTA).

Improvements include a new lighting system, with lux levels meeting the international standard, and resurfacing of the acrylic tennis courts. Details: <http://lei.sr?a=X5f9v>



## British success at Laureus awards

Britain has achieved triple success at the Laureus World Sport Awards 2013, held in Rio de Janeiro on 11 March, with Jessica Ennis, Andy Murray and Lord Coe taking home top honours.

Broadcast worldwide, the majority of the evening's winners came from the 2012 Olympics and Paralympics in London, with British athlete Ennis taking home Sportswoman of the Year for her performance in the heptathlon. Jamaican sprinter Usain Bolt was Sportsman of the Year following his three golds in the 100m, 200m and 4 x 100m relay.

British tennis star Andy Murray won Breakthrough of the Year for his first ever Grand Slam victory – at the US Open – and for his success at the singles and mixed doubles at



Olympic champion Jessica Ennis – one of three Brits to be recognised

last year's Olympics. Rounding off Britain's success at the awards was Lord Coe, who received a lifetime achievement award for his role as chair of the London Organising Committee of the Olympic Games.

## Beach sport stadium planned for Skegness

England's first national stadium for beach sports will be constructed at Skegness Beach, Lincolnshire, pending planning permission.

The 2,040-seat facility would be home to the National England Beach Soccer Team and also host sports such as beach volleyball, rugby, cricket, handball and Futsal. It will also host events such as fun days for kids, sand sculpture events, movies on the beach, and Red Bull events.

It is expected to attract 400,000 spectators annually and will be self-funded, with the majority of events free to the public. Behind the plans is Gary Shepherd, chief executive of Skegness Beach Stadium Limited, who said: "This is Skegness's chance



The 2,400-capacity venue would be home to a number of beach sports

to begin capturing major international sporting events, especially during what is typically our slow hotel season as the season will run from April through to late October." Details: <http://lei.sr?a=7M3d3>

## Advisory group to shape Wales' sporting future

Sport Wales has announced the formation of a new Sports Advisory Group (SAG), designed to help shape the future of sport in the country.

The first of its kind, the group of leading figures from business, health, communications, education and leisure will be tasked

with developing new strategic thinking to help broaden sport's appeal among the less active. The development represents one of Sport Wales' key corporate objectives: to draw insights and expert thinking from other sectors. Details: <http://lei.sr?a=t5F8E>

MARK HARROD

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## Jersey seeks feedback on its sporting future

Jersey has launched a consultation document calling for those who watch, volunteer or take part in sport to submit their views on the future of sport on the island.

The consultation, which closes on 31 May, covers competitive sport, organised and team activities, and activities such as walking and cycling. It seeks feedback on four key questions: whether the state needs to make changes; should it create a new co-ordinating body for sport; is a new model for sports development required; and should the state continue to run facilities or should other options be explored.



An artist's impression of the new leisure centre

## Plans for Grimsby leisure centre unveiled to public

Detailed plans and building designs for Grimsby's new leisure centre, which includes a swimming pool and sports facilities, are set to be unveiled to the public.

North East Lincolnshire Council is embarking on a phased approach to the replacement of the area's ageing facilities.

The development of a new leisure centre, which is to be built on land adjacent to the current Grimsby Leisure Centre and Grimsby Auditorium, is phase one of the project. The facility will replace Grimsby Swimming Pool and also the fun pool within Grimsby Leisure Centre.

## Leicester in talks to host elite road cycling event

The mayor of Leicester has revealed the city is in discussions with British Cycling to host an elite annual road race, likely to attract up to 5,000 spectators, as part of a new partnership with the sports body.

The city's Sky Ride – a UK-wide initiative to get more people cycling – will also continue for another three years.

As part of the agreement, Leicester City Council will contribute £63,750 over three years, matched by £135,000 from British Cycling. *Details: <http://lei.sr?a=Doh3x>*

## Don Valley to get £40m makeover

Don Valley Stadium in Sheffield is to be transformed into a £40m sports and wellbeing park. The plans, described as the most comprehensive Olympic legacy project outside of the capital, would see the demolition of the existing Don Valley stadium and a complete redevelopment of the site.

At the heart of the planned development is a new stadium – providing a new home for the Sheffield Eagles (Rugby League) and Titans (Rugby Union) teams – as well as new venues for basketball, gymnastics and snooker. A High Performance Centre, linked with Sheffield Hallam University, would also be created along with a new National Centre for Sport and Exercise Medicine.

The Woodbourn Road athletics site would also be redeveloped into a 60-80m indoor



The Don Valley site will be developed into a sports and wellbeing park

facility to provide all-weather training facilities. The proposals are backed by partners including both Sheffield universities, Sheffield Teaching Hospitals NHS Foundation Trust, the Local Enterprise Partnership, the trust behind the University Technical College (UTC) and Sport England. *Details: <http://lei.sr?a=K3C7K>*

## New £7m Sports Domes officially open in Hartlepool

The new multi-million pound Sports Domes at Seaton Carew, Hartlepool has officially launched, which includes two inflatable domes with football and golf facilities.

The large, bright dome structures, which can be adapted to suit many sports and leisure pursuits, have been initially set up with a range of popular sports that include indoor golf and football, as well as a fully equipped gym housing more than 100 workstations.

Four golf simulators which allow golfers to experience more than 70 of the world's top courses with interactive graphic images.

The domes have been shipped in from the US and aim to cater for people of all fitness levels as well as family groups.



The Sports Domes have been set up with football and golf facilities

Alan Cruickshank, marketing director, The Sports Domes, said: "The facility will allow the local community an alternative means of enjoying year round sport. Golfers can now continue to develop their game throughout the winter months." *Details: <http://lei.sr?a=x1d9s>*

## Disability access a priority for Glasgow 2014 Games

Glasgow has outlined how tourists with disabilities will be accommodated at next year's Commonwealth Games.

Initiatives would include access statements at Glasgow hotels, giving visitors an accurate picture of accessibility and training volunteers

in disability equality and awareness. Games minister Shona Robison said VisitScotland had been working with organisations like Capability Scotland and Hearing Dogs for Deaf People to highlight the potential of accessible tourism. *Details: <http://lei.sr?a=X6s3L>*



## Aberdeen complex to open in 2014

Construction work on the £22m Aquatics Centre at the Aberdeen Sports Village has reached another landmark and is on track to open in early 2014 – in time for the Commonwealth Games.

Graham Construction, which is building the facility, has taken delivery of the centre's Olympic standard diving boards. The installation of the three-, five-, 7.5- and 10-metre boards is the last major structure to go in before the centre is made wind and water tight.

Designed by FaulknerBrown Architects, the Aberdeen Aquatics Centre will comprise a 10-lane, 50m swimming pool with a diving boom and a part-floating floor.

A 25m x 16.5m diving pool, fitted with water cushioning systems and an adjustable floor, will also feature, along with a timing and video



The Aberdeen facility has been designed by FaulknerBrown Architects

analysis lab, a health suite and spectator seating. Davis Langdon is project managing the scheme, which is designed to build on the success of the £28m regional sports centre opened at the site in 2009. Aberdeen Sports Village welcomed its two millionth visitor at the end of 2012. Details: <http://lei.sr?a=T7P3X>

## NI Windsor stadium receives green light

Planning permission has been granted for an 18,000-capacity stadium at Windsor Park in Northern Ireland, in the fastest turnaround ever for a major planning application.

The Irish Football Association (IFA) submitted the application for two new stands and an extension of the north and west stands in early December, and permission was granted in 11 weeks.

The project is part of a £110m pledge by Northern Ireland sports minister Caral Ni Chuilin to develop new sports venues at Windsor Park, Ravenhill and Casement Park. She said: "All of the stadium projects will bring benefits to local communities in terms of job opportunities during and post construction."

Environment minister Alex Attwood,



Plans include two new stands and an extension to the other stands

who granted permission, said his officials worked with the project team and key consultants for months before the application was submitted to clear any hurdles or obstacles and ensure a speedy planning application. Details: <http://lei.sr?a=l4X30>

## Olympic white water legacy project underway

Work has started on a £6.3m development project at Lee Valley White Water Centre in North London as part of legacy plans for the London 2012 Olympic venue.

Scheduled to be completed by early 2014, work on the site will include improving the

international competition-standard facilities with the creation of a new gym and physiotherapy suite housed in an extension to the existing centre. There will also be a training facility for use by the British Canoe Union (BCU). Details: <http://lei.sr?a=Aoq3W>

## Bidders are revealed for Scottish sports centre

sportscotland received six bids for the development of a National Performance Centre by its deadline of 22 February.

A preferred bidder for the multi-sport centre, to receive up to £25m of government support, will be announced in the summer with the facilities expected to be complete by early 2016. Stewart Harris, chief executive of sportscotland, said: "We are pleased with the number and quality of bids, which reflect the significance and importance of the National Performance Centre for Sport in Scotland." Details: <http://lei.sr?a=x6zoc>



Andy Hunt led Team GB at the London Olympics

## BOA chief executive Andy Hunt steps down

Andy Hunt, CEO of the British Olympic Association (BOA) and chef de mission for Team GB at the London 2012 Olympic Games, stepped down at the end February to pursue "other opportunities".

The announcement comes less than a year after he helped deliver Team GB's most successful Olympic Games in 104 years.

Hunt said: "It's been an amazing four years. I'll always be proud to have led Team GB at a home Games and of the fantastic performance of the team this summer and the way in which the BOA supported the athletes." Details: <http://lei.sr?a=w7U9P>

## Former Commonwealth weightlifter opens gym

A former Commonwealth weightlifting champion has opened a new gym in Aberdare, which includes the biggest free weights area in Wales.

Breeze's Gym, opened by Michaela Breeze and Sinead Kelly, includes a full exercise class programme, fully equipped gym, online personal support programme and women's only weights resistance area.

Breeze retired from her 18-year weightlifting career in 2010 and was awarded an MBE in 2011 for her sporting achievements. Details: <http://lei.sr?a=h8f4Z>

## Risca Leisure Centre to get £280,000 refurbishment

A £280,000 refurbishment of Risca Leisure Centre in Newport, Wales has begun, Caerphilly County Borough Council has announced.

Improvements at the centre will include the refurbishment and extension of the first floor fitness suite complete with the latest resistance and functional training equipment. A new health suite accessible from poolside will also be unveiled including a sauna, steamroom and multi-purpose social area, which will include a new pool-viewing gallery. *Details: <http://lei.sr?a=zox1v>*



Sports minister Hugh Robertson tests facilities

## Sports minister opens new leisure centre in Kent

The £7.8m Three Hills Sports Park in Folkestone, Kent, has been officially opened by minister for sport Hugh Robertson.

Funded entirely by a donation from the Roger De Haan Charitable Trust, the centre will act as a centre of excellence for cricket, hockey and netball.

Outdoor facilities at the centre, which is managed by Freedom Leisure, include two artificial turf pitches with floodlighting, netball courts, two cricket squares, multi-laned cricket nets and a multi-use games area. *Details: <http://lei.sr?a=h6j3D>*

## Sports zone improves activity levels in Watford

The first of a planned series of community facilities inspired by the legacy of London 2012 has proven successful as a way to increase levels of physical activity in communities. The Sports Legacy Zone (SLZ), created by outdoor play equipment specialists Proludic, is a play and fitness area designed for use by the community.

The first SLZ, installed in Watford's Meriden Estate in April 2012, has significantly improved activity levels in the area. *Details: <http://lei.sr?a=z2a4T>*

## FA plans £150m facility strategy

The Football Association (FA) has announced a three-year, £150m facility strategy which aims to improve 3,000 existing natural pitches across England – as well as create 100 new artificial pitches and refurbish 150 existing all-weather sites.

The National Facilities Strategy 2013-15, published on 26 February, outlines how the FA intends to invest around £50m each year between now and 2015.

According to the FA, the strategy – which was developed in consultation with the Premier League, Sport England and the Football Foundation – will improve football facilities across the country and deliver a “coordinated approach to investment”.

Figures from the Football Foundation show that 84 per cent of people cite ‘poor facilities’ as their most pressing issue preventing them



84 per cent of people say poor facilities prevent them from taking part

from taking part in organised football – an issue the strategy looks to correct.

Roger Burden, chair of The FA National Game Board, said: “Football has enjoyed a remarkable period of investment since the formation of the Football Foundation in 2000 with more than £780m invested into facilities.”

*The full strategy document is available on the FA website. Details: <http://lei.sr?a=W1A3o>*

## Sunderland College to get sports facility

Sunderland College is to undertake a multi-million pound project to improve sports and arts facilities which includes a new three-storey sports centre.

The project, which will be developed by Bam Construction, will see the demolition of several buildings at the college's Bede Campus to make way for the new sports centre and a new visual and performing arts building. The 1,205sq m (12,970sq ft) sports centre will include a four-court sports hall, a fitness suite, a sports science laboratory, classrooms and changing facilities.

Also on three storeys, the visual and performing arts building will provide a performance hall; dance and drama studios; music,



The sports and arts centre is being built with sustainability in mind

photography and media classrooms; recording studios and art facilities.

Work is due to start on site in April 2013 and be completed by August 2014. Both new buildings will focus on sustainability. *Details: <http://lei.sr?a=LoT7G>*

## Populous wins contract for new French rugby stadium

UK-based Olympic stadium designers Populous have been selected to design the new French national stadium of rugby by the French Rugby Federation (FFR).

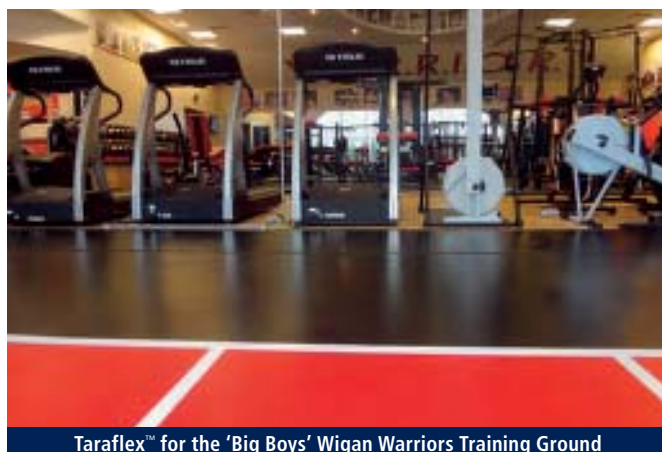
Grand Stade FFR stadium, which is being developed by Paris-based architects

Ateliers 2/3/4, will have a capacity of 82,000. Construction work will commence in 2015 with the project expected to be complete by the end of 2017. The FFR plans for the venue to host 17-20 events a year, including five to six games of the French national rugby team.





New Look - Cardinal Heenan School



Taraflex™ for the 'Big Boys' Wigan Warriors Training Ground

# New Regional Show Sites for Liverpool and Wigan - It could be your facility next!



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Founded in 1958 Cardinal Heenan excels in sport. The school, which is a regular finalist in the National Schools Cup for football, is always looking to improve and invest in the sports stars of tomorrow. No pressure, but Steven Gerrard was a former pupil at the school. The main sports hall had seen better days, the old timber floor had become slippery and had an ongoing financial cost with a need for sanding, polishing and re line marking every several years. With the expectation of both students and local community members reflecting their ambitions to do well in sport, an upgrade was inevitable.

"We wanted to provide the pupils, staff and local community with a new and modern sports facility and we looked at a number of solutions that would enable us to do that" comments Jake Collins, Director of Community Sport who helped project manage

the scheme. "The walls were re painted, repairs to the lighting system were undertaken and a brand new Taraflex™ Sports floor was installed. This has given us what looks like a million pound venue for a fraction of the price, in fact we spent just £45k"

Other recent Regional Show Sites include: Abbey Park Badminton Club - Sheffield, Croft School - Statford on Avon and Wigan Warriors RLFC, the professional Rugby League Club needed a sprint track, functional zone and boxing area installing that would protect their key assets - Their Players. The project was

very time sensitive as Pre Season training beckoned and a full renovation programme was out of the question.

Andrew Coley - Player Welfare Manager, Wigan Warriors comments: "We searched the market for a flooring product

that could offer both player protection and also cope with the extreme exercise and conditioning demands you would expect to carry out in professional sporting environment. It quickly became apparent it had to be Taraflex™. The fit out was seamless and every thing was planned and executed with quality precision and Wigan Warriors were consulted fully throughout the process".

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**"The feedback so far from the students, staff and community users has been fantastic"**

Jake Collin, Director of Community Sport, Cardinal Heenan.

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The 'sportertainment' resort will mix a world-class sports venue with a large tourist attraction

# Real Madrid resort on track for 2015 opening

**A**n opening date has been set for the US\$1bn (£632m, £756m) Real Madrid Island Resort, currently under construction in Ras al-Khaimah in the United Arab Emirates. Built under the Spanish football club's brand, the 50-hectare (124-acre) Real Madrid Resort Island complex is a joint venture between the club and the government of Ras al-Khaimah and is set to open in January 2015.

When complete, it will combine modern, world-class sports venues with

entertainment facilities and will feature a large theme park and luxury hotels, as well as a residential scheme. There will also be a Real Madrid museum and a number of other branded leisure, hospitality and retail spaces.

The centrepiece of the resort will be a 10,000-capacity stadium – claimed to be the first to offer uninterrupted views of the sea on one side. It will be used for a wide range of sporting and cultural events and there are also plans to use the stadium as the emirate state's new

The scheme is part of the club's ambitions to grow its global audience in an increasingly global and competitive market



The iconic football club is the richest in the world, with an annual income of around £480m

national venue. A special 'sport port' will also be created, alongside a luxury marina and yacht club - with the entire development being built in the shape of the Real Madrid club emblem.

### TO NEW FRONTIERS

Real Madrid's president, Florentino Perez, has described the "sportertainment" project as being an integral part of the club's future as it looks to gain a foothold in the potentially lucrative Middle Eastern and Asian markets.

Football is growing in popularity across the region and a number of leading European clubs – including Real Madrid's arch-rivals FC Barcelona – are keen to increase the level of awareness of their brands. FC Barcelona recently established a soccer school in the Emirate state of Abu Dhabi, while the likes of Manchester





United and Chelsea actively market themselves across India, China and Japan.

Perez said: "When the Real Madrid Resort Island opens its gates, visitors will become part of the legend of this club, which strives to be eternal and universal. The world of sports and Real Madrid again prove they have no boundaries and that football is a fantastic tool with which to make different people and cultures come together."

"Real Madrid Resort Island will be a sports tourist complex of the highest level, covering 50 hectares in which tourism and sport will seduce millions of people in search of quality leisure activities."

According to financial analyst Deloitte's annual Money League, Real Madrid is still the world's richest football club, with annual income of around £480m. It is followed on the list by FC Barcelona

Real Madrid has more than 300 million fans - and more than half of them live in Asia

(£451m), Manchester United (£367m) and German giants Bayern Munich (£321m). The Ras al-Khaimah resort will add another revenue stream as the target for first-year visits to the attraction has been set at a million people.

