

# SPORTS

## MANAGEMENT

sportsmanagement.co.uk

September/October 2017

Vol 21 Issue 5 No 133

@sportsmag

### Wim Jonk

#### Continuing the legacy of football legend Johan Cruyff

“Johan’s focus  
was to create  
attractive football  
that people want  
to see”  
p30

### Leon Lloyd

on helping  
professional  
athletes find  
success after  
sport p40

COVER STAR:  
Alistair Brownlee’s Rio  
2016 success has boosted  
triathlon’s popularity p66

### Sported’s Matt Shaw

on the importance  
of a tool that helps  
organisations  
demonstrate their  
social value p58







# SALTEx

SPORTS AMENITIES LANDSCAPING TRADE EXHIBITION

**your industry, your show**

1 and 2 November 2017  
NEC Birmingham

## Europe's largest annual event

**Discover** the latest product innovations  
**Connect** with industry suppliers and partners  
**Network** with national and international peers  
**Get expert advice** on your specific turf challenges  
**Stay up to date** with the latest groundscare trends  
**Listen and learn** from industry thought leaders  
**Further your career** with free advice and guidance  
**Celebrate** achievements at the IOG Industry Awards

**FREE** admission. To register visit [www.iogsaltex.com](http://www.iogsaltex.com)

 @IOG\_SALTEx

 IoG Saltex

**IOG**  
INSTITUTE OF GROUNDSMANSHIP





## Saving lives

Every year, sports people young and old die from cardiac arrest, either through Sudden Cardiac Death or heart attack. More can – and must – be done to prevent these tragedies

**F**ew things are more shocking than sudden cardiac death (SCD) in sport. It's counter-intuitive that fit, healthy people should suddenly suffer cardiac arrest and when it happens, it's traumatising for everyone.

An academic review in 2014 found that the incidence of Sudden Cardiac Death in athletes ranged from 1 in 40,000 to 1 in 80,000 athletes per year, meaning this is a significant issue for all involved with sports facility provision, coaching and policy.

As the number of people taking part in sport and activity increases, so the number of SCDs will increase in proportion, meaning all providers of sport and physical activity need to be aware, trained and equipped to deal with the challenge, should it arise.

In this issue, we examine what can be done to prevent these kinds of tragedies in our Ask an Expert panel on page 34. There's already a wealth of knowledge available out there and campaigns are running to equip sports clubs and facilities with defibrillators and other medical equipment and to ensure people are confident to use them.

But more can be done. We'd like to see mandatory defibrillators in all facilities where activity takes place, be it a sports centre, sports club or school hall, or a trampoline park or gym. Only then will we be giving all those who suffer SCD a fighting chance of survival.

In addition to providing defibrillators for sport, a further opportunity exists to save lives by widening the net and offering cardiac health screening services



You only have to visit a typical sports club on a weekend morning to observe people standing on the sidelines who are prime candidates for a heart attack

in sports clubs and facilities to other people involved with sport – parents and siblings of competitors, spectators, coaches, veterans and volunteers.

Some of them will be susceptible to SCD or other cardiac events without being aware and sports facilities are the ideal place to offer these kinds of screening services on a community outreach basis.

You only have to visit a typical sports club on a weekend morning to observe people standing on the sidelines who are prime candidates for a heart attack, but who would never think to "bother" the doctor to get a check-up. Offering them the chance to get screened would catch serious health problems before they became critical and would definitely save lives.

Sport-related facilities are the perfect place to locate these types of screening services and it would be a very worthy, effective and synergistic addition to our work to improve the health and wellbeing of the nation and to prevent needless tragedies.