### TRANSFORMING FORTUNES

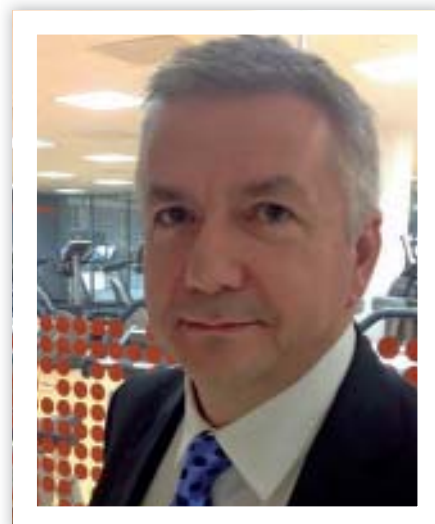
Sheikh Saud Bin Saqr Al Qasimi, ruler of Ras al-Khaimah, said: "This is an exciting project developed with a world-leading

brand. We are proud of being chosen by Real Madrid. We appreciate their vision and we have a million reasons to be optimistic. I wish to congratulate Florentino Perez for his farsightedness and for where he's taken this club. This is going to transform the United Arab Emirates. We are ready to embrace progress and the millions of visitors who will come to Real Madrid Resort Island."

Louis-Armand de Rougé has been named chief executive of RAK Marjan Island Football, the entity behind the project. De Rougé said: "Football is continually growing in the Middle East. Real Madrid have more than 300 million fans throughout the world and more than half live in Asia. We will bring Real Madrid closer to these people, who will be able to get to know the club better. The Real Madrid brand is iconic." ●

# BILLY GARRETT

THE SPORTS OPERATIONS MANAGER FOR GLASGOW LIFE TALKS  
TO KATE CRACKNELL ABOUT DRIVING A CULTURE OF ACTIVITY  
AND MAKING A DIFFERENCE AT A POPULATION LEVEL



**"I**t's not about increasing our share of the pie, but about making the pie larger," says Billy Garrett, sports operations manager at Glasgow Life – the independent charitable organisation that manages the culture and leisure services on behalf of Glasgow City Council. That's a claim I've heard a number of times from within the sector, not always with much justification. In this case however, as Garrett elaborates on the broad range of initiatives being spearheaded by Glasgow Life, it rings true.

He says: "Our mission is very much reflected in our name: Glasgow Life. We want to enhance the lives of Glasgow citizens, creating a city which allows people to grow, develop themselves, and enjoy life in this fantastic, dynamic environment.

"It's about delivering healthy lifestyles across the board. We operate 32 sports and leisure centres, with 27,000 direct debit members and 6.2 million

attendances in 2012, but it's not just about sport. We also operate arts and culture venues across the city – 50 sites in total – and research shows that going to a museum or the theatre can also bring about positive outcomes in terms of people's health and wellbeing. We see ourselves as a health service in the broadest terms, looking to make a population-level impact in Glasgow."

## CONSISTENT INVESTMENT

But although Glasgow Life's remit is a broad one, sport and physical activity is a key part of its offering. "Sports and leisure has always been a focus for Glasgow, with a massive investment over the last 10, 15, 20 years," says Garrett. "That's been a consistent strategy for the local authority, rather than simply a reaction to being awarded the Commonwealth Games in 2014.

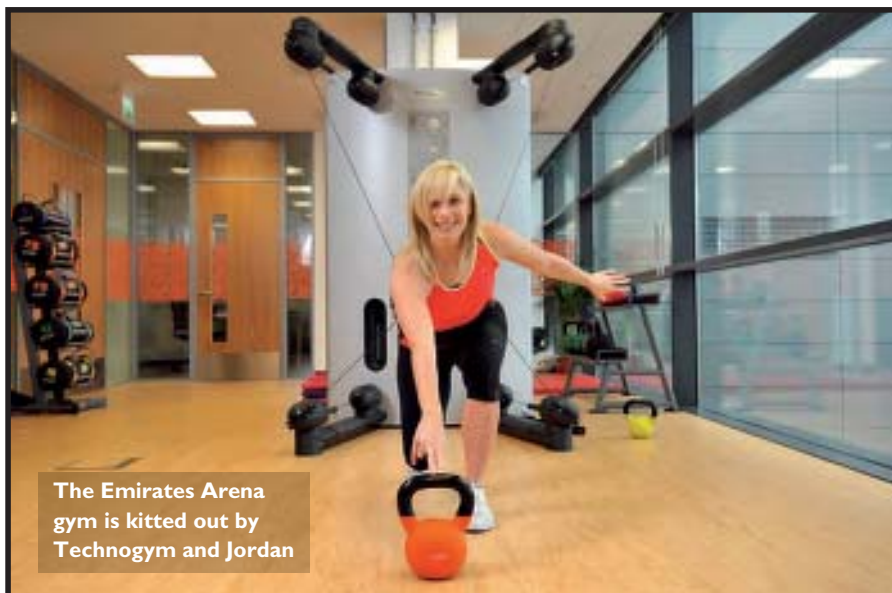
"I've been with the organisation since the early 1990s, when we were still a department of the local authority, but

since 2006 when Glasgow Life became an independent unit and I moved into the sports team, I can't remember a time when we weren't building new facilities," he says.

The latest offering in the Glasgow Life estate is the £113m Emirates Arena, Europe's largest dedicated indoor sports arena, which opened in the east end of the city in October 2012. Among its impressive list of facilities are the Sir Chris Hoy velodrome, a 6,500-capacity sports arena, and a 1,000-capacity arena that can turn into a suite of community sports halls when not hosting an event.

Indeed, community use is a key theme for Glasgow Life. Although the Emirates Arena is one of a number of its facilities that will be used as a Commonwealth Games venue, Glasgow Life's belief is that public access is equally important. "We don't see any distinction between facilities for elite versus community use," explains Garrett. "All of our buildings cater for both audiences, and in fact the first people to use all of our Commonwealth Games facilities will be Glasgow citizens. We're not building facilities, keeping them under wraps until the Games so they're first used by elite athletes, and only then rolling out to the public. As soon as they're completed, we're opening them out to the community – I think we may be unique in doing that."

And the community has responded extremely positively. In its first seven weeks of operation, the 600-membership target originally set for the Arena for the end of March 2013 had already been easily surpassed, not to mention all the pay-as-you-go usage. The venue has also already hosted elite events but, as Garrett explains: "The Arena is located in an area of real social deprivation, and 66 per cent of those who have joined up



The Emirates Arena gym is kitted out by Technogym and Jordan





**"WE'RE NOT BUILDING FACILITIES AND KEEPING THEM UNDER WRAPS UNTIL THE COMMONWEALTH GAMES. AS SOON AS THEY'RE COMPLETED, WE OPEN THEM OUT TO THE COMMUNITY"**

are locals. That's just as important to us as getting elite use of the facilities."

### **FITNESS AND SPA**

Alongside the sports facilities at the Emirates Arena is an 80-station gym equipped by Technogym and Jordan, which overlooks the velodrome and indoor arena. This is complemented by three group exercise studios, with additional sessions taking place in the various sports halls and outdoor spaces.

"We've placed a big focus on developing our health and fitness offering over the last five or six years," says Garrett. "Most of our 32 sites include health and fitness facilities, all operating under our Glasgow Club brand – Glasgow Club members have access to all of our venues across the city.

"For us, the recent FIA rebrand to ukactive is very timely – we don't see a division at all between sports and fitness. We simply have a commitment to creating a culture of physical activity

generally across the city of Glasgow, whether that's getting people into our gyms, our sports facilities, our outdoor boot camps, our volunteer-led city walks, or indeed into someone else's community sports club."

The Emirates Arena also offers a full day spa which uses Elemis and Murad treatments – a first for Glasgow Life. Operating under the Refresh brand, it is, hopes Garrett, a concept that will be rolled out to more sites. So how has a luxury spa concept gone down in what he's already acknowledged is a community facing tough social challenges? "Very well actually. I think people's perception of spa is changing – it's a fast-growing part of the overall industry – and we've created this in response to customer demand. We've always offered steamrooms, saunas and so on, so really this is evolution rather than revolution."

The spa has been made "as affordable as possible" – for example, a 50-minute, full-body massage costs £45 (Glasgow

**Sir Chris Hoy takes to the velodrome, which has been named in his honour**

Club members receive discounts) while spa membership, giving unlimited access to the heat experiences, costs around £25 a month. But, says Garrett: "It's still a touch of luxury. Why shouldn't people here have access to that though?"

He adds: "From our perspective, spa also offers the possibility of bringing in new people to our facilities. The biggest challenge is always to get new customers – it's then down to us to signpost new pathways to get them engaged in other aspects of our offering."

### **TOWARDS A REVOLUTION**

It's in the face of this challenge – breaking into new markets – that Glasgow Life's diversity really comes to the fore. "There are a number of ways people come across us," explains Garrett. "We might build a new sports facility in



► their area, of course, and we have a strong focus on our Glasgow Club brand through marketing and PR. We're easily the biggest sports and fitness operator in Glasgow, and therefore arguably enjoy greater visibility than other public sector operators might do in their respective catchment areas.

"Being part of a large cultural association also means we have the opportunity to talk to customers using our libraries and arts centres, for example. Some libraries are actually incorporated into our leisure centres, but even where that's not the case, we're able to pool our resources to try and engage prospective new members.

"We also do a lot of community outreach work, including partnership projects with the NHS Health Board and the Glasgow Housing Association, for example. For me, if we're going to take the sector beyond the 12 per cent penetration at which we've been stuck for years – if we really want to make a breakthrough to a wider population base – we need to do things very differently, and partnerships will be one of the keys to that being a success.

"Other sectors such as retail and the media have experienced genuine revolution over recent years, but the physical activity sector is more or less doing things as it's always done. What's

going to be our revolution? I believe we could make a huge impact on the public health agenda, for example, but we're currently only scratching the surface.

"As a sector, we must think beyond the bricks and mortar of our facilities. We can't expect people to come to us: we have to take our offering to other locations in the community, going out to where the people we want to reach actually are. We have to use new technology to move beyond our centres and into people's everyday lives. Again, partnership work is key."

### PARTNERSHIP PROGRAMMES

Garrett continues: "We've established a very close partnership with the NHS Health Board, setting up programmes designed to help prevent disease and reduce the cost to the NHS of treatment further down the line. Initiatives include our GP referral scheme, our Vitality programme – classes that have been designed to be suitable for people with a range of physical abilities and medical conditions – and weight-loss scheme Shape Up, to name but a few. We deliver those within Glasgow, but we also help the NHS to deliver them to people outside of Glasgow.

"Our GP referral programme is very successful, with about 4,500 individuals referred to us every year. A high

### Reaching out to the grey market: Functional training at the Bellahouston club

percentage of those then convert to membership at the end of the scheme: we offer a discounted membership to encourage them to maintain their new, healthier lifestyle. When we launched the scheme, we visited every GP practice in the city – Glasgow Life and the NHS together, making a joint pitch to the GPs and the practice nurses – and we continue to work very closely with them. We've seen a significant uplift in the number of people being referred to us, including for mental health problems.

"There's still work to do at a national level though, addressing the issue of QOF points, so GPs are recognised for referring to exercise, and ensuring the benefits of activity are incorporated into GP training in the first place.

"We also have our ACES programme, which works with about 26,000 children with serious obesity. As with our GP referral programme, it's entirely bespoke to each individual, and encompasses sport, activity, nutrition and counselling. And at the other end of the age range, we work with Glasgow Housing Association to offer programmes like Silver Deal Active – a range of easy exercise and arts classes for older residents which are ►



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Councillor Gordon Matheson, leader of Glasgow City Council, at the official opening of the Emirates Arena

➤ delivered in places like residential centres, church halls and care homes.

"Our aim now is to scale up these interventions so we can deliver outcomes at a population level, rather than just among a few thousand people. We never rest on our laurels – we're always looking to move programmes on."

### ACTIVITY LEGACY

So returning to the idea of growing the pie, how has Glasgow fared in that respect recently? Certainly perceptions of the city among outsiders are, I venture, of a very sedentary population with huge health challenges and social inequalities. But as Garrett explains, the picture isn't all doom and gloom: "We certainly face tough challenges. Glasgow has some of the poorest health indicators in the country, and the economic conditions have been tough – we've had to cut £10.5m from our budget in the last three years, and need to save about another £5m in the next two. But we've met these challenges without closing facilities or making any compulsory redundancies.

"Glasgow itself is also an exciting place to be at the moment, with a lot of new development and a real buzz about the place. It was even voted one of the top 10 cities in the world for sport recently, in the SportBusiness Ultimate

**"OUR VELODROME COACHING SESSIONS ARE BOOKED UP MONTHS IN ADVANCE. WE CAN ABSOLUTELY TRACE THAT TO THE OLYMPICS"**

Sports City 2012 Awards. This was based on a range of criteria, including not only provision but also participation.

"Off the back of the Olympics, we saw increased attendance and participation of around 10 per cent across the city – not just at our facilities, but also at local sports clubs. Some sports, such as those in which Scots did particularly well – Andy Murray in the tennis, for example, and Sir Chris Hoy in the velodrome – have seen even more of an uplift. Our velodrome coaching sessions at the Emirates Arena are booked up months in advance. We can absolutely track that back to the Olympics.

"We're now focusing on the 2014 Commonwealth Games. We've been working on that legacy project for a couple of years, because it's not just about increasing participation after the Games but also in the run-up. We're focusing heavily on getting coaching standards up to scratch, making sure the capacity's in place and so on.

"The experience of hosting the Games will build valuable competencies among

our staff and others working in this sector. That skill set will be a part of the Commonwealth Games legacy, and we're hoping it will help in Glasgow's bid to host the 2018 Youth Olympics.

"The legacy's not just about how many people come to our facilities, though – it's a city-wide initiative, and this goes back to my comment about growing the pie generally.

"It's about getting more people into local sports clubs, boosting school sport and so on. We're very involved in sports clubs across the city, even if we don't operate them: we work with them to source funding, improve coaching standards and create development channels for their youth sports setups.

"For us, it's about improving the city's overall physical activity offering – a key goal within the legacy is to ensure we don't leave anyone behind.

We're working hard to develop a cradle-to-grave offering that gets us out into the hard-to-reach groups, really driving the population-wide impact we're hoping to achieve. ●





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# COMMUNITY MATTERS

Football clubs are developing community outreach programmes that address social issues and build greater affinity with local people. Neena Dhillon looks at three clubs promoting health in pioneering ways, and setting an inspiring example to us all



The Movement is Derby County's flagship project, addressing the high level of inactivity among teenage girls

Over the past five years the UK's football industry, backed by its major league and player associations, has taken great strides to further meaningful community engagement. This has involved football clubs positioning themselves at the heart of their respective communities by delivering programmes that seek to improve the wellbeing of people in their local areas. No longer is this work confined to a coach or player being sent to a school with a bag of footballs; today's schemes are diverse in their reach and target schoolchildren as well as vulnerable people of all ages, backgrounds and abilities.

The more advanced community models are based on a not-for-profit trust or foundation that reports into the parent football club, while maintaining its structural and financial independence. Although it will be expected to raise finance through core activity strands such as weekend and holiday football clubs and fitness facilities, trusts typically receive crucial 'in-kind' support including PR, HR, IT, legal and administrative resources.

External bodies and corporate sponsors are major sources of funding, and it's becoming increasingly common for multi-dimensional

partnerships to be fostered with organisations such as primary healthcare trusts, the police, local authorities, National Lottery and Comic Relief. Football associations and governing bodies including the Premier League, FA and PFA also play a significant financial role; the Premier League, for example, invested £45m in 2011 to benefit projects that focused on sports participation, health, education or community cohesion.

## DERBY COUNTY IN THE COMMUNITY (DCITC)

Derby County Football Club's award-winning community programme, which achieved charitable trust status in 2008, currently engages over 20,000 adults and children annually, underpinned by funding of £1.3m that has been secured over the past three years from partner organisations. With this financing, DCITC runs football and other

physical activity clubs, educational and enterprise initiatives, social inclusion programmes and mental health schemes to engage a wide range of groups.

Of particular note is The Movement, a flagship project set up by DCITC and Derby City Council in 2008 to address high levels of inactivity among teenage girls aged 11 to 16 years. Supported by the Premier League and PFA, The Movement has provided 3,000 local girls with affordable dance, gym, swim and workout sessions in schools, village clubs and council-run leisure centres as well as self-esteem courses, a Movement magazine and interactive website providing advice on healthy lifestyles and access to a course offering a professional insight into multi-media careers.

DCITC head of community Simon Carnall explains how the initiative has broken down barriers: "Cost, logistics, self-esteem and body image were some

of the factors stopping these young people from being active, so we provided safe, local and girls-only environments where they could exercise at affordable rates [£1-1.75 per class]. We focused on the activities they were interested in – such as dance, beauty and the media – rather than football. We gave them a membership card offering incentives to



Derby County's community programme currently engages over 20,000 local people





Manchester City's player ambassador Joe Hart attends a Strike a Balance session, offering his support to local primary school children

exercise more, as well as finding enthusiastic dance leaders to engage them in lessons and competitions. To date, this has resulted in a 19.5 per cent increase in activity levels among a group that was completely sedentary."

### ACTIVE CHOICES

The success of The Movement has resulted in Derby City Council approaching the trust once more, this time with the challenge of instigating behavioural change among adults suffering from substance misuse. Launched in June 2011 by a partnership formed between DCITC, NHS Derby City, Phoenix Futures and the council, Active Choices is a one-year programme that seeks to improve the physical and mental health of individuals aged over 18 entering Class A drug treatment services.

"We have 91 clients who have been referred to us by Phoenix Futures," explains Carnall. "As adults returning to the community from prison, they have committed to staying clean during our 48-week holistic intervention programme, which works alongside traditional services. We use free weekly activity sessions – ranging from football to boxing, swimming to gardening – as well as boot camps and healthy eating lessons to keep our clients focused on the attainment of a healthy body and state of mind. Close family members also have free access to exercise as part of our rehabilitation approach. During these sessions, clients are accompanied

by one of our motivational staff members, who are qualified Derby County football coaches seconded to the trust."

A year into Active Choices, the council has been delighted by the 0 per cent re-offending rate among participants, all of whom have maintained activity while on the programme. Of those completing their 48 weeks, 30 per cent have moved on to sustained club activity.

**We focused on the activities they were interested in – such as dance, beauty and the media – rather than football**

Carnall points out that although free access to the council's leisure centres has been instrumental in the delivery of Active Choices, he does see an opportunity for other providers of fitness, sport and exercise to get involved in similar projects in the future.

He explains: "It's a brave new world in terms of community partnerships. Programmes today need to have real and hard outcomes, so we should all be thinking about how we can play our part. And after all, some clients will become future customers of the leisure centres to which they have been introduced by our projects."

### CITY IN THE COMMUNITY (CITC)

Established as a pilot of the PFA's 'Football in the Community' initiative back in 1986, Manchester City's community scheme began with football coaching and is now one of the industry's longest-running programmes. Operating today as the self-sustaining City in the Community Foundation (CITC), it works with between 30,000 and 40,000 people a year across 32 projects based around the following five themes: skills and enterprise, health and activity, football and multi-sports, disability sports, and community cohesion.

Partnering with public and private sector organisations, charitable groups, the Premier League and Manchester City Football Club, CITC employs 21 full-time staff including a health and activity manager, Lisa Kimpton. "We started delivering physical activity, sport and fitness sessions to local people about a decade ago," says Kimpton. "NHS Manchester, which heard of our work, approached us to form a partnership through which we collaborate on conveying a variety of messages, including healthier lifestyles for adult men and mental health support."

One of CITC's award-winning projects is Strike a Balance, which launched in February 2011 in collaboration with Healthy Schools Manchester and law firm Hill Dickinson to offer a free, five-week programme about healthy living to Manchester primary schools. "Healthy Schools Manchester identified that

- children aged between nine and 10 are at an optimum age to receive information about what they should be eating, ahead of their entry into high school when they will have more freedom over their meal choices," explains Kimpton. "Over five weeks, we provide one hour of classroom-based learning each week, looking at subjects like healthy eating, food groups, the psychological reasons that determine our food choices, physical activity and a tasting. This is followed by one hour of football-based fitness and movement.

"We find the classroom session on physical activity is always one of the most popular. I've just returned from one where we had all the kids do a Gangnam-Style dance, after which we took their pulses and discussed how their heart, blood and muscle groups would be reacting to the exercise."

In the last academic year, 86 schools took part, with over 3,000 Manchester children enrolled in the Strike a Balance programme. Based on questionnaires provided before and after the five weeks, CITC found that 91 per cent of participants understood how much physical activity they should undertake, with 78 per cent achieving one hour or more of activity using large muscle groups every day. A total of 83 per cent were still able to recognise a balanced diet five weeks after programme completion. CITC football coaches, all with RSPH Awards in Healthier Food and Special Diets, run the project – but is it undoubtedly appearances by player ambassadors such as Joe Hart and Gareth Barry which have helped give Strike a Balance a profile in the community.

"We would like to be seen as a



Appearances by Manchester City players like Gareth Barry boost the profile of community initiatives

community role model, rather than just a money-making football club," Kimpton says. "We achieve this by working to make a real difference to issues like childhood obesity."

### TOWN IN THE COMMUNITY

Huddersfield Town's Football in the Community department – funded mostly by the club, but with some support given by central bodies such as the Football League Trust – delivers fitness tips to hundreds of local youngsters through its soccer schools. Mental health is also on the agenda, with the community team using some league games to raise the profile of illnesses such as dementia among adult supporters.

Since Huddersfield Town's training ground, Canalside Sports Complex, is open to the public, the local community also has access to an on-site football pitches, dance studio, bowling, croquet and hockey clubs and gym at competitive prices. The team's technical and playing staff are regularly recruited to spread the word about the football club's activity-related community work.

Making local headlines of late has been Huddersfield Town's Keep It Up campaign, a fundraising scheme that jointly and evenly benefits the Huddersfield Town Academy and local charity the Yorkshire Air Ambulance.

Huddersfield Town's 'Pedal for Pounds' cycling events promote physical activity while also raising money for charity

Reaching out to the community, especially supporters, the campaign has seen large-scale sponsored walks and cycling events organised to raise an impressive £720,000 in the last three years.

While the main motivating factor is the chance for fans to come together before a Championship game and make a genuine difference, Huddersfield Town also furnishes participants with health and training advice ahead of the flagship 'Walk for Pounds' and 'Pedal for Pounds' community events, which have a heavy emphasis on the promotion of the benefits of physical activity.

The latest walk, which took place in November 2012 and which garnered support from a growing set of businesses, saw the football club's chair Dean Hoyle and commercial director Sean Jarvis lead 175 fans across a 19-mile route to a game in Barnsley. Even more strenuous was the latest flagship cycle, in which 300 fans made the three- to four-day bike journey from Huddersfield to Yeovil in time for another match. It's the overwhelming response to these, and other grassroots fundraising initiatives, that led to Hoyle setting up a registered charity in summer 2012. Charged with the mission of 'making a difference' in the West Yorkshire region, especially among young people who were in need, the Huddersfield Town Foundation has kicked off proceedings by initiating five breakfast clubs at junior schools, so that 250 kids from deprived backgrounds receive a nutritious and healthy start to the day.

Such is the commitment to the foundation that Huddersfield Town will double every pound generated by fundraising projects, enabling more Early Kick-Off breakfast clubs to be launched throughout 2013. ●





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# CARTWRIGHT PICKARD



■ James Pickard founded the practice with Peter Cartwright in 1997

**James Pickard, co-founder of Cartwright Pickard, talks about the challenges of refurbishing the Grade II listed Golden Lane Leisure Centre in the City of London**

**What drew you to a career in architecture?**

I started getting interested in architecture when I was five years old, when my father commissioned an architect to design a very modern house for us near Harrogate in Yorkshire. I went to see the architect's drawings and the model he made of the house. I also went to the building site every week with my mum and saw the building taking shape. Watching the home I grew up in being designed and built inspired me to want to be an architect myself.

**How did you start your career?**

I studied architecture at the University of Nottingham – I did two degrees there. I have always worked in London, apart from a couple of years spent working in Stockholm.

I founded Cartwright Pickard in early 1997 with Peter Cartwright.

**How would you describe your architectural philosophy?**

Primarily, it is about using our ideas to improve the quality of life for building users and occupiers. It's also about the



■ A new dance studio was created between the swimming pool and the sports hall





quality of life of people who have to move around buildings – if you are doing a large masterplan, the space between the buildings can become more important than the buildings themselves.

### **Where do you get your inspiration from?**

When I visit beautiful places, I try and understand what makes those places successful. I've travelled lots and been to see buildings by some of the great modern architects of all time, which have inspired me. I'm also driven by the idea that the wheel needs to be reinvented every now and again. I'm very interested in how new technologies and practical innovation can improve the performance of buildings. Architecture should evolve to reflect this innovation.

Generally, the construction industry is very conservative and slow to change. The majority of homes built in Britain today use technology we inherited from the Romans 2,000 years ago. Technology in house building has moved on very little since, yet changes that have taken place in every other walk of life have been huge. Sometimes you have to recognise there are better ways of doing things and embrace change.

### **■ Double glazing was added, improving the energy efficiency of the centre**

#### **How did you get involved with the Golden Lane Leisure Centre?**

We were already working for the City of London Corporation [the municipal governing body of the City of London] on the Middlesex Street residential estate – doing some refurbishment work and new proposals, including building a public library. We were invited to tender for the refurbishment of the Golden Lane Leisure Centre off the back of the success of that project.

#### **Why did it need so much work?**

It had been around for a long time and all buildings need to be refurbished after 30 or 40 years of use. It needed a lot of upgrading to the fabric of the building, because of the running costs. It was all single-glazed, and very thermally inefficient. Also the City of London Corporation wanted to breathe new life into the existing complex.

#### **What did the refurbishment project consist of?**

We refurbished the existing swimming pool, sports hall and changing rooms

and added in a new gym and dance studio. We also created a more spacious reception area, and improved the circulation throughout the building. The place feels like a high quality leisure development now, rather than the very dowdy, down-at-heel, grubby place that it was before. It's been transformed.

In order to make the buildings more thermally efficient, we introduced double glazing to the swimming pool hall, badminton courts and other big spaces. This reduces energy loss and significantly lowers heating bills.

Because it's a Grade II listed building, we had to undertake all the changes in a very sympathetic way. It took a lot of care to find manufacturers of glazing systems where the mullions [metal frames] were very similar in dimension to the old steel frames, for example. A lot of attention went into the detailing and selection of materials and getting approvals from the authorities with regard to the listed building consent.

We also improved the overall quality of the building, with high quality colours and finishes, and have put in low energy lighting, which will contribute to its low energy performance and cost savings going forward.





■ The leisure centre is a listed building and forms an L shape around the courts, which are used for tennis, netball and children's five-a-side







➤ Fusion Lifestyle has been appointed to manage the centre; the company is paying rent to the City of London Corporation, so it's getting income back in return for the capital that's been spent. More importantly though, the residents of the Golden Lane Estate have got a fantastic new sports facility.

### What is your favourite part of the refurbished centre?

I think it's the way we've exposed and treated the existing pavement lights, and used them to let daylight in. They have enabled us to transform the vaulted areas of the building that weren't well used before. The new gym has been put into the vaulted club rooms, and it's a fantastic space now.

### How was sustainability taken into account?

Introducing double glazing has dramatically reduced heat loss, and we've put in a lot of low energy lighting. We've also got photovoltaic panels generating electricity on the roof, which introduces quite a strong renewable energy component to the building.

## GOLDEN LANE LEISURE CENTRE

The Golden Lane Leisure Centre is located at the heart of the Golden Lane Housing Estate, and was originally designed by Chamberlin, Powell and Bon (the practice responsible for the Barbican and the Golden Lane Estate) in 1963. The centre takes an 'L' shaped form around a quadrangle and is the conglomeration of two formerly separated buildings; the two storey swimming pool and badminton court and the single storey club rooms.

The centre is a Grade II listed building and is owned by the City of London Corporation. It reopened in January 2012 after a year-long refurbishment by Cartwright Pickard. The contractor for the works was Quinn London, and Fusion Lifestyle is managing the centre.

The leisure centre has a 20m pool, sports hall, 38-station gym, dance studio and outdoor courts for tennis, netball and children's five-a-side football.

### What were the biggest challenges of this project?

Working with a listed building. It's not like just getting planning permission, you have to get listed building consent and you have to go through a much higher level of scrutiny and approvals to get that consent.

There's probably 50 per cent more work involved in a listed building project than a non-listed one. You do these projects partly because they are quite high profile, and partly because it's in

the interest of the practice to experience working on different building types. If I was doing this job purely for money, I would have turned this project away, but we enjoy having a variety of work in the office and it's an honour to be involved in the refurbishment of such an iconic project.

### What reactions have you had?

Extremely good. We had an open evening and the feedback was overwhelmingly positive. Everyone raved



■ The floor to ceiling windows fill the space with natural light and open up the centre to passers by





about what a good job had been done. We've recently won the Architects' Journal Retrofit Award in the public building category, which was very nice.

#### Who do you admire?

I learned a lot from a very distinguished architect called Peter Foggo. I was lucky enough to work in his practice and he taught me a great deal.

In my view, Renzo Piano is the greatest living architect. And the architects who have inspired me the most who are no longer alive are Alvar Alto and Louis Kahn, because of the simplicity and rigour of their approach to design. There's an incredible humanity in the way they understand how humans interact with buildings.

#### What do you love about your job?

Every single day is different. I started studying architecture more than 32 years ago, but you never get bored, because the days are never the same. Architecture is an art and a science, and

#### ■ Residents of the Golden Lane Estate can use the leisure centre's facilities for a reduced rate

there's a creative, innovative process in architecture which I really enjoy. It is also very rewarding to train young people and see them grow into competent architects within our business. Some move on but keep in touch.

#### And what do you enjoy the least?

Fee negotiations. Many clients are exploiting the fact that there's a massive shortage of work to drive down fees to unsustainable levels which is damaging the profession. The market has almost reached the point where architects are being asked to do the same amount of work we were doing pre-credit crunch for about half the fee. These are very tough times for architects.

#### Are you doing other sports projects?

We're working on quite a large, highly sustainable resort in the South of China.

It's set around a lake and includes a golf course, an equestrian centre and a watersports centre as well as a five star hotel and spa and 1,000 villas. We're aiming to make it the most environmentally-friendly resort in China.

We've finished the initial masterplan, which I presented in March.

We're planning to use an anaerobic digestion system to create biofuel from kitchen waste in order to generate heat and electricity for the resort. It will be one of the first of these types of systems to be installed in China.

There's a historic village in the area with 300-400 year old traditional Chinese homes – absolutely beautiful, timber-framed structures – which have been left to rot. We're planning to renovate the whole village and then get people back into the homes and turn it into a living tourist attraction.

It's very exciting and right up our street, because we're passionate about creating beautiful places that use sustainable ideas and innovation. ●



THE POPULARITY OF ROUNDERS IS INCREASING AND IT'S ALREADY AMONG THE TOP THREE MOST PLAYED TEAM SPORTS – AHEAD OF CRICKET AND RUGBY

# ROUNDERS ENGLAND

**R**ounders, with roots dating back to Tudor times, is currently played by around 24,000 adults (around 70 per cent of whom are women) at least once a week and nearly 70,000 play once a month according to Sport England's Active People Survey\*. Research by the Women's Sport and Fitness Foundation (WSFF) also highlights that rounders is played in the majority of UK schools (87 per cent) and is in the top 10 most participated school sports. It ranks in the top three most popular team sports, ahead of netball, cricket, tennis and rugby.

The challenge Rounders England, the National Governing Body (NGB), has faced is the high level of drop off from young people, most significantly after leaving primary school (29 per cent), at the end of Year 9 (11 per cent) and Year 11 (29 per cent). According to the 2012 Rounders England School Pupil Survey 72 per cent

of pupils who no longer play rounders said they would like to play if they had been given the opportunity. A focus for Rounders England in recent years has been the need to establish a nationwide infrastructure to provide playing opportunities outside of school.

Participation at higher education establishments is increasing, mainly due to Sport England's Active Universities initiative where 19 universities received funding to offer rounders and data from the public body shows that 91 per cent of latent demand comes from those under 35. Of the 16,300 people who would like to participate in Rounders more often, 78 per cent are not participating regularly, which highlights a significant new market for the sport.

## FROM SCHOOL PLAYING FIELDS TO NATIONAL GOVERNING BODY

Formerly known as the National Rounders Association, the NGB has come a long way since it was originally formed by a small group of teachers in 1943 with the aim of standardising the rules. Thanks to £2.2m funding from Sport England, the organisation implemented its Whole Sport Plan 2009-13 and rebranded as



▲ The Return to Rounders campaign aims to encourage more women and girls to rekindle their love for the sport

Rounders England to project a more professional and modern organisation.

The current board structure reflects the sports development priorities of its whole sport plan and it has invested in three regional relationship managers. The regional managers are responsible for creating successful partnerships with local organisations to deliver rounders programmes in their area – these could be universities, volunteers, local authorities, county sports partnerships, leisure facilities or young people's groups. These programmes are then linked to the club network and leagues to encourage sustainable play.

## ENGAGEMENT PROGRAMMES

Alison Howard, CEO of Rounders England, explains: "Rounders appeals to a broad spectrum of people, including beginners and those returning to the game, thanks to the sociable aspects and the informality the game offers. We



**"We're working hard to create more opportunities for women to play and I hope that if they try our sport they'll enjoy it"**

Alison Howard, CEO of Rounders England





have built on the appeal of it being a simple, inclusive and fun activity. From this we've created a number of initiatives to bring new participants to sport, not just create a shift of those already playing sport, transferring sports or starting a new sport."

The 'Smile it's Rounders' online toolkit, which can be downloaded from [www.roundersengland.co.uk](http://www.roundersengland.co.uk), has been designed to reach three distinct audiences; parents, students and the corporate workforce. Through tailored messages about playing opportunities, the toolkit comprises four key elements – Chuck It, Whack It, Leg It, Smile! – and gives players information on how they can get started and the basic rules.

Return To Rounders, like other successful NGB engagement campaigns such as Back To Hockey, encourages more women and girls to come back to Rounders. This includes women and girls who have not played since they left school, or who have never played before but with the overall objective of encouraging more people to play more often.

To help broaden the appeal of the sport, Indoor Rounders was established outside the traditional playing season of March to October. Successful partnerships have been set up with leisure

centre chains across the country and to support this, training has been delivered to staff to act as Rounders Activators so they can facilitate indoor games.

The primary focus for Rounders England Activators is to raise awareness and drive interest for organised sessions. Alison Howard says: "Our Activators embody real drive, passion and enthusiasm



Unlike most NGBs, Rounders England doesn't intend to have purpose-built sites

▲ Among the key strategies is to increase the number of 14-25-year-olds who play the sport at least once a week

when it comes to encouraging adults and families to get involved. By exploiting social media channels such as Facebook and Twitter, we've seen fantastic examples of the invaluable work these volunteers carry out within their local communities."

### ENCOURAGING MORE CHILDREN INTO THE SPORT

Rounders England works with the charity Youth Sport Trust to provide physical literacy programmes for primary school children so they can grasp the basic skills such as balance, agility, movements, throwing, catching and running.

At secondary school pupils can take part in Rounders Young Leaders courses and Rounders England also works with groups such as Street Games and Us Girls to provide play opportunities outside the school curriculum. There are opportunities for young people to become UKCC L1 Rounders coaches from the age of 16 and to become officials from the age of 14.





### ► INCLUSIVE ROUNDEERS

An increasing number of people with disabilities are playing rounders, and the NGB ensures that the sport can be adapted to make it accessible to all. After a successful pilot in 2011, the first of its kind in the country, the first wheelchair version of the game took place. This was rolled out to selected schools across the country and now provides a valuable opportunity to those young people who may have to overcome huge barriers to access quality sports activity.

### THE COMPETITIVE GAME

Rounders England has a developing player pathway which can be entered at any stage, but commonly, adult players aged 16 and over begin by accessing a start-up rounders opportunity, for example a festival or a short rounders activity programme. From here they can progress to playing in a team or a club, often in a league structure. Opportunities also exist to progress to the performance level regionally and nationally, the pinnacle being selection for the England squads.

There are four England women's squads (U14, U16, U19 and Seniors) that

all play regular competitive fixtures against Wales, Scotland, the Channel Islands and the Isle of Man and participate in overseas tours to various places including Greece and Dubai.

### FACILITY STRATEGY

Unlike other NGBs, it is not the intention of Rounders England to have purpose-built facilities. Howard explains: "Our grassroots activities encourage an informal style of play. The beauty of rounders is that you can set up a game virtually anywhere there is an open space, be it the park, beach or village green. For more formal play opportunities, we engage with schools, local authority pitches, private sports clubs, hockey pitches, rugby pitches – anywhere that is big enough for a pitch.

"We also work with Sport England's facilities teams to include participation in rounders in any new sports facilities, both indoor and outdoor."

### REACHING NEW AUDIENCES

Over the last year, Rounders England has worked with several organisations to gain a significant amount of

▲ Most of Rounders England's grassroots activities encourage an informal style of play - which suits the nature of the sport

insight in relation to its consumers and the market. It has also analysed internal membership data, surveyed club members, member schools, school students, coaches, umpires and university students. Through its work with the WSFF, it has developed a strategic plan running from 2013 until 2017 to ignite the passion for rounders by targeting increased and sustained nationwide participation in the sport.

The organisation has been successful in securing investment from Sport England for the period 2013-17 to support three key outcomes; increase in once a week participation among the 14-25 and the 26+ age group as well as increase in people with disabilities playing rounders.