LIZ TERRY, EDITOR, SPORTS MANAGEMENT

### Choose how you read Sports Management magazine



PRINT

[leisuresubs.net](http://leisuresubs.net)



DIGITAL

[sportsmanagement.co.uk/digital](http://sportsmanagement.co.uk/digital)



PDF



ONLINE

[sportsmanagement.co.uk/contents](http://sportsmanagement.co.uk/contents)



## READER SERVICES

### Subscriptions

Denise Adams  
+44 (0)1462 471930

### Circulation manager

Michael Emmerson  
+44 (0)1462 471932

## EDITORIAL TEAM

### Editor

Liz Terry  
+44 (0)1462 431385

### Deputy editor

Steph Eaves  
+44 (0)1462 471934

### News editor

Matthew Campelli  
+44 (0)1462 471912

### Contributing editor

Tom Walker  
+44 (0)1462 471934

## ADVERTISING TEAM

### Publishers

John Challinor  
+44 (0)1202 742968

Paul Thorman (recruitment)

+44 (0)1462 471904

### Advertising sales

Jan Williams  
+44 (0)1462 471909

## WEB TEAM

### Tim Nash

+44 (0)1462 471917

### Michael Paramore

+44 (0)1462 471926

### Emma Harris

+44 (0)1462 471921

### Dean Fox

+44 (0)1462 471900

## Sport-kit.net

Lauren Heath-Jones  
+44 (0)1462 471927

## DESIGN

### Sharon Hale

+44 (0)1462 471924

## RESEARCH

### Joe Neary

+44 (0)1462 431385

## FINANCE

### Denise Adams

+44 (0)1462 471930

### Rebekah Scott

+44 (0)1462 471930

## Leisure Media

Portmill House, Hitchin,

Herts, SG5 1DJ, UK  
+44 (0)1462 431385  
leisuremedia.com  
firstlast@leisuremedia.com



© JOHN WALKER/PA WIRE IMAGES

**News and analysis:**  
Broadcasting deal  
for women's cricket,  
Paris to host 2024  
Olympic Games

p14

**People profiles:**  
Paul Blanchard  
on Birmingham's  
Commonwealth  
Games proposal

p8



**India's sporting  
franchise frenzy:**  
The success of IPL  
cricket has led other  
sports to follow suit

p46

**Social value of sport:**  
How to obtain  
proof that your  
organisation is  
making a difference

p58







**Wim Jonk:**  
Teaching football  
according to  
the principles of  
Johan Cruyff

p30

**Life after sport:**  
The organisations  
easing the transition  
for elite athletes  
when they retire

p40



**Sports conditioning:**  
A look at the  
conditioning  
regimes used by  
top rowing clubs

p53



**Triathlon:**  
Since the success  
of the Brownlee  
brothers, triathlon is  
rising in popularity

p66

## 08 PEOPLE

Matt Dwyer, Tim Mills and  
Paul Blanchard

## 14 NEWS & ANALYSIS

### 26 SAPCA NEWS

County Playing Fields  
Association to relaunch

### 29 THOUGHT LEADERS

We must do more to tackle  
inequality, says Andy Reed

### 30 WIM JONK

On developing Cruyff Football  
to keep the legend alive

### 34 TALKING POINT

How can we prevent sudden  
cardiac death in sport?

### 40 LIFE AFTER SPORT

Leon Lloyd from Switch the  
Play on easing the transition

### 46 INDIA'S FRANCHISES

Football, tennis and hockey  
follow cricket's success

### 53 ROWING

Top rowing clubs discuss their  
training programmes

### 58 SOCIAL VALUE

The tools being used to show  
social return on investment

### 62 HYBRID PITCHES

How hybrid pitches have  
changed professional sport

### 66 TRIATHLON

Boosting the sport's appeal

### 72 GOALBALL

Visually impaired competition

### 74 PRODUCT INNOVATION

Innovation and new launches

### 76 DIRECTORY

### 81 JOBS

Find your next challenge

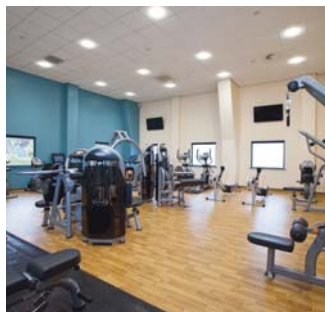




# Collinson

## Raising the Bar

with creative sport spaces



- Choose from a range of structures
- Full Design and Build service
- Multi use or Sport specific
- Cost efficient, sustainable space
- Options on ventilation, heating and insulation
- Create a sports space complete with ancillary accommodation

**collinson.co.uk**  
**T: 01995 606 451**



# HAVE YOUR SAY

Have you got a view on the state of the sports sector? A topic you want to discuss? An opinion on an article featured in *Sports Management*? Write to us at: [sm@leisuremedia.com](mailto:sm@leisuremedia.com)



## Obsession with medals has become unhealthy

UK Sport tells the industry that we need more Olympic and Paralympic medals because this inspires the nation to take part in sport and exercise. The data on this is far from conclusive. The 2016 Sport England *Active Lives Survey* shows that rates of weekly sports participation in England have fallen since 2012. This is particularly true for ethnic minorities, disadvantaged socioeconomic groups and people with disabilities.