Howard concludes: "We have some very exciting opportunities ahead of us and I hope by increasing the participation of women in rounders, we will see more women benefiting from physically active lifestyles. We're working hard to create more opportunities for women to play and I hope that if they try our sport and enjoy it, they will be inspired and confident to try other sports and physical activities." ●

**We have some very exciting opportunities ahead of us and I hope we will see more women benefiting from physically active lifestyles**



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# SIMON MORTON

Following the launch of UK Sport's Gold Event Series, the director of Major Events and International Relations talks to Magali Robathan about the Olympics, attracting major events to the UK and the power of sport

**"**It was a full on few weeks," says Simon Morton, director of Major Events and International Relations at UK Sport, when I ask him how the London 2012 Games were for him.

"They were incredible, weren't they? I have no doubt that internationally, the 2012 Games will be viewed as one of the most successful Games in history."

For Morton and his team, the Olympic and Paralympic Games were part of a bigger picture. UK Sport – led by its Major Events team – is responsible for co-ordinating the bidding and staging of major international sporting events across the UK. So while Morton appreciated the Games for their own sake, he was also thinking about how they would help in his team's bid to attract more major events to the UK and how those



future events could benefit from the lessons learned in staging the Olympics.

"I spent the Games rushing around the Olympic Park, trying to get around as many of the events as I could," he says. "For a long time we have believed that the way the Games were delivered in each sport would become the blueprint for the delivery of a World Championships or a European Championships when we put those on in this country. To see how the Olympic events were being delivered will be incredibly useful when we come to guide national governing bodies in the delivery of big sporting events moving forward."

UK Sport is the UK's high-performance sports agency, responsible for investing around £100m of public funds in elite sport. It is accountable to the Department for Culture, Media and Sport

**GB's paralympians won 120 medals at London 2012**







### More than 1,200 Olympic and Paralympic athletes are funded by UK Sport

(DCMS), and works to support the UK's top athletes in maximising their chance of success internationally. The role of Morton and his team is both to help in the bidding and staging of major sporting events in the UK and to work on developing the UK's international sporting relationships.

### A CAREER IN SPORT

Morton has worked for UK Sport for seven years. Before that he spent six years with the International Badminton Federation (now the Badminton World Federation) in a number of roles, finishing as head of marketing.

Despite having spent his entire career working in sports, Morton says he never set out to do so.

"I did a degree in Political and Ancient History at Keele University and then a Masters in International Relations at Warwick University, and really I just wanted an international-style job," he says. "I applied for internships at several organisations including the United Nations, then a friend, who was a director at the IBF, asked if I'd ever thought about working in international development through sport."

Morton joined UK Sport as a major events consultant, advising governing bodies about issues surrounding the staging of major events. In June 2011 he was promoted to director of Major Events and International Relations. "Ever



Record levels of investment helped Team GB win 65 Olympic medals

since I worked for the IBF, I've always had a passion for international sports politics," says Morton. "To be formally looking after the UK's strategy to build international sporting relations is pretty special, and a good challenge."

### THE GOLD EVENT SERIES

The latest challenge for Morton and his team comes in the shape of the Gold Event Series, a campaign unveiled in November 2012 by UK Sport and the DCMS. The Gold Event Series will see £27m of National Lottery money invested in bringing more than 70 international sporting events to the UK by 2018.

"For a long time, people have talked about the golden decade of sport in the UK, with the 2012 Olympic and

Paralympic Games, the 2014 Commonwealth Games in Glasgow, and all the other amazing events taking place across the UK," says Morton.

"We wanted to formalise this, and start to promote this incredible package of events. We now have these amazing assets – these iconic new venues – and we want to use and exploit them. We have a stable of world-class events taking place in the UK, and a public that wants to see more amazing sport after the Olympics. The Gold Event Series is acting as a vehicle to package these events, as well as a support programme for the national governing bodies bidding for and hosting them."

Although the campaign has only recently been announced, UK Sport has



been working on it for a long time, explains Morton. "Around three years ago, we sat down with various national governing bodies and asked them which events they'd like to host. They gave us more than 200 nominations – we prioritised those, and developed a target list of 70 events."

Sixteen of these events have already been won, including the flagship 2017 World Athletics Championships – "the biggest event the UK has never hosted," as Morton puts it – which will take place in the Olympic Stadium. Morton describes winning this event as one of the highlights of his career with UK Sport. Other flagship events secured since the start of the process include the 2015 World Artistic Gymnastics Championships, the 2015 World Canoe Slalom Championships and the World Triathlon Championships Series Final 2013. "We have also launched bids for the 2016 European Swimming Championships and

the 2016 Track Cycling World Championships," adds Morton.

Although the campaign has now had major successes, things didn't look quite so rosy a year or two ago.

"At the start of our new bid cycle, around 12 to 18 months ago, we bid for a Hockey World Cup to be hosted in London in 2014, and for a World Netball Championships to take place in Manchester in 2015," says Morton. "Those were the first big world events that we bid for under the new programme, and we lost both of the bids."

If securing the 2017 World Athletics Championships was a highlight for Morton, this period was a bit of a low point.

"That was a challenging time, because the pressure starts to grow when you lose a few bids," he says. "People start to question whether you've got the right approach, whether the UK will be a strong hosting nation post-Games. Happily, since then we've only lost one

big event, which was the World Rowing Championships 2015."

The hosting of major sporting events is part of the government's long-term sporting strategy, which aims to use the success of London 2012 to attract events that will bring both economic and sporting benefits to the UK.

But while the economic benefits of hosting prestigious sporting events are important, Morton is also keen to stress the intangible benefits.

"As well as the tangible benefits, around things like economic impacts and a boost to visitor numbers and the promotion of the country, there are the inspirational benefits of these events, pumping interested and driven people towards some of the other structures which organisations like the governing bodies and Sport England offer," he says. "We saw in 2012 how sporting events can create these really unique moments of communal celebration."

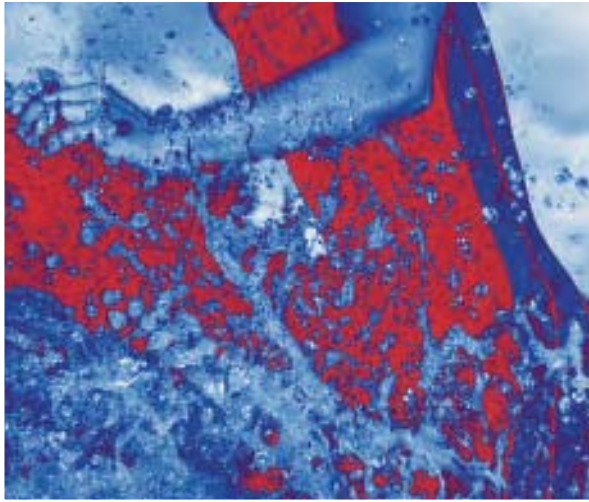


The Lee Valley White Water Centre will host the 2015 Championships

## THE GOLD EVENT SERIES EVENTS WON SO FAR

- Track Cycling World Cup 2012
- Gymnastics World Cup 2012
- European Athletics Team Championship 2013
- BMX Supercross World Cup 2013
- Rowing World Cup 2013
- World Youth Netball Championships 2013
- Rugby League World Cup 2013
- World Triathlon Championships Series Final 2013
- Squash Men's World Open Championships 2013
- Wheelchair Tennis Singles Masters 2014
- IPC European Swimming Championships 2015
- European Eventing Championships 2015
- EuroHockey Championships 2015
- World Canoe Slalom Championships 2015
- World Artistic Gymnastics 2015
- World Athletics Championships 2017





**"We saw in 2012 how sporting events can create these really unique moments of communal celebration. They bring people together, within local communities and as a nation, in a way that not many other things can"**

They bring people together, both within local communities and as a nation, in a way that not many other things can.

"It's important that we invest into the country's soul as well as its body."

### **CONFIDENCE BOOST**

The success of the Olympic and Paralympic Games has shifted perceptions of the UK hugely, says Morton, with international federations of sport very keen to return. Of course, it hasn't always been this way.

"If you cast your mind back to the mid- to late-1990s, in pretty much all components of international sport there was a feeling that GB was a bit lacking," he says.

"If you think about where we were in performance terms after the 1996 Olympics in Atlanta with just one gold medal, where we were in major events terms with issues like Pickett's Lock [when London had to hand back the 2005 World Athletics Championships after government funding for the Pickett's Lock stadium was pulled] – internationally our stock was falling. That has picked up since the early 2000s. We were making good ground, but the Olympics has given us a massive push. The UK's global competitiveness is so high at the moment in terms of bidding for sporting events."

Attracting major events to the UK is a complex business. As part of the Gold Event Series, UK Sport and DCMS have identified 14 key areas in which they can help governing bodies – seven relate to bidding for major sporting events, and seven are about help in staging the events themselves.

"We tried to think about everything the governing bodies could need, in terms of support from the government," says Morton. "We support the feasibility studies of major sporting events, we do a lot of work around bid advice, either from within our team or by bringing in external consultants. We finance the bids and work closely with DCMS to ensure that there is good political support."

"In terms of support for the events themselves, the main one is that we will invest National Lottery funding into staging them. We have also just launched a centralised equipment programme, making generic pieces of big event staging equipment available to events being supported via UK sport."

"We also have programmes around knowledge transfer and we have a research programme to help research bodies to help measure the impact of events they put on. It's a holistic set of programmes we are wrapping around governing bodies to ensure they are exceptionally well supported."

### **KEEPING UP THE MOMENTUM**

The next year looks like being another busy one for Morton and his team.

"We'll be working on the rollout of the Gold Event Series, getting the message out about this great package of events," he says. "That's a big task. We're also working on a number of live bids and we'll be doing some feasibility work on other world championships that might be launched this year."

They will also be working systematically with national governing bodies to build their influence within international sport. "We'll be working with them over the next six months on their four year strategies, which will set out how they want to present themselves internationally," says Morton.

The government has announced plans to scrap the merger UK Sport and Sport England – although Morton will only say that the DCMS is currently considering the options, and UK Sport is awaiting DCMS's conclusions. "It would be wrong for me to pre-empt that process," he says. "We're just focused on delivery."

It's clear that Morton genuinely believes in the power of sport. When I ask what drives him, he doesn't hesitate. "There are very few things that bring nations together like big sporting events do," he says. "It's incredibly motivating and I'm very privileged." ●



# PLAYING FOR AMNESTY

Sport is a universal language which can transcend any number of differences. Kath Hudson looks at some of the heart warming projects making an impact in some of the world's most unlikely places

**W**ith sport so embedded in Western culture, we can often overlook its basic civilising influences: empowerment, confidence, sense of fair play, camaraderie, team working and a sense of shared purpose. Plus it's fun and, as well as bringing out our competitive sides, it also makes us smile.

For these reasons a number of adventurous organisations are braving warzones and volatile areas to take sporting opportunities to the people there. Politically neutral, these projects are all about highlighting the similarities between people, not the differences. As Dorian Paskowitz, founder of Surfing4-Peace, says: "God and the devil would surf together if the waves were good."

## PROMOTING PEACE THROUGH SPORT

Peace and Sport is one of the forerunners of the unity through sport movement. A politically neutral, Monaco-based organisation, it was set up in 2007 by Prince Albert II of Monaco and

former pentathlete Joel Bouzou, based on a conviction that sport can change the world for the better. "We promote peace through sport towards the most influential decision makers and with grassroots projects in some of the world's most vulnerable areas," says Bouzou.

Peace and Sport works with NGOs, governments, associations and National Sports Federations to design and implement sports programmes within local contexts, rather than trying to impose a standardised system. Currently it is operating in Timor Leste, Ivory Coast, Israel/Palestine, Great Lakes Region of Africa, Burundi, Democratic Republic of Congo, Rwanda and Columbia.

Bouzou says that one of the greatest examples of how sport can break down barriers was demonstrated at the 1st Peace and Sport Table Tennis Cup in Doha, Qatar, in 2011. North and South Korea – two nations which refuse to meet in other contexts – were among the 10 nations taking part. "Peace and Sport offered a unique opportunity to officials from politically divided countries to



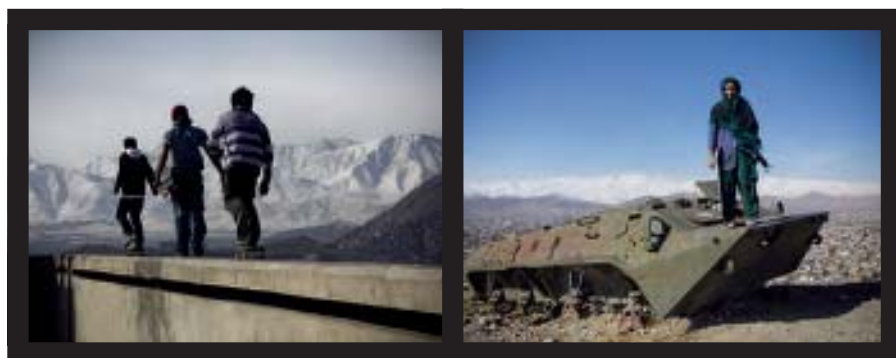
▲ Monaco-based organisation Peace and Sport designs and implements sports programmes in vulnerable areas to make the world a more united place

attend the same tournament and to share time and talks," says Bouzou.

Going forward, Peace and Sport will be reaching out to more leaders, through its international forum, field projects and the development of continental hubs. Encouraging private corporations to get involved is one of the key goals.

"Year after year, the peace through sport family gets wider, with a growing number of heads of state, international institutions, peace leaders, athletes and local organisations joining," says Bouzou. "I see in this dynamic the sign that our action is going forward. Who knows how far we can go."

• [www.peace-sport.org](http://www.peace-sport.org)



Skateistan provides youngsters in Afghanistan with an education, valuable skills and a safe haven





## SKATEBOARDING IN AFGHANISTAN

Unlikely as it may sound, girls are now skateboarding in Kabul, Afghanistan. Thanks to the efforts of intrepid Australian skateboarder Oliver Percovich, Afghanistan has a skateboard centre, where hundreds of young people come each week to perfect their board skills.

Afghanistan might not be the type of place most people would live out of choice, but Percovich chose to base himself there.

"I was excited by the country," he says. "I liked that I could learn things about myself through existing in such a difficult environment."

He says he started the organisation without any particular plan, simply with the intention of marrying two interests of working with children and skateboarding.

Initially Percovich worked with children on the street, but his dreams of opening a centre manifested when the Afghan National Olympic Committee gave a land lease donation for a skateboarding centre in Kabul, helped by funding from the Canadian, Norwegian, Danish and German governments.

Now Skateistan is gearing up to open its second centre this spring, in Mazar-e-Sharif, which will be able to work with up to 1,000 students per week. The

charity has also started a street programme in Phnom Penh, Cambodia.

The centres give children education, valuable skills and provide a safe haven. The aim is that the students who go through the programme will then take ownership and lead the expansion of Skateistan. Since 2009 it has provided 28 jobs to Afghan youths from streetworking backgrounds. As 68 per cent of the Afghan population is under 25 years old and 50 per cent is aged under 16 years, providing opportunities for youths of all backgrounds is essential.

However, it is a challenging environment in which to operate. Two tragic suicide attacks in Kabul led to staff and ➔





▲ Gaza Surf Club has developed a surfing community where resources can be shared, a training forum and links to the international surfing community

➔ students being killed. Also, 50 per cent of the students are street working children, who provide an income for their families through selling trinkets and chewing gum on the streets, so keeping up a good weekly attendance is a challenge.

"For some families having their children come to Skateistan instead of working is simply unrealistic financially," says Percovich. "Although every day that the children attend the programme,

they gain valuable access to education and opportunities that can give them skills for the future, and are in a safe environment rather than on the streets."

- <http://skateistan.org>
- [info@skateistan.org](mailto:info@skateistan.org)

### SURFING IN A WAR ZONE

Living in Gaza is tough. The Israeli blockade and clampdown on exit permits restricts freedom and there are no parks, greens, forests or open spaces to escape to. So the sea offers a refuge.

The son of a US diplomat, Matthew Olsen, who grew up in Tel Aviv in Israel from the age of 13, set up the Gaza Surf Club in 2008, as a pilot project for his non-profit organisation, Explore Corps.

There are three aims to the organisation: developing a surfing community where resources and expertise can be shared; providing a forum for training and support; and linking Gaza surfers up with the international surfing community.

"Surfers around the world are a kind of tribe and being incorporated and having the Gaza surfers welcomed into this global community is a big part of what the mission of the surf club is about," says Olsen. "Especially considering how much Gaza has been cut off from the rest of the world in the past five years."

A couple of initiatives are currently underway: producing training videos



▼ Sister organisation Surfing4Peace simply hopes to promote friendship between people from different backgrounds and create an open atmosphere



in Arabic and also manufacturing and selling Islamic swimwear, which allows girls to continue surfing into their teens, without raising the ire of the government or traditionalists.

A clubhouse will open soon to provide a hub where surfers can gather to socialise, swap tips, go online, host guests and repair their boards.

Running the club has demanded tenacity on behalf of Explore Corps. The biggest challenge continues to come from a well-connected NGO, which saw the financial potential in importing equipment and the media attention surfing attracts. They have waged an intimidation campaign, which has involved getting surfers arrested,

confiscating equipment and spreading rumours that Olsen and Palestinian surfers are spies. Although a series of complaints lodged with the Ministry of the Interior has decreased the harassment, it is still the biggest challenge and has slowed the organisation's progress.

Although mainly cooperative, the Hamas government also creates an administrative problem for the US organisation. Explore Corps is not permitted to work with the Hamas government, or even to ask for permission for projects, as this would come across as collaboration.

Olsen uses his contacts to get a feel for what will be tolerated. "Getting involved in politics is a no-win situation

for the club," explains Olsen. "But we have helped to humanise the people of Gaza by offering a new view of their daily life."

On the other side of the blockade, Explore Corps is involved with a second surfing organisation – Surfing4Peace (S4P) was established by Israeli surfer Arthur Rashkovan and US surfer Dorian Paskowitz at the same time as the Gaza Surf Club, and was brought under the Explore Corps umbrella.

This partnership gives it the backing to administer the bulk of its initiatives, but the flexibility to remain more of a community than an organisation. S4P is prohibited by the Hamas government from having a presence in Gaza,



➔ as all peace-building initiatives between Palestinians and Israelis in Gaza were banned in 2010.

Surfers in Israel have a much better deal than in Gaza. Whereas Gaza has access to less than 30 boards, in Israel the surf scene is mature with about 20,000 surfers, including many females.

The main aim of S4P is simply to promote friendship. "Opposite to what it looks like in the media, many of us want to find ways to co-exist," says Rashkovan. "We want to get people in the water, show them the Aloha spirit and let them enjoy a pure feeling of freedom. Surfing can bring people from different backgrounds together. We try not to deal with politics, but keep it at a roots level and talk only with surfers."

Going forward, Explore Corps has been asked to establish the first Palestinian Surfing Association, which would be the Palestinian representative of the International Surfing Association, – which governs international competitive surfing.

- [www.gazasurfclub.com](http://www.gazasurfclub.com)
- [m.olsen@explorecorps.com](mailto:m.olsen@explorecorps.com)
- [www.surfing4peace.org](http://www.surfing4peace.org)
- [art.rashkovan@gmail.com](mailto:art.rashkovan@gmail.com)

### SWAPPING SPEARS FOR BATS

South African cricket fanatic Aliya Bauer had the idea of introducing cricket to school children in the Laikipia area of Kenya, Africa, when she was working on a primate conservation project which involved going into schools.

"The children were used to being lectured to and were not very responsive to questions asked. I desperately wanted the children to open up and share their thoughts, so I thought of a different way to engage with them. I brought some mini-cricket equipment and introduced it

In Kenya, playing cricket has united rival communities who previously raided each other's cattle

**A number of adventurous organisations are braving war zones and volatile areas around the world to take sporting opportunities to the people living there**

in a primary school," Bauer explains. That was in 2007. Now cricket is being played in 24 schools, three youth cricket clubs and three children's homes. Added to this, there are 105 trained coaches.

Maasai morans (warriors) saw the children playing cricket and were keen to have a go; the bowling action was similar to spear throwing and the thrill of hitting the ball appealed to their competitive nature.

Soon there were enough morans to make up a team, although there were no other teams to play against, as cricket was unknown in the region.

Cricket has united rival communities who previously raided each others' cattle. "Cricket allows them to be competitive without being adversarial, allowing them to see beyond their differences," says Bauer. The Maasai Cricket Warriors have surrendered their weapons and are campaigning against traditional practices such as polygamy, female genital mutilation and early childhood marriages. Bauer has noted it has empowered the school girls,

who were initially very shy but now tussle over the bat.

One of the greatest challenges is the lack of proper facilities and a shortage of adequate equipment, which is impeding the growth. Also, many warriors don't own shoes, which presents a safety risk.

Bauer is also disappointed that Cricket Kenya is yet to support the cricket development and is hoping to win its attention. Funding is a challenge, with most to date coming from individual donors rather than a long-term donor. "I hope that we will be able to secure funding and support for the Maasai Cricket Warriors to allow them to become full-time cricket coaches and players within their communities, and to see a Maasai Cricket Warrior opening the bowling attack for Kenya," she says. Bauer also hopes to take a team to the UK to compete in the Last Man Stands World Championships, following their success in last year's tournament in South Africa. ●

- [www.maasaicricketwarriors.com](http://www.maasaicricketwarriors.com)
- [maasaicricketwarriors@gmail.com](mailto:maasaicricketwarriors@gmail.com)



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# MIKE KELLY

Director of the Centre of Public Health Excellence at NICE, Professor Mike Kelly, tells Julie Cramer why the organisation is determined to get GPs prescribing exercise and physical activity

**“W**e’re not talking about a new virus or germ, it’s something within our grasp to do something about, in a fairly straightforward kind of way,” says Mike Kelly, director of the Centre of Public Health Excellence at NICE (the National Institute for Health and Clinical Excellence).

Kelly is not referring to some infectious disease requiring the attention of the medical community, but to the newly-defined set of lifestyle diseases (Type 2 diabetes, cardiovascular disease, hypertension) linked to obesity and physical inactivity, which now urgently require a wider approach.

“We’re facing an epidemic of non-communicable diseases related to the way we live our lives – the diets we consume, the physical activity we don’t do,” says Kelly. “It’s not that we [as leaders] don’t know what to do, it’s the fact that we haven’t so far taken a systematic approach across the whole of society.”

The grim predictions by government health officials are that by 2050, more than half the adult population in England will be obese.

Current trends show that 26 per cent of adults and 16 per cent of children are now classed as obese – a condition that can have grave consequences for their health, and place a huge cost burden on the NHS (currently over £5bn a year and rising rapidly).

In its role as health watchdog, NICE is there to offer independent, evidence-based guidance on ways to prevent and treat illness and poor health not only to



It's important to identify the barriers to physical activity

the NHS, but also to local authorities and anyone with responsibilities in health-care, public health and social care.

Kelly says that the kind of scientific evidence and data related to lifestyle diseases that NICE has been reviewing in recent years is now pointing to one very significant conclusion.

“The evidence about the benefits of physical activity and the disbenefits of not being active are scientifically utterly compelling. The issue is now one of implementation.

“We can argue about exactly how much physical activity, plus there’s an ongoing debate about weight loss and physical activity [calories in or calories out] – but the problem is not a scientific one, it’s the will to make it happen”.

## GP FRAMEWORK

NICE has recently taken the significant step of recommending that physical activity be included in the QOF (Quality and Outcomes Framework) indicators for GPs. GPs are currently incentivised financially to optimise and record treatment to patients for a range of health issues – such as asthma, mental health, diabetes, coronary heart disease and hypertension, but not exercise. This move could change that.

Given what’s known about its physical and mental benefits, offering exercise advice to patients would represent a major step forward, and a move that would be hailed by the greatest proponents of physical activity – the sport, health and fitness industries.

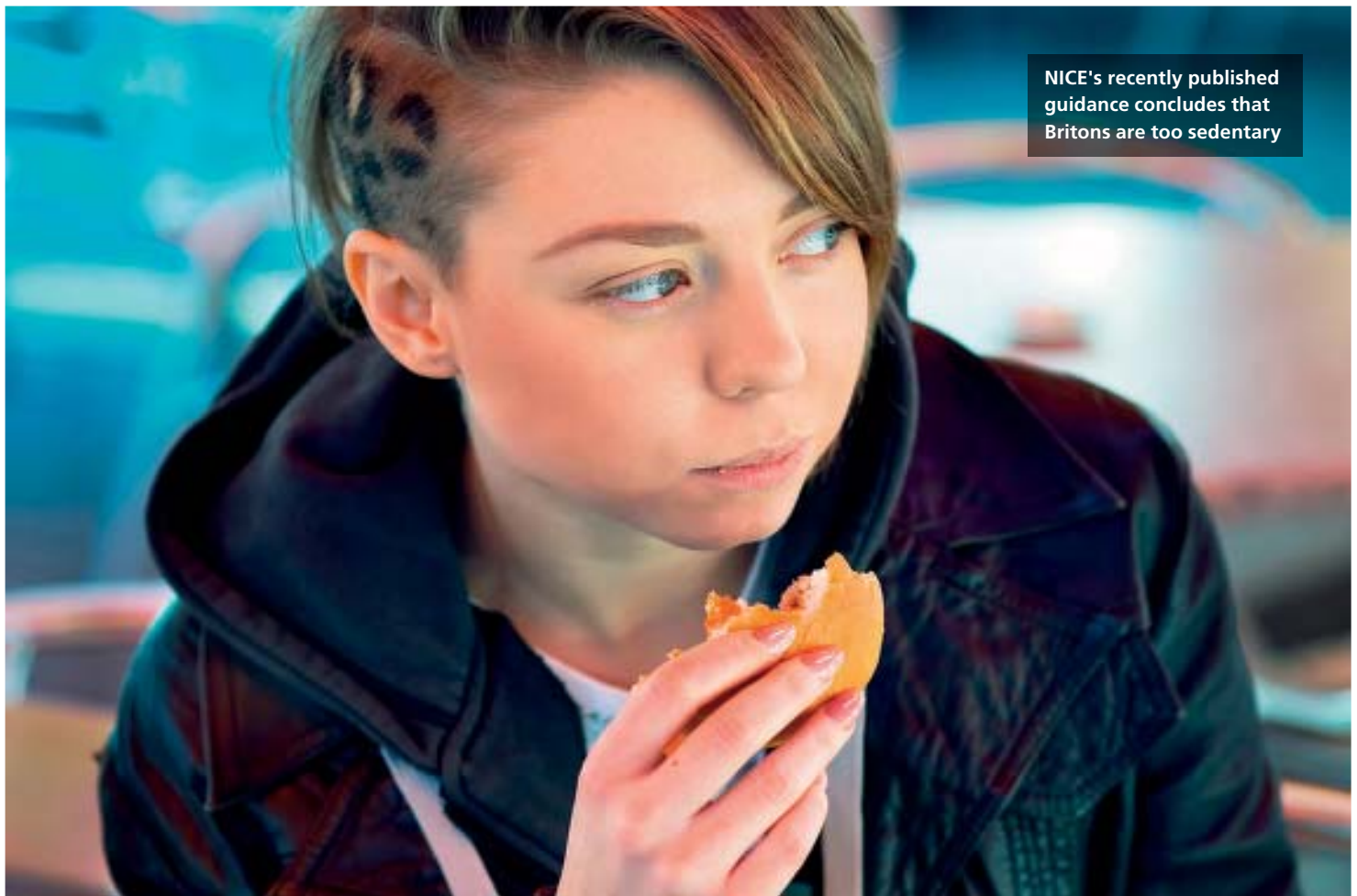
Kelly says: “QOF is a complex system that doesn’t involve NICE directly. It involves the Department of Health in the four home countries and representatives of the medical profession.

“NICE lines up the sort of things that could go into the QOF and these bodies negotiate on them. But given the compelling evidence, physical activity is something that we continue to push to the foreground as a candidate for QOF.”

The changing political health landscape is another area where Kelly sees more opportunities. Health powers have become devolved with the advent of the Health and Social Care Act, and the establishment of health and wellbeing boards within local authorities (LAs) on 1 April 2013 has presented many more ways to tackle the issue.

Kelly says: “The changes to their [LA’s]





NICE's recently published guidance concludes that Britons are too sedentary

## WE'RE FACING AN EPIDEMIC OF NON-COMMUNICABLE DISEASES RELATED TO THE WAY WE LIVE OUR LIVES – THE DIETS WE CONSUME, THE PHYSICAL ACTIVITY WE DON'T DO



responsibilities represent the biggest change in public health since the 1970s and I believe there's a really big appetite to do it well. Effectively, prevention of heart disease and diabetes have become the responsibility of the LAs." In order to help the LAs, Kelly says NICE will be publishing a series of public health briefings to assist in identifying things that can be done relatively quickly to improve the public health agenda.

Firstly, the institute has published a new pathway aimed at policy makers, commissioners, practitioners and other professionals, which sets out how communities can help prevent obesity. These include schemes to prevent harmful drinking, nutrition advice and the appointment of local 'obesity champions'.

While targeted campaigns aimed at reducing salt in packaged foods and the traffic light food labelling system may be achieving traction, Kelly says much more needs to be done on a systematic basis to fully integrate effective changes into people's lifestyles.

Kelly says: "People get the message about diet, although they find it difficult to follow a good diet, but the dangers of inactivity are not widely understood."

To get people moving, there is a new set of guidelines on walking and cycling, where NICE is advising people to make shorter journeys by foot or bicycle rather than by car. Whether it's walking to school or work or to the corner shop, the message is that these small journeys can really have a positive and accumulative effect on health.

To encourage these changes, however, Kelly says it will be up to local authorities to modify the built environment to make it more amenable to daily physical activity. "Many things that make walking and cycling easier are within their grasp because they control traffic flow, planning regulations et cetera," he says.

Kelly insists he's not talking about expensive infrastructure changes, but simple things to remove barriers – for example, employers offering showers at work for employees who cycle, secure

parking spaces for bicycles, and for pedestrians, safer pavements and better-lit streets. He admits the UK is some way behind the Netherlands with its enthusiastic cycling habits, but offers as good examples cities like York and Oxford which are especially cycle-friendly, and central London's rent-a-bike scheme.

While some solutions may seem relatively easy, Kelly also points out that things will only work if all parties are on board. "We've all got to own this problem and not assume that obesity is someone else's problem – it's not just for doctors to sort out.

"It requires concerted efforts involving the medical profession, government, the food industry, the sport and exercise industry, planners of transport systems, as well as all of us taking responsibility for our own health."

### JOINING FORCES

The increasing dialogue between experts in the medical and sport and fitness industries is something that

## WE'VE ALL GOT TO OWN THIS AND NOT ASSUME THAT OBESITY IS SOMEONE ELSE'S PROBLEM. IT'S NOT JUST FOR DOCTORS TO SORT OUT



Kelly welcomes, and it's a rapprochement that he sees as vital to the future.

"There are a number of medical, sport and fitness leaders around the country who are working tirelessly to make this happen, and I'm optimistic that we're moving in the right direction," he says.

"It's very likely that in the next five to 10 years we'll see more of this work incorporated into the medical curriculum and the training of GPs."

Many experts have drawn a parallel between the detrimental effects of smoking and the dangers of a sedentary lifestyle. After the publication of the Doll and Hill study into the link between smoking and lung cancer in the early 1950s, Kelly says that most doctors changed their own smoking habits.

"Even today it's still very rare to see a doctor, in the UK at least, who is a smoker. They've been fantastic role models for us all. GPs have been one of the major ways we've achieved success in the cessation of smoking. It leads us to assume that if they can become as single-minded in their recommendation of physical activity, they could play a very important part in the process."

### CARROTS AND STICKS

An added complication with treating the so-called lifestyle diseases is that they



NICE recommends that people walk and cycle more

involve tackling the complex issue of human behaviour. To this end, Kelly says NICE is currently updating its 2007 guidelines on behaviour change. "It's one thing to resolve to change your behaviour and quite another to have continuing beneficial behaviour," he says.

Returning to the issue of smoking, Kelly says that across the decades there

have been some very effective public education campaigns, a gradual "de-normalising" of the act of smoking, increasingly hard-hitting advertising, the banning of adverts on cigarette packets and ultimately the ban on smoking in public places.

"All of these things have led to a remarkable improvement in people's health with regards to heart disease, cancer and chest illnesses," he says.

However, these changes took 60 years, and Kelly acknowledges that with the obesity and lifestyle disease 'time-bomb' we cannot afford to spend quite as long forming a solution.

Kelly admits it may take a while for some GPs and other health professionals to embrace the message of physical activity, but he remains positive.

"The decisive change hasn't happened yet – it's been a rather slow burn, but I'm optimistic that we're talking about the medicine of the future." ●

### ABOUT PROFESSOR MIKE KELLY

Professor Kelly is director of the Centre of Public Health Excellence at NICE where he leads on the development of public health guidance. He is a public health practitioner, researcher and academic. He studied social science at the University of York, has a Masters degree in sociology from the University of Leicester,

and undertook his PhD in the Department of Psychiatry in the University of Dundee.

His interests include evidence-based approaches to health improvement, coronary heart disease prevention, chronic illness, disability, physical activity, health inequalities, behaviour change, social identity and community involvement in health promotion.



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# multi-functional

GOOD PROGRAMMING AND WELL-TRAINED STAFF CAN UNLOCK THE POTENTIAL OF FUNCTIONAL TRAINING AREAS FOR SPECIAL POPULATIONS, FINDS KATH HUDSON REPORTS

For the uninitiated, functional training zones can appear to be playgrounds for the fit, with balls, pulleys and mysterious-looking equipment. The kit isn't as intuitive as an exercise bike or rower, so is in danger of being bypassed by the self-conscious exerciser.

Of course, this doesn't need to be the case. With their focus on training the body to cope with both everyday and sports-specific movements, functional zones are perfect for all types of special population user groups.

At present, suppliers are not generally positioning their equipment with special populations in mind – neither are many operators using it to cater for this market. Nonetheless, the following case

studies show how powerful functional training areas can be in impacting the fitness of elderly people, children and those with limited mobility and weight issues.

## MULTIPLE SCLEROSIS

The Merlin MS Centre in Cornwall, which treats people with multiple sclerosis and other neurological conditions, uses GRAVITY training on Total Gym equipment to strengthen and turn on core muscles and train functional movements.

The variable resistance of Total Gym equipment enables those with limited muscle control to work with as little as one per cent of their body weight, so strength can be maintained for as long as possible in the face of the degenerative effects of MS.

Confinement to a wheelchair compounds muscle degeneration symptoms, as patients cannot engage their lower limbs, but exercising in a low resistance environment allows patients to use their muscles again: GRAVITY training allows for hundreds of different movements to target specific areas. Dynamic squats on the Total Gym equipment have even enabled some patients to regain enough muscle strength to transfer to and from their wheelchairs unaided.

Exercise therapists at the centre have Level 4 qualifications in exercise therapy, postural stability and fall prevention. GRAVITY training is also required to use the Total Gym equipment and apply the method to the special population.

"Treating the physical symptoms of neurological conditions is easy once the physiological and medical effects of the condition are understood," says Helen Tite, exercise therapist at the Merlin MS Centre. "Balance is often lost due to these conditions, but also as a result of medication. If you understand and consider the symptoms when devising a programme, the physical issues that can be treated with exercise are the same as for any able-bodied person."

## CHILDREN

SAQ International is currently running a number of pilot projects with independent organisations, children's centres, nurseries and school-based Special Educational Needs teams to assess the effectiveness of Aerofloor – SAQ's new air-filled functional training mat – in children's health.



SAQ offers an air-filled functional training mat suitable for use by children



The Merlin MS centre uses GRAVITY training with its patients





© ANATOLY SAMARIN/SHUTTERSTOCK.COM

The Aerofloor programme provides a platform for children to perform a range of functional movements, reducing impact on their joints while at the same time increasing the cardiovascular response: the reduced impact, even when bouncing as on a trampoline, means they can keep going for longer.

Results from the pilot study have shown that children following a structured programme improve and maintain their core stability and balance, bi-lateral integration skills and stamina. Improvements have also been noted in concentration, body control, proprioception and reading and writing.

A nationally recognised award (NCFE, REPS, Active IQ) has been designed to train staff on the science and use of the programme. "We have been in contact with and consulted operators which currently run programmes for children and young adults," says SAQ International's managing director Alan Pearson. "The Aerofloor has a natural fit within these types of programmes and has the ability to add fun, excitement and increase membership and engagement."

### LIMITED MOBILITY

Hereford Leisure Pool, part of Halo Leisure Trust, is using Technogym's Kinesis Stations as a key element in its Lifestyle Improvements for Today programme (LIFT), which is part of Herefordshire's long-running exercise referral scheme.

The centre has found that Kinesis Stations have improved the accessibility of the gym – thanks to the machines' ease of control and the fact that movements



are not fixed – meaning it can now offer targeted exercise programmes for special population groups, including wheelchair users.

"Many people believe strength training is the domain of big, beefy men," says manager Simon Gwynne. "We wanted a solution to demonstrate how strength exercise gives great results to those new to exercise: older clients and people who have been referred by their GP to increase physical activity."

Popular exercises on the Kinesis Stations include the core rotation, as this is good for those with restricted movement, with both the range and the speed of the exercise able to be steadily increased. The low row, meanwhile, improves posture and arm strength, with clients able to start with low weights.

**Kinesis Stations: Suitable for everyone, from the very fit to wheelchair users**

Natural movements that mirror the activities of daily life are important, and the Kinesis Stations Step/Squat station can be used to replicate movements such as lifting shopping bags and walking up steps. To begin with, it can be used without the cable – which adds resistance – with users also able to hold the support arm if required. As a progression, resistance can be introduced bit by bit in low intervals.

"Many customers come from other Halo sites to use Kinesis," says Gwynne. "I think the biggest rewards we are seeing are the customers with walking aids, and OAPs with limited abilities and ➔

## FUNCTIONAL TRAINING

TRX has been used with severely deconditioned people at Fareham

- compromised ranges of movement, being able to access the stations with ease. We currently have five new wheelchair users on the GP scheme using Kinesis."

Staff need to be at least Level 3 on the REPs register for the Halo GP referral scheme, and trained in fall prevention.

### WORKING WITH THE SEVERELY DECONDITIONED

TRX has been successfully used at Fareham Leisure Centre – operated by Everyone Active – to bring overweight and obese patients into exercise via a GP referral scheme.

TRX allows progression of simple movements over the 10-week programme, starting with exercises such as assisted squats and chest presses. "The kit is easy to use and easy to understand, so it's well suited to people who haven't exercised for a long time," says Cathie Bolwell, exercise referral manager at the centre. "Not only that, but deconditioned people often feel self-conscious when they're new to the gym – the functional zone allows them to build confidence in a quieter space."

The programme, which has been running since January 2008, sees a healthy conversion rate of participants to members: 67 per cent complete the 10-week programme and the centre has 160 members who joined after their GP referral scheme. In 2011/12, 14 per cent of referrals became members.

One of those members, Ted Azulay, has cut down his insulin and blood pressure medication as a result of exercise. Among the functional training exercises he did as part of his programme were assisted single squats to increase core engagement, balance work, and whole body movements – such as a woodchop – to awaken core muscles. The chest press was also used, as a simple move that's easy to progress as strength and fitness improves.

"Eighteen months ago I weighed 18.5 stone and had a 48-inch waist," says Azulay. "Now I'm 13.5 stone and my waist is 36 inches. I started slowly, doing exercise referral classes, but now do many different classes."

All staff working on the GP referral scheme are Level 3 qualified and have completed TRX training.



**"THE BIGGEST REWARDS WE'RE SEEING ARE THE OAPS WITH LIMITED RANGE OF MOVEMENT BEING ABLE TO ACCESS STATIONS WITH EASE"**

### WORKING WITH THE ELDERLY

Through its GP referral scheme, North Country Leisure in Penrith is targeting elderly people with psychological and physical illnesses.

Life Fitness' functional training rig, the SYNRGY360s, is central to the programme, as it combines total body dynamic exercises that can be modified to the user's ability. A large percentage of these exercises are also relevant to everyday life, and the instructor adapts exercises to stay within each client's recommended exercise range.

SYNRGY360s' step platform can be adjusted in height for step-up exercises to develop strength and elevate the heart rate, while the rebounder allows people to do a range of exercises, including simple throw-and-catch activities to develop the core – ideal for those who need a low-level option.

The TRX and resistance bands, meanwhile, allow for simple bodyweight exercises, with the individual able to adjust the resistance to a suitable level.

The GP referral programmes at North

Country Leisure use SYNRGY360s in conjunction with other gym kit.

"The SYNRGY360s allows us to offer customers a range of alternative exercises which are functional, and which help us keep the individual's programme interesting and challenging," says club manager Tim Bestford.

The programme has seen good results, with some patients able to reduce medication and improve their ability to perform day-to-day tasks. Some have even been able to leave the scheme and join as regular members.

Plans are now underway to devise programmes for children and young people, which will also use the SYN-RGY360s. All of the team working on the programme are qualified to at least REPs Level 3 and were specifically trained for the SYN-RGY360s by Life Fitness Academy master trainers. The team is also trained in GP referral and cardiac rehabilitation. ●

*Reporting from Health Club Management magazine. Sign up for digital editions: [www.health-club.co.uk/green](http://www.health-club.co.uk/green)*



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**I**n the short term, the 'warned-off' effect that occurs in every summer Olympic Games host city seemed very noticeable in central London, with The *Financial Times* remarking how empty hotel beds, theatre seats and West End shops created a 'ghost town.'

It suggested the 100,000 Games visitors were not spending what the normal 300,000 tourists do, and British Retail Consortium figures suggested that they were down 0.4 per cent on 2011.

This effect occurs during every Olympics, but it was perhaps more noticeable in London – the world's largest retail and theatre concentration. It's important for future Games planning to drill into the data and to see whether (and how much) visitors spend before they go home.

### IMPACT ON PARTICIPATION

No summer Games has produced an increase in sports participation. Indeed, five years after the Athens 2004 Games, participation in Greece had fallen below the pre-Games level. Research into the 'soft legacy' of the 2004 Athens

MIKE COLLINS, FORMER HEAD OF RESEARCH, PLANNING AND STRATEGY AT SPORT ENGLAND, OFFERS HIS OPINIONS ON THE STATE OF BRITISH SPORTS POLICY, LEGACY AND RESEARCH

Olympics by Dr Sakis Pappous, of the University of Kent's Centre for Sport Studies, shows that the Athens Olympics failed to spark a sustained increase in people taking part in a sport or other exercise activity. (For more information and data on the impact of the Olympic Games on participation, see Coalter, 2004; McCartney et al, 2010).

Sport England's huge Active People survey showed a small increase in participation three months before the London event after two years of decline, which can be attributed to the recession.

The final data on the sixth Active People survey – covering 2011-12 – suggests that there has been a modest increase in participation in the last year, notably by women, people in the upper social groups and those with a disability. The

sports that have the most impressive increases in participation levels were cycling, athletics, swimming and tennis.

Given the recession's length and severity, it seems unlikely that this increase will be any better sustained than the small annual surge of demand for tennis courts immediately after Wimbledon.

### LONDON'S LEGACY

London 2012 delivered a great spectacle and enthralling festival of sport, as many of us in the business knew it would. What follows for legacy?

#### 1. Budgets

Usually governments cut sports budgets after the Olympics, on the dubious argument that 'you've had your turn now it's somebody else's.' I agree with Lord Moynihan that if the coalition wants a sporting and anti-obesity legacy, it should not do so this time.

#### 2. Schools

Schools need better support, such as proper training for primary teachers of PE, instead of relying on schools taking up voluntary and self-funded training offered by the Youth Sport Trust.

They also need the manpower and co-ordination that Michael Gove cut when he abolished the Youth Sport Strategy in 2009 – one of the worst decisions of the coalition. He also needs to support girls better. Many of them dislike competition which is at the core of his rather outdated, public-school policy for school sport. Also, disabled pupils still get a poor choice of activities and inadequate trained support. Moreover, the Sport and Recreation Alliance criticised the



PC © SPORTENGLAND.ORG

Will the London 2012 Games be the first summer Olympiad to increase participation?





Crowds line the streets of London to welcome the 2012 British Olympic team on their victory parade on 10 September, 2012

PICTURE: SHUTTERSTOCK.COM

new English Baccalaureat for sidelining PE, like the arts, as a non-core subject.

### 3. For those with learning difficulties

Many people with learning difficulties are excellent athletes, as the Special Olympics show. HMG should consider pressing the International Paralympic Committee to take in this large group who are under-recognised and under provided for across the world.

### 4. For those with disabilities

After an even more successful Paralympics than expected, with 120 medals and 2.7m ticket sales covering the £45m running costs and such enthusiasm that in closing the Games, Lord Coe said it had changed how we see disability, will the legacy be sustained?

Despite a modest £2m contribution from the Legacy Fund, we are now left with the coalition's proposed cuts in Disability Allowances, the banning of disabled people by some commercial fitness

centres and the ignorance of sports clubs which declare no discrimination, but whose physical resources, knowledge and attitudes have never been tested by a disabled person's application.

**The Select Committee on Science and Technology: "We find it remarkable that DCMS isn't concerned with the health benefits of sport."**

### 5. Doctors and medics

Many GPs do not know about the latest physical activity guidelines, so the medical profession needs to improve initial and in-service training for GPs.

### 6. The proposed National Centre for Sport and Exercise Medicine

This is to be established in the Olympic Park, but only the initial capital has been found, and the research councils are saying it will have to compete with long-established biomedical centres for revenue; this is giving a legacy with one hand and taking it with the other.

The centre needs an initial endowment of staff and equipment from government and the research councils if it is to help elite athletes before the Rio Games and the general population in the foreseeable future.

### 7. Joined up government

First, the recent Select Committee on Science and Technology commented dryly "we find it quite remarkable that DCMS is not concerned with the health benefits of sport": Minister Hugh Robertson had said DCMS is "not concerned with the bigger drive on the nation's health".

This is purblind so far as the 2012 legacy is concerned, and ignores the experience of Finland, the country his

## PARTICIPATION IN FOREST RECREATION

Forest recreation has often been neglected in the total span of countryside visiting. When the Countryside Commission oversaw rural recreation, visits to forests were distinguished in its surveys, but now Natural England has the job, its annual *Monitoring Engagement with the Natural Environment* survey doesn't distinguish forest visitors to either public or private sites,



Forest recreation has been often neglected

but loses them among countryside visitors in general. This leaves smaller, sporadic surveys by Forest Research in England, Wales and Scotland separately and this is unhelpful in the light of government u-turns and accepting that the public forest estate should not be sold, but retained and better managed. This change followed 40,000 public replies and opposition from the National Trust and the Ramblers' Association.



PIC: SPORTENGLAND.ORG

The London 2012 Paralympics changed perceptions of disability

➔ predecessors chose as a model, where government departments and agencies for exercise, health and nutrition have worked hand-in-hand for 30 years, to turn round that nation's health.

Second, it would cost government nothing to give English and Welsh local authorities a duty to provide sport and recreation like that of their Scottish counterparts, but it would signal the importance of this work, help them work with health agencies and help the hard-pressed professionals to make the best of their budgets and programmes.



PIC: ©WWW.SHUTTERSTOCK.COM

The sports industry needs strong leadership to keep the impetus behind legacy plans

## STATE OF SPORTS RESEARCH

The DCMS has been conducting a survey of sport, arts and heritage called *Taking Part*, which looked at 14,000 adults and 2,700 children aged 5-15 and there's a consultation about combining this with *Active People*. The preferred DCMS/Sport England option would provide the data offered by both of them combined, through a mixture of face-to-face and telephone interviews with an experimental element of mobile phone and internet questioning, which could reduce the costs further.

For 20 years I've argued that a large combined survey, were it to happen, could accommodate numerous longitudinal panels to identify the dynamics of change that managers and marketing officers in local and health authorities, as well as governing bodies of sport, need to know about for large demographic elements of the sample and also – say – the top 16 most popular sports.

At the moment, such changes can only be analysed via the patterns that emerge from the current series of cross-sectional samples, however large. It's crucial to know more about

the people entering and leaving the sporting scene, and this could then be followed up by a smaller number of face-to-face interviews to identify satisfactions and dislikes and changing circumstances, as is done in other industries. But DCMS and Sport England have not offered this option in their consultation.

## SCHOOL SPORT

Moreover, now the Secretary of State for Education has cancelled the Sport Strategy for Young People and its annual survey of provision in and out of schools, there will be no regular monitor of what happens and we won't be able to assess the results of his Edwardian-style policy which is focussed around competitive sport with its bias towards team games and provision for boys over the needs of girls.

*The Guardian* recently suggested that Gove wants a new school sports programme linked to healthy activity which is elective, while The Secretary of State for Health, not surprisingly, wants a national policy, since obesity and inactivity do not respect local authority boundaries.

At present, sport and leisure are taking above-average cuts, with which Mr Robertson has concurred and not fought. Some local legacy!

Third, the government should work with the new National Centre for Sport and Exercise Medicine to produce a

national sports medicine strategy.

Fourth, it should implement its 2002 intention (DCMS/Strategy Unit) to institute a well-funded and sustained social marketing strategy – more robust than the cuddly Change4Life programme.

The need is to find an incentive that will get sedentary people active.

## CONCLUSIONS

The enthusiasm of eight thousand torch carriers, 8.8 million ticket buyers and the thousands who lined cycle and running routes and went into Hyde Park, local parks and pubs to celebrate medal winning could fade in the cold light of recession. Legacy, as Seb Coe said, is as much hard work as the initial planning, and without vigorous leadership, it could soon be forgotten. ●

## MORE INFO...

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AS ENERGY BILLS SOAR, SPORTS CLUBS ARE AIMING FOR LONG-TERM SUSTAINABILITY AND COST REDUCTIONS. WE LOOK AT A RANGE OF INITIATIVES, PRODUCTS AND PROJECTS BEING DEVELOPED IN THE INDUSTRY



## DOW CHEMICAL COMPANY - SOCHI 2014

The Dow Chemical Company, already the Official Chemistry Company of the Olympic Games, has been announced by the Sochi 2014 Organizing Committee as the Official Carbon Partner of the XXII Olympic Winter Olympic Games, to be staged from 7-23 February, 2014. The direct carbon footprint associated with the delivery of the Games will be mitigated through the implementation of energy-efficient

technologies, with improved greenhouse gas (GHG) emissions performance in the key areas of infrastructure, industry and agriculture. All projects will be implemented in the Russian Federation, generating savings and long-lasting benefits to the host country's economy.

Dmitry Chernyshenko, president of the Sochi 2014 Olympic Winter Games Organizing Committee, said: "We aim to be the most innovative Olympic Winter Games in history. The positive impact will leave behind a heritage not only to Sochi and the Krasnodar Region, but to Russia and its people for generations to come,"

During the Games, Dow will lead an initiative to mitigate the direct carbon

footprint associated with the hosting of the Games through the implementation of energy-efficient technologies, resulting in a net decrease of greenhouse gas emissions in the key areas of infrastructure, industry and agriculture.

Amy Millsagle, marketing vice president, Dow Olympic Operations, says: "In the area of Games infrastructure, buildings contribute nearly 40 per cent of the man made GHG emissions. Improvements that reduce the heat transfer across the building enclosure have a large impact on the energy consumed to condition the interior. We're working with local partners in Russia to introduce high-performance polyurethane foam as insulation material for windows and other potential sources of cold air infiltration, ensuring less energy usage by newly-built apartments."

Public engagement will also play an important role on the journey to help transform Sochi 2014 into a Games city with minimal impact on the climate. Dow will also partner with Offsetters Climate Solutions – the supplier of carbon offsets to the Vancouver Organizing Committee in 2010 – to develop measurement tools to account for the carbon benefits of the solutions implemented in Russia.

ERM – a global provider of environmental, health, safety, risk and social consulting services – will provide critical review and assurance for the partnership.



Dow, the official chemistry company of the Games, will introduce a range of green schemes at Sochi





PHOTO: SHUTTERSTOCK.COM / ANDREI KUKLA

## PHILIPS - LEAN LIGHTING

**L**ighting accounts for 19 per cent of the world's electricity consumption. The financial and environmental pressures facing sport clubs and facilities today can be eased by making informed choices about lighting requirements. Choices that not only result in energy, carbon and cost savings but also enhance the fan and player experience, with improved quality of light and even a reduction in light pollution.

The right lighting can unlock the potential of a facility, increasing usage and driving revenue. Significant savings are possible by considering a few key factors such as Design Maintenance Factor (MF), Total Light Output Ratio (TLOR) and Total Cost of Ownership (TCO).

Lighting typically consists of a light source, luminaire (containing optical means) and control gear to power the light source. When looking for a new lighting system it's essential to consider the TCO and not just the initial investment. By carefully considering all aspects, the system will continue to provide exceptional light throughout its life, on the condition that the system is maintained as recommended by the manufacturer,

which should be accounted for in the design stages. This is the amount that the light will depreciate in between maintenance activities such as lamp changes.

It's also important to consider the TLOR of the luminaire, applicable to all light sources including LED. Light output will be lost through the optical system of the lighting unit, plus reflected light, because of its nature, can sometimes direct light outside the task area wasting light and energy. The light source inside the luminaire has a flux value expressed in lumens, with some having higher flux

The result of changing the lighting system was a 60 per cent reduction in costs and a 100 per cent increase of lighting levels

values than others. Once this is multiplied by the TLOR of the luminaire, this can sometimes equal out.

Good TLOR values can reach 0.85 for recreational use and more for stadiums where consumption is a major factor. When looking into the total power consumption of a system, there will almost

certainly be additional energy losses within the control gear. This is more significant in the discharge lighting currently used for sports pitches, therefore, when calculating the overall energy consumption this should include the total system' Once you have this, the efficiency of each light can be calculated.

## CASE STUDY - STREETLY

Streetly Lawn Tennis Club replaced all its asymmetrical tungsten luminaires with more efficient double asymmetric metal halide types, where lighting is forced in a downward-only direction.

The result was a 60 per cent reduction in costs and a 100 per cent increase in lighting levels to meet LTA standards. Will Rogers, the club's Director of Tennis says: "We've been delighted with help received from Philips Lighting in the design, sourcing and installation of our new floodlights. We looked at a number of systems and chose Philips' 1000W OptiVision floodlight luminaires.

"We've now reduced our electricity usage and maintenance costs by over 60 per cent. Glare and spillage from the old tungsten halogen lights has been reduced and our members and visiting teams have been delighted with the greatly improved quality of the lighting."

**sport-kit.net** KEYWORDS

**Philips Lighting**





The sports-themed project – designed by architects LAVA – will be based on sustainability and will include three towers of gold, silver and bronze

### THE:SQUARE3 - SUSTAINABLE LIVING

New sport-inspired mixed-use development The:Square3, which will consist of three towers of gold, silver and bronze, is expected to open in Berlin in 2017.

Located near the Olympic sports centre and Europe's largest urban nature reserve, The:Square3 urban quarter will offer sports-themed hotels, a medical and research centre, sports education facilities and sport-themed retail experiences all in one place. There will also be offices for sports companies and clubs, 1,000 apartments and a green piazza.

Conceived by Berlin-based developer Moritz Grupp and designed by architects LAVA, the 146,000sq m (1.5m sq ft)

urban project is based on three themes: sport, life and nature.

Sustainability is a key feature, the building shapes will maximise daylight, reducing the need for artificial light and energy use, while naturally ventilated spaces throughout the complex will minimise mechanical ventilation. Rainwater will also be collected and reused.

Rising above a sport 'podium' will be the three towers of varying heights, with

Olympic themed facades. Each tower will be tapered towards the top to maximise sunlight, views and ventilation.

The life aspect of the project will focus on the essentials for a high-quality and healthy urban existence. Meanwhile, nature will be found throughout the development with green features in all three blocks. The apartments will have diagonally placed spaces, green roof-scapes with cascading balconies and integrated garden courtyards, and will overlook playing fields.

Dirk Moritz, MD of Moritz Gruppe said: "For us The:Square3 is more than just a development project, it's a philosophy. Living in a big city is an experience – you can't just order it online.

"A good mix of people, culture and lifestyles is what makes a city interesting and worth living in. Our goal is to answer the question: "How do we want to live in the future?"



Eco solutions include green 'roof-scapes'

### MIELE - GREEN WASHING

Sports venues process a large amount of laundry and so laundry equipment is often used many times a day and for long periods of time. If your on-site washing machine or dryer is more than a decade old, it's consuming a lot more electricity than it needs to.

Today's major appliances do not consume electricity the way older models do. Miele Professional has put energy efficiency and minimising running costs at the heart of product development, which means any new appliance you buy

today will use less electricity than the model you're replacing.

There are energy-efficient machines such as Miele's heat-pump dryers that require no ducting and easy to install.

Miele's heat-pump technology brings



Efficiency is at the heart of Miele's products

drying times for a 10kg of laundry load down to only 44 minutes. This means that only 0.21kWh\* is required per kg of laundry, equating to a reduction in energy consumption of 60 per cent, compared with a conventional Miele vented dryer with the same load capacity.

Customers have reported that in 18 months they've already made savings and in five years, Miele predicts that heat pump dryers will completely take over from condenser dryers.

\* Basis of calculation: 100kg of laundry per day, 250 days per year / Electricity costs: £0.19/kWh, reduction in residual moisture from 50 to 0 per cent.

[sport-kit.net](http://sport-kit.net) KEYWORD

Miele



## SPORTSART - HUMAN ENERGY PUT TO USE

Following the installation of a SportsArt Green System® at the Spectrum Leisure Centre back in December last year, the centre has reported that the system paid dividends in the first three months. It works by harnessing exercise power and converting this into usable energy

Ian Hirst, chairman of Slam, the charity that runs the Spectrum Leisure Centre said: "This is very exciting as we were the first centre to purchase the new SportsArt Green System® and can state that it has been a great success. We can report energy savings of £600 over that short period of time.

"At the centre, we strive to provide innovation in the way we operate and constantly look to reduce our carbon footprint. The new SportsArt Green System® has provided that technology to assist us in supporting the environment plus the community we serve."

The new power-generating gym equipment uses its members' exertions to produce power. At Spectrum, a pod of 10 SportsArt elliptical trainers and cycles attached to an inverter harness the power from exercise and feeds it back into the power grid as usable energy. This can save facilities thousands of pounds in energy costs over the year.

"This green equipment is the stepping stone for us to introduce more traditional styles of renewable energy through energy efficient LED Lighting, Solar PV and Biomass. This product sits with



The energy provided by the members – and the equipment – can save facilities thousands of pounds

The new equipment is capable of producing up to 2,000 watts an hour – all generated by gym members

"SportsArt Fitness designed and built the Green System® and we are now at a point where these machines are viable and proving to be environmentally friendly, energy efficient and providing gyms with considerable energy cost savings. The new pieces of equipment include recumbent bikes, upright bikes and elliptical trainers – all capable of producing up to 2,000 watts an hour and more importantly, cost the same as other SportsArt machines.

"With Spectrum Leisure's evidence of energy savings, we believe this will encourage other gyms and sports facilities to consider our Green System for increased efficiencies and reduced costs."

[sport-kit.net](http://sport-kit.net) KEYWORD

SportsArt Fitness

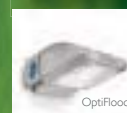
these technologies in helping us help the environment and the community we work with," continued Hirst

SportsArt Fitness' managing director Mark Turner says: "One of the biggest costs for any sports facility is electricity and the new fitness machines are the perfect way of tackling those bills.

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**PHILIPS**

## SUDSSPORTS THORNTON SPORTS

**S**udsSports is an innovative sustainable drainage system from Thornton Sports which has been designed as a substitute for the piped drainage scheme traditionally used at sports facilities.

Consisting of specially designed lightweight interlocking plastic units, the system has been developed for sites that experience water management issues, heavily sloping ground levels or rainwater harvesting requirements. Its flexible nature allows the system to be installed as a full 'blanket' underneath a pitch, or as conduits, to potentially offer a cost-effective alternative to a traditional drainage system.



The system is based on an inter-locking system that has a number of eco-friendly elements

The units are installed as a strong inter-locking system, designed to provide both lateral and vertical restraint between adjacent units. It has been designed with sustainability in mind and has a number of eco-friendly features. Made out of recycled – and recyclable – materials, it has in-built rainwater harvesting and ensures greenfield run off rates aren't exceeded.



There's no need for a macadam layer, avoiding any contamination legacy.

The system is ideal for surface projects with high susceptibility to flooding, abnormal ground conditions, sloping levels and ineffective water management.

[sport-kit.net](http://sport-kit.net) KEYWORD

**Thornton Sports**

## GEO FOR ELMWOOD

**E**lmwood Golf Club in Cupar, Fife, has been awarded golf's international ecolabel – GEO Certification. The club, built on previously fertile agricultural land, has established itself as not just a golf club but also a training centre and a centre of excellence for sustainability in golf.

The sought-after GEO Certified ecolabel is awarded to courses which work through the free OnCourse sustainability support programme, and fulfil comprehensive criteria covering nature; water; energy; supply chains; environmental quality and communities.

Some of the practical measures undertaken at Elmwood include the creation of more than 2ha (4.9 acres) of new ecological grasslands; the reuse of artificial turf from St Andrews University sports pitches; and the use of timer-controlled lighting for driving range and car park. The club also has established an outreach programme for local school children.

## ZERO WASTE EVENTS LAUNCHED FOR THE UK

A new industry road map, entitled Zero Waste Events: a 2020 vision, has been launched for the sports events sector. The scheme has the goal of no waste being sent to landfill from UK events by the end of the decade.

The challenge will be significant – the events sector is very complex and comprises thousands of operators of all sizes. It supports around 25,000 businesses and some 500,000 full time jobs. It has a significant impact on the economy, with a current value of £36bn – projected to rise to £48bn by 2020. The industry, however, could maximise the opportunities afforded by reducing waste to its advantage.

While some of the sector has achieved as much as a 50 per cent recycling rate for events, most are averaging just 15 per cent, with a large amount of waste going direct to landfill.

The new roadmap has been developed by WRAP (Waste & Resources Action Programme), collaborating with the events industry as part of its work on the European Pathway to Zero Waste (EPOW) project. The roadmap draws on lessons learned from the London 2012

Olympic and Paralympic Games, creating a series of steps that events and the industry can take to achieve sustainable events. The roadmap is the first stage in raising awareness of the positive impact which effective management of waste has on the delivery of events, both economically and environmentally.

Specifically it sets out a clear vision for how the industry can achieve zero waste to landfill from the events sector by 2020. It also challenges the industry to consider how it can work more in partnership across the whole supply chain and highlights the steps that need to be considered when preparing for and delivering a zero waste event.

Dr Liz Goodwin, CEO of WRAP, said: "The London 2012 Olympics showed just what could be achieved by a clear commitment, by preventing waste and managing it sustainably.

"Making waste prevention part of an event's plan delivers significant savings for businesses large and small. It will benefit all, from local community activities up to large scale UK events like the Ryder Cup and the Commonwealth Games 2014 in Glasgow. The events industry roadmap was developed to support business growth by managing resources efficiently. It's a simple vision, but it's only by the industry individually and collectively taking on the challenge, that it can be realised." Details: [www.wrap.org.uk](http://www.wrap.org.uk)



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# RISE & SHINE

OLIVER GILLIE REPORTS ON HOW THE  
'SUNSHINE VITAMIN' IS MAKING TOP  
ATHLETES MORE COMPETITIVE

The body will make  
vitamin D if bare,  
sunscreen-free skin  
is exposed to the sun

© CONRAD SHUTTERSTOCK.COM

**C**an you think of a powerful hormone that boosts athletic performance and is not only perfectly legal but also free if you train outdoors in a good climate? The word is going round, but still a lot of athletes and sports people do not know the answer. It is vitamin D, the sunshine vitamin, available from health stores – or for free if you can train in a sunny climate exposing a lot of skin to the midday sun.

Unfortunately the British Isles are far north and cloudy, so we don't get enough sun. Most of us, including many athletes, are short of vitamin D – even in the summer. In 2012 we had an exceptionally bad summer, meaning vitamin D levels among the population are unusually low. Athletes who train inside or use lots of sunscreen are particularly likely to have low blood levels of vitamin D: sunscreen blocks UVB rays from the sun, and it is these that make vitamin D in the skin.

## BODY CONTROLS

Vitamin D itself is a pre-hormone which is processed in the liver and kidney, and also in most organs and tissues of the

body, into a potent hormone called 1,25 hydroxy vitamin D. Feedback mechanisms that control the processing of vitamin D ensure that the body does not get too much of this active product – but in fact, as noted above, most of us in the UK and other northern countries get too little vitamin D. This is because of our long winters, when the sun is not strong enough to make vitamin in the skin; because our cloudy summer weather blocks out sunshine; and because cancer scares have instilled in us a fear of the sun.

Diet is not the answer, because the best balanced diet will not give you more than about 10 per cent of the optimal level of vitamin D.

## APPLIANCE OF SCIENCE

The East Germans and the Russians have known about the benefits of vitamin D for athletes since the 1930s, when knowledge of vitamin D and the benefits of sun in producing the vitamin was first discovered by science. Now, very late in the day, athletes in Europe, the US and other advanced industrial nations are beginning to learn about its benefits. Top athletes and football

players have started taking vitamin D in the last two or three years, and based on the findings of scientific studies (more on that shortly), it's possible that this will have made an important but unheralded contribution to the UK's success in the Olympics – more important for the Brits than for other nationalities because of our climate.

Critical observations and experiments by Graham Close and colleagues at the Research Institute for Sport and Exercise Sciences at Liverpool John Moores University in the UK show that vitamin D is important for muscle strength. They tested the vitamin D levels of 61 athletes from the worlds of rugby, soccer and horse racing. All the athletes were in full-time training or competing six days a week. Two-thirds of the athletes had inadequate blood levels of vitamin D in the winter months and only one athlete, a rugby player, had an optimal level. Two soccer players and two flat jockeys were severely deficient.

The John Moores scientists went on to test the athletic ability of one group of football players who took a daily dose of 5,000 IUs of vitamin D compared with another group of players who took a dummy tablet. After only eight weeks, the group taking vitamin D performed better in both a vertical jump test and a 10-metre sprint. This is a startling result for a trial that continued for a relatively short time and involved only 10 players. It has been written up in a recent article

"the vitamin D levels of 61 athletes from the worlds of rugby, soccer and horse racing were tested. two-thirds of them had inadequate blood levels of vitamin d in the winter months"



Athletes taking 5,000 IUs of vitamin D a day performed significantly better than those taking a dummy tablet



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in the Journal of Sport Sciences.

The John Moores result is news for us here in the UK, but it should not be. In 1938, Russian scientists reported that UV radiation treatment improved the speed of students by 7.4 per cent in the 100m dash compared with matched controls. And in 1944, German researchers found that medical students irradiated twice a week for six weeks improved their performance on a bicycle ergometer by 13 per cent compared with controls who showed no improvement. These are just two details from a masterly article by Jon Cannell and others reviewing this early pioneering work (Medicine and Science in Sports and Exercise 2009).

### RISK VS REWARD

But the benefits of vitamin D go way beyond muscular performance. Another important benefit for sports people is resistance to infection during the winter season, when vitamin D levels plummet in those who do not take a supplement. Training is stressful and may make an athlete more subject to infection, while vitamin D has been shown to protect against infections such as flu, TB and others. The sunshine vitamin stimulates immunity and induces the formation of

active molecules which defend against infection. Other known benefits include a reduction in the risk of certain diseases such as diabetes, arthritis and certain cancers. Sports people should aim to get their blood level of the vitamin up to at least 100 nmols (nanomoles) per litre.

Unfortunately, advice from Cancer Research UK and the government has made many people afraid of the sun, to the point that they avoid it altogether by staying indoors or using sunscreen. The same reasoning led to the removal of sunbeds from many sports facilities. In fact, the risk of diseases caused by insufficient vitamin D has been found to be some 10 times greater than the risk of melanoma, the acute form of skin cancer.

Of course, people do not want to burn – but so long as you do not burn, there is no serious risk of skin cancer.

My advice would therefore be that sunscreen should not generally be used without allowing some previous exposure to the sun, so that vitamin D can be made. If you are not used to the sun, a few minutes may be all you can tolerate to begin with, but gradually increase the time you spend in the sun. Use sunscreen only when there is a risk of burning and you cannot wear more clothing or a hat,

or cannot move into the shade. The sun is free, so enjoy it. If you get at least half an hour of full sun on bare shoulders, arms and legs three or four times a week in the middle of the day in summer, you need not take any vitamin D until the days shorten in October. ●

### ABOUT THE AUTHOR

Oliver Gillie is a scientist and writer. He is former medical correspondent of The Sunday Times and former health editor of The Independent. He has won 17 awards for his scientific and medical writing in national newspapers. Most recently, he was elected health champion of the year by the Medical Journalists' Association, for his campaign to inform the public and professionals about vitamin D insufficiency disease.

He has also set up The Vitamin D Company, supplying vitamin D products – easy to take and suitable for all user groups – that offer the dose used in the John Moores trial. Web [www.vitDco.com](http://www.vitDco.com) Tel +44 (0)7761 379 939

# FIGHTING FAT

Scientists have discovered a new type of 'beige fat' cell that burns energy rather than storing excess calories

**W**ith many people playing sport and exercising to control their weight, a recent study concerning body fat has grabbed people's attention. We all know too much fat is a bad thing. Yet studies into different types of fat – which burn energy rather than store it – suggest that there might be new ways to tackle obesity.

White 'bad' fat, is the type that stores calories, and excess amounts of it cause people to put on weight. It's found in abundance in obese people.

Brown fat generates heat and burns calories and has been linked to helping control weight. Brown fat dwindles with age – it was believed to only be present in children until researchers in 2009 found that it's also active in up to 7.5 per cent of adults.

But now a newer study\* in the journal *Cell* has reported the discovery of beige fat – a type of fat present in "most or all human beings" which has the ability to both store and burn calories.

## BEIGE – THE NEW BROWN

The existence of beige fat cells was first suggested in 2008 by Dr Bruce Spiegelman, a cell biologist at Harvard Medical School. But it wasn't until this recent study, conducted by Dr Spiegelman and scientists at Harvard's Dana-Farber Cancer Institute, that it's been possible to isolate the cells and determine their genetic profile.

Beige fat cells, the scientists say, can be found in humans in small deposits around the collarbone and spine. In this study, they cloned beige fat cells in mice to look at them more closely.

The scientists discovered that beige fat is similar to brown fat in some ways. Both contain iron, which gives them their distinct colour, and both have an abundance of mitochondria – a part of



A hormone produced by exercising muscles may stimulate cells to burn calories

the cell which can produce heat and burn calories.

But there were also some significant differences. Brown fat cells give off high levels of UCP1 a protein that mitochondria need to produce heat and burn calories. In comparison, beige fat cells usually express low levels of UCP1. However, beige fat can be stimulated to produce a lot of UCP1 when exposed to irisin, a hormone released by muscles during exercise or when muscles shiver due to exposure to cold temperatures.

It was also found that the cells differ from each other genetically. Brown fat cells originate from muscle stem cells. In contrast, beige fat cells emerge from white fat cells – making it possible for them to store fat when levels of UCP1 are low, but burn it when muscles release irisin through exercise.

## FIGHTING OBESITY

The study reports: "The therapeutic potential of both kinds of brown [brown

and beige] fat cells is clear, as genetic manipulations in mice that create more brown or beige fat have strong anti-obesity and anti-diabetic actions."

It is hoped that these discoveries may lead to new treatments in obesity. Indeed, Spiegelman has already set up a biotech company, Ember Therapeutics, in an attempt to develop irisin in a drug form to stimulate brown and beige fat cells to increase weight loss.

However, this is still a very new field. While more brown and beige fat cells are found in fit compared to sedentary people, for example, more research is needed to prove the two are directly linked. It's believed that the effects of irisin may only be temporary but scientists don't know this for sure yet.

\*Spiegelman, Bruce M et al. Beige Adipocytes Are a Distinct Type of Thermogenic Fat Cell in Mouse and Human. *Cell*, Volume 150, Issue 2, p366-376. July 2012



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## WOULD YOU CREDIT IT?

SAPCA has always included financial strength as one of the most important criteria for membership and routinely checks all companies as part of its application procedure, but over recent years the association has strengthened its requirements.

In order to ensure that the assessment of any company's financial stability is robust and impartial, SAPCA works closely with credit reference specialist Experian, and bases its membership requirements on the Commercial Delphi Scoring System used by Experian within its Risk Reports. The scoring system has been developed by Experian to assess all UK companies, by analysing a multitude of factors and financial data, weighted according to different business sectors. Each individual company's Commercial Delphi score (between 0 and 100) represents Experian's

forecast of the likelihood that the business will fail within the next twelve months.

SAPCA demands that all contractor and

**THE SCORING SYSTEM HAS BEEN DEVELOPED BY EXPERIAN TO ASSESS ALL UK COMPANIES, BY ANALYSING A MULTITUDE OF FACTORS AND FINANCIAL DATA**

manufacturer applicants must have a minimum Commercial Delphi score of 40 out of 100, which effectively means that, as a starting point,

applicants must be in the top 70 per cent of UK businesses for financial stability. But as well as applying this requirement as a prerequisite for admission, SAPCA also monitors the financial stability of its members on an annual basis and insists that all contractors and manufacturers must comply with its current requirements for financial stability in order to renew their SAPCA membership at the start of each new membership year in January.

This year the system has been strengthened further: member companies will have their membership suspended should their score ever drop into Experian's "high risk" category. There are, of course, never any cast-iron guarantees about the future financial performance of any company, large or small, as has been seen during the recent economic recession and a company's financial situation can sometimes change quickly. When developing sports and play facility projects, and assessing the relative merits of any prospective companies they may wish to employ, clients should always satisfy themselves that any firm under consideration can demonstrate adequate financial strength. SAPCA's Quality Assurance system can certainly be used as a valuable starting point, knowing that contractors and suppliers included within the SAPCA membership database have met the standards set by the Association.

## FINDING FUNDING

A new list of 89 organisations offering potential funding for sports and play facilities is now available on the SAPCA website.

Created by Liz Behnke of Syzygy Leisure, the list is probably the most comprehensive resource currently available on funding

sources. Each entry includes details on what the fund will cover, the criteria for eligibility and how to go about applying.

To visit the list, go to the SAPCA website at [www.sapca.org.uk](http://www.sapca.org.uk) and click onto Funding.



## £493m investment for sport

Sport England has announced that it is putting £493 million into 46 sports between 2013 and 2017. Speaking at the SAPCA Annual Conference, Chris Perks from Sport England announced that the money will be distributed through 46 national governing bodies – from angling to wrestling – that have at least 75,000 people taking part in England every week.

The conference, attended by over 90 SAPCA members, included an inspiring keynote speech by Baroness Sue Campbell, chair of UK Sport. Baroness Campbell talked about winning strategies and how UK Sport is now the best in the world at attracting world-class sporting events.

In addition to Sport England and UK Sport, conference delegates heard about the future strategies of Sport Scotland, Sport Wales, the LTA, Badminton England and UK Athletics.

A benefit of SAPCA membership is access to informative and exclusive presentations made by leading UK sports organisations such as those at SAPCA's annual conference.

For details about joining SAPCA visit [www.sapca.org.uk](http://www.sapca.org.uk), call 024 7641 6316 or email [info@sapca.org.uk](mailto:info@sapca.org.uk)



Baroness Sue Campbell – “Sport is in the DNA of the British public.”

## Sports facility shows announced

SAPCA has announced the dates for the first two of its 2013 Sports Facility Shows. The first event, to be presented jointly with sportscotland, will be held at Ravenscraig Regional Sports Centre, near Motherwell, on 30 April. The second event will be on 27 June at the Ricoh Arena in Coventry.

Aimed at those involved in designing, specifying, buying, building or maintaining sports facilities in schools, community sports facilities and sports clubs, the shows offer new ideas, fresh approaches and action plans on how to develop sports facility projects successfully – whatever your expertise. Seminar subjects will include sportscotland with an update on its strategy and what funding is available for sports facility development. Presentations will also be made by Glasgow 2014, the 20th Commonwealth Games body and representatives from the 2014 Ryder Cup, in addition to contributions from national governing bodies including the Scottish Football Association and Scottish Rugby Union.



Visitors will learn how to avoid the hurdles of sports facility development

Chris Trickey, Chief Executive of SAPCA, elaborates: “These events are a perfect way for anyone involved with building or running public or private funded sports facilities to get information and insight into the latest news, views and industry developments.”

More details about The Sports Facility Shows are available at [www.sapca.org.uk](http://www.sapca.org.uk) or by calling 024 7641 6316

## Looking for a new supplier?

If you need a new sports or play supplier, then the SAPCA website is worth a visit.

It includes a section where visitors can search by company name, product name or product type and then goes on to list suitable suppliers from its 240 members. Visit [www.sapca.org.uk](http://www.sapca.org.uk) for more information.

In 2012, SAPCA welcomed 15 new members, taking its total membership to a record level. Those new members are:

**ABG Limited** – environmental protection systems

**Cardinal Sports Ltd** – sports equipment

**Central Flooring Services Ltd** – indoor sports floors

**Citadel Security Products Ltd** – security gates, fencing and access systems

**Covair Structures Ltd** – air dome manufacturer

**Domo Sports Grass** – artificial grass surfacing

**Ecosse Sports Ltd** – sports surfacing contractor

**Gewiss UK Ltd** – lighting systems for sports facilities

**Greenfields (Allsports) UK Ltd** – synthetic sports turf systems

**Horticon Ltd** – constructor of sport and recreation facilities

**Plexipave (UK) Ltd** – acrylic sports surfacing systems

**Roberts Limbrick Ltd** – architectural services to the sport and leisure industry

**SISIS** – turf maintenance equipment for synthetic and natural surfaces

**wctd limited** – funding consultancy and facility development advice

**Zotefoams Plc** – foams for sports and leisure applications

The Sports and Play Construction Association (SAPCA) represents specialist constructors, manufacturers and suppliers of sports and play surfaces (and related products) and plays an important role in the promotion of high standards for sports and play facilities.

For further details about SAPCA, visit [www.sapca.org.uk](http://www.sapca.org.uk), call 024 7641 6316 or email [info@sapca.org.uk](mailto:info@sapca.org.uk)





With the Olympics' success still fresh in the minds of kids, the enthusiasm for school sports couldn't be greater. We look at how schools can develop their sports facilities to help the next generation of Olympians

**S**chool sports have been thrust into the spotlight as a result of the success of London 2012 and an announcement by Prime Minister David Cameron that competitive team sports within schools will be made compulsory for all primary school children.

These plans are to be included in a revised national curriculum, to be published in the Autumn, that will make it compulsory to take part in what Downing Street called "recognised and recognisable sports" such as football, hockey and netball. It will also prescribe "team outdoor and adventurous activity".

The Olympics success is still fresh in the minds of schoolchildren and the enthusiasm for sports in general couldn't be greater. Government statistics claim that 1.3 million more people are playing sport every week in England than when we won the bid in 2005. That is why it has put into place a ten-point plan to ensure that London 2012's lasting legacy will be a commitment to 'Inspire a Generation'.

#### The ten-point legacy plan includes:

- Investing £300m into world-class sports facilities that will support community and elite sport for future generations.
- A recognition that more needs to be done to

ensure that all children have the chance to enjoy sport in school, to compete against peers and to celebrate sporting excellence.

- Reintroduction of the school games programme, which is a four level – intra-school, inter-school, county festivals and national finals – competition for school children.
- Investment of £50m in more than 700 community sports projects with a focus on making it easier for local community and volunteer groups to improve and refurbish sports clubs or transform no-sporting venues into modern grass roots sport facilities.

#### FINDING FUNDING

The issue for many schools is that whilst competitive team sports are to be actively encouraged there are yet no details on how this will be supported or funded by the Government and there are no plans in place for secondary schools.

So, with budgets so tight, how can a school provide sport facilities for the next generation of Olympians? Firstly, they can look at new, shared facilities with the community as seen at Winchcombe School in Cheltenham. Here the school worked with community groups to get joint funding for a synthetic turf pitch that is used by the school, the local community and local sports clubs. The Government's Places People Play programme has specifically earmarked funds for such shared facilities.

Karen Woolland of wctd, an expert on sports project funding says: "In order to make your project a reality it is advisable to move

away from the thinking of a traditional project of synthetic pitch and changing rooms for one main user group, the key is to work in partnership and link with as many community partners as viable. This partnership approach will help reduce running costs for core services, increase sustainability and profitability and will allow each partner to identify an achievable funding target to bring to the project."

#### MAKE DO AND MEND

An alternative option is upgrade the facilities already in place – resurface or rejuvenate sports surfaces, add new fencing, replace the lighting or upgrade sports equipment such as goals and nets. Darren Wood of indoor flooring specialist Gerflor is shocked at the quality of school sports facilities: "With the majority of education stock pre-dating the 1980s, many facilities are looking tired and dated. Many sports halls have old traditional type floors in situ; hard surfaces that are uncomfortable to run on and painful to fall or dive on, especially for children.

"It is universally accepted that playing sport on hard, solid floors can lead to a higher risk of injury for players. These injuries usually manifest themselves as foot, knee, hip and back problems. It is also acknowledged that if a player sustains a major injury early on in their sporting life, then more set backs will quickly follow."

For those wanting to get more information on developing school sports facilities, visit the Technical Guidance section of the SAPCA website. It includes information sheets and copies of recent presentations including: Funding Sources for Sports Facilities; Cost-Effective Upgrading of Sports Facilities; Performance Specifications for Sports Surfaces; Understanding Indoor Surfaces; and Safety Standards for Sports Equipment. ●



**With budgets tight, how can schools provide improved sports facilities?**



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The Inspired fund will also fund revamps of existing sites



The type of activities need to be considered at design phase

## Key considerations in facility design

Sport England's Inspired Facilities is part of its programme to deliver the mass participation legacy from the London 2012 Olympic and Paralympics Games, to bring the inspiration and magic of a home Games into the heart of local communities.

**T**he Inspired Facilities fund from Sport England will provide £50m towards refurbishing and upgrading local recreation and sports facilities, as well as converting existing buildings into venues suitable for sport

The aim is also that these facilities will be accessible to the entire community, so the needs of special user groups must be taken into account.

In addition, community groups, such as playing field users and local sports clubs, are being actively encouraged to take over the ownership of land and sports buildings from government organisations, with the aim of giving the clubs financial stability and independence.

*SAPCA Game On* talks to Peter Newth, a director of Roberts Limbrick architects, about what needs to be taken into consideration when designing a new or refurbished sports facility, clubhouse or pavilion.

### Where do you start when designing a facility?

We have five key factors that help determine how we start the design. These are:

- serve; what sports or activities will it be servicing when complete?
- form; does the building need to be independent and self contained or is it part of a bigger complex?
- appearance; is the requirement a modern, traditional or functional space?
- function; does it need to house toilets and changing facilities, is it next door to outdoor facilities, does it need equipment storage and so on?
- the size of the facility

### What else has to be considered?

A whole myriad of guidance and legislation has to be taken into account. This ranges from

legal requirements such as Fire and Licensing Regulations to accessibility considerations through to the requirements of the national sports governing bodies and organisations like Sport England. The latter is particularly relevant if funding is going to come from the Inspired Facilities fund.

### How important is a full brief from the sports club?

The more information we have, the better matched the final design will be. Clubs need to think about how they will manage the project, what core skills may be needed to do this and whether they have them available: we'd always recommend they appoint a project manager to work alongside the architect.

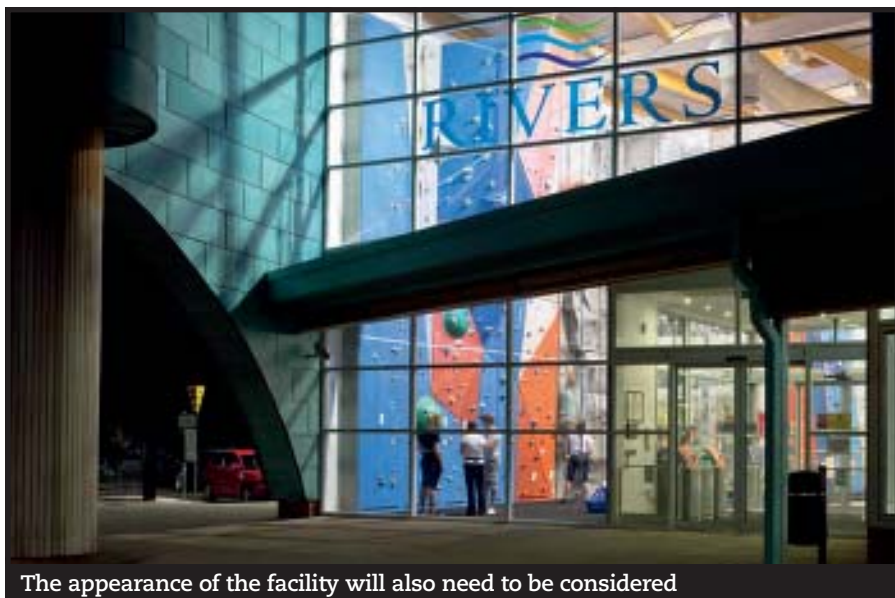
We can then review and discuss all the key issues relating to the clubhouse design. These issues can range from how much shared use there may be with the local community to cultural diversity, from child protection and vandalism issues to sustainability and services (water, electricity, ventilation and telecoms) requirements.

### Do sports clubs always have to go out to consultation?

The short answer is yes. And not just with the local planning department. We'd encourage sports clubs to consult with their users, funders, national sports governing bodies, the local community, local schools and government agencies such as the Environment Agency and highways authorities.

### Where can we find out more?

My full presentation on this subject is available on the SAPCA website under the Lee Valley presentations within the Technical Guidance section at [www.sapca.org.uk](http://www.sapca.org.uk), or you can visit [www.robertslimbrick.com](http://www.robertslimbrick.com)



The appearance of the facility will also need to be considered



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**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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### Hexa tennis posts to be supplied into Far East

Birmingham-based Hexa tennis posts have been chosen by Southern Cross Sports, supplier of sports goods Australia and the Far East, which is based in Sydney. The posts are steel with cast aluminium caps and stainless steel net lacing bars. They are thermoplastic, coated in black for extreme durability under harsh conditions, and fitted with an all-brass winder and company logo.



**sport-kit.net** KEYWORD

**hexa**



### Limagrain UK adds new grass varieties

Limagrain UK has added three new grass varieties to its catalogue of sports and amenity grass seed mixtures in the MM range. Varieties Cyrena, Nikky and Heidrun have been added into selected mixtures, including the winter sports mixture MM60, which now includes the ryegrass Cyrena cultivar. Mixtures for golf greens now include the Nikky grass variety. Fairways, lawns and landscapes mixtures now include the Heidrun grass.

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### Liverpool Football Club uses TRX for training

Liverpool Football Club will be using TRX training machines in 2013. The company behind the TRX Suspension Trainer and Rip Trainer will continue to provide fitness training to the Barclays Premier League team for the next year. The Liverpool Football Club squad and staff will also be training with TRX fitness experts, establishing specific training programmes for its First Team and Academy players. The team have used the TRX Suspension trainer during pre-season camps in Asia and the US in previous seasons.



**sport-kit.net** KEYWORDS

**trx**

### Clayhill Park's cricket pavilion by AV Danzer

AV Danzer is building a 10-module cricket pavilion at Clayhill Park in north east London. The portable buildings manufacturer demolished the old pavilion building in mid-January and undertook all ground works and the construction of a raft foundation while replacement modular LinkPak buildings were being manufactured. The new facility will provide 2,195 sq ft of space and will include changing rooms, showers and toilets as well as a new club house, storage space and a



referees' facility, ready for the start of the cricket season in May. In winter the pavilion building will be used by other sports teams.

**sport-kit.net** KEYWORDS

**av danzer**





[sport-kit.net](http://www.sport-kit.net) KEYWORD

**dura-sport**

## Dura-Sport's DSi-pro awarded ECB approval

Synthetic surface specialist Dura-Sport has developed a new non-turf cricket pitch, the DSi-pro cricket system, which has been approved by the England and Wales Cricket Board (ECB). The i-weave pitch surface has been developed with the aim of providing a strong and durable cricket surface and is, supplied with a seven-year warranty and life expectancy of more than 12 years. Dura-Sport has been manufacturing and constructing non-turf cricket facilities since 1995.



## Polytan's new LigaTurf

Polytan STI has developed the LigaTurf RS Pro CoolPlus for professional football. The new turf is designed to have a high level of wear resistance. The turf has been installed at the Torsvollur National Stadium in Torshavn in the Faroe Islands, which has been awarded the FIFA 2 Star Recommended rating. The new LigaTurf is made of yarn fibres that are designed to remain upright and straighten quickly.

[sport-kit.net](http://www.sport-kit.net) KEYWORDS

**polytan**

## Morecambe's newest 3G pitch by Thornton Sports

Thornton Sports recently constructed a 3G synthetic grass pitch at Morecambe Community High School. The pitch is surfaced with Thornton Sports' in-house UK manufactured third generation SoccerTurf 60M surface, which is designed for football and touch rugby. Floodlighting has also been installed to extend the usage options for the school. The site has since hosted County Cup games as well as in-house tournaments and there are plans to host the local primary school tournament in future.



[sport-kit.net](http://www.sport-kit.net) KEYWORDS

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## Evac+Chair donates life-saving device

A UK golf course will have its finger firmly on the pulse when it comes to the health of its golfers thanks to a heart-lifting donation. Birmingham-based Evac+Chair International donated a CardiAid Automated External Defibrillator (AED) to



Mytime Golf's Hatchford Brook Golf Course in Birmingham. The defibrillator is a 'talking' public access device to provide life-saving electroshock treatment for people who suffer a heart attack or cardiac arrest. Established in

1969, Hatchford Brook Golf Course is managed by Mytime Golf on behalf of Birmingham City Council.

[sport-kit.net](http://www.sport-kit.net) KEYWORD

**evac+chair**



## Skiplex opens a training centre in Woodley, UK

Skiplex indoor ski training has opened a second UK site offering ski lessons. The Woodley site slope operates like a running machine, using a squash court sized treadmill on which a carpet-like material is fixed, allowing up to three people to ski or snowboard at any one time, and six per hour. The moving track is operated by remote control, and can reach up to 25mph and can be steeply elevated for advanced skiers.

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# DIARY DATES

## 30 APRIL 2013

### The Sports Facility Show

Ravenscraig Regional Sports Facility  
Motherwell, Lanarkshire

SAPCA invites you to attend The Sports Facility Show, a special one-day event that comprises a series of informative and educational seminars together with an exhibition featuring specialist in the design, construction and maintenance of sports facilities.

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[www.sapca.org.uk](http://www.sapca.org.uk)

## 16 MAY 2013

### Disability Sport or Sport for Disabled People

English Institute for Sport  
Sheffield, South Yorkshire

A one-day conference focusing on how to increase disabled people's participation in sport and active recreation.

Tel: +44 (0)1423 326 660

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

## 21-23 MAY 2013

### Stadia and Arena

The Ulker Arena, Istanbul, Turkey

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## 28 MAY - 01 JUNE 2013

### Sports Service Trade Conference of the 2nd China International Fair for Trade in Service (CIFTIS- Sports)

China National Convention Centre  
Chaoyang District, Beijing, China

Hosted by the Ministry of Commerce of the PRC and the Beijing Municipal People's Government, CIFTIS provides a transaction platform for international trade in services.

The sports sector is one of the most prominent displays during CIFTIS, and has had success in drawing the attention of both the media and keen investors.

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## 02-05 JUNE 2013

### World Stadium Congress 2013

Qatar

Following the phenomenal success of the 2012 edition of the World Stadium Congress, this pivotal event returns from 2-5 June 2013 as World Stadium Congress 2013 – hosted in Qatar.

This pivotal event is the 5th annual conference in the stadium design and development series.

With massive preparation needed to deliver major global sporting events, host cities must develop world-class stadia that comply with specific regulations and requirements. With this in mind, there could not be a more critical time to bring together industry experts to assist in the design and development of world-class stadia.

Tel: +971 4 360 2801

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

## 12-13 JUNE 2013

### National Synthetic Surfaces Conference and Expo 2013

Rosehill Gardens Racecourse,  
Sydney, Australia

The NSSCE is a one stop shop conference and expo for everything regarding synthetic surfaces.

More than 250 delegates from Australia, New Zealand and the Pacific Rim region are expected in Sydney to network, learn, see, touch and experience the latest in the synthetic surfaces industry. With International speakers and support from the world's governing bodies of sport, the event provides a forum for delegates and industry throughout Australasia to gain information, technical knowledge and management skills in how to manage and deliver play, recreational and sporting experiences on synthetic surfaces.

Tel: +61 1300 789 845

[www.nssce.com.au](http://www.nssce.com.au)

## 26-29 JUNE 2013

### 18th Annual Congress of the European College of Sport Science

National Institute of Physical Education of Catalonia, Barcelona, Spain

The event will provide global views and stress the big picture of Sport Science so as to help develop the specialized areas.

Tel: +49 221 4982 7640

[www.ecss-congress.eu/2013](http://www.ecss-congress.eu/2013)

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- Ryder Cup 2014: The Legacy for Golf
- sportscotland's Strategic Priorities
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- Football Club Workshop (with the Scottish FA)
- Rugby Club Workshop (with the Scottish Rugby Union)
- Golf Club Workshop (with the Scottish Golf Union)
- The Benefits of School and Club Links: Case Study
- The Upgrading & Maintenance of Natural Sports Turf
- Synthetic Sports Turf: Open Forum
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