The question of how to inspire individuals to regularly take part in physical activity is too complex an issue to be solved simply by achieving 67 medals (GB's Olympic medal tally 2016) rather than 65 (2012). Different people are inspired by different things. While medals may inspire some, others will instead be inspired by human stories of struggle and triumph.

### Inspiring stories

Stuart Robinson was on patrol in Afghanistan when his vehicle hit a landmine and he was blown into the air, losing his legs and suffering other life-changing injuries. His journey took him from battlefield operating theatre to GB wheelchair rugby squad.

Chris Ryan, a top junior professional golfer, broke his neck in a car accident and instantly saw his golfing career disappear. A quadriplegic, he is now the captain of the GB wheelchair rugby team.

These stories are the torches that ignite our humanity, and are not constrained by wealth, race, colour, age, gender or sexual orientation, and yet UK Sport has declined to fund such sports on the basis they have less medal potential than other sports.



Stories of human struggle and triumph can be more inspiring than medals



These stories are the torches that ignite our humanity ... and yet UK Sport has declined to fund such sports

### Redefining winning

UK Sport CEO Liz Nicholl says "we know what it costs to win" – but cost is about more than just money and winning is about more than just medals. There is a human cost to disabled athletes who receive, on average, £400 per month in benefits to live, who find it near impossible to get a job and who, without support, struggle with day-to-day living, let alone with trying to be an elite athlete. For

these people, simply being able to compete is a win, and this in itself is inspiring.

It's natural that as a nation we should want to be successful. But the obsession with medal tally has, at best, become unhealthy and, at worst, ugly. In a time when we should be increasingly wary of widening the socio-economic divide, many of the sports that received the most funding for Tokyo – such as sailing (£26m), equestrian (£15.3m) and rowing (£32.1m) – are not sports that are accessible to the average British citizen.

We need to take a hard look at our priorities as a nation, and decide whether it's the overall medal tally that inspires people, or the stories and personal triumphs that are showcased across a wide variety of sports. ●

*David Pond is the chief executive of Great Britain Wheelchair Rugby*  
[www.gbwr.org.uk](http://www.gbwr.org.uk)





All Stars Cricket is going to be around for a long period to come and it's only going to get better as we continue to learn from it

## **MATT DWYER • DIRECTOR OF PARTICIPATION AND GROWTH, ENGLAND AND WALES CRICKET BOARD**

**T**imes are changing in the world of cricket, with excitement on the horizon for the English game in particular. England has just won the Women's Cricket World Cup on home soil, while the men's tournament will be hosted here in 2019 just ahead of the Ashes series.

On the domestic front, the governance of the England and Wales Cricket Board (ECB) is being self-scrutinised to ensure the population is better represented at board level. Attendances for Twenty20 matches are growing and live cricket will return to the BBC for the first time in 20 years in 2020.

Matt Dwyer, the Aussie who's been put in charge of the ECB's grassroots cricket operations, is one of those driving change with his "growth mentality".

Dwyer has just marked his two-year anniversary with the national governing body by celebrating the successful rollout of the ECB's children's cricket initiative, All Stars Cricket, which aims to provide children aged 5 to 8 years old with a fun but comprehensive introduction to the sport.

### **Big impact**

Growth mentality, says Dwyer, was behind the scheme's stellar first year. After planning to partner with 300 local clubs



Matt Dwyer is driving change behind the scenes at the ECB with his 'growth mentality'

to bring cricket to children aged 5 to 8 years, the ECB managed to connect with 2,000 clubs – plus all 39 first-class counties – bringing coaching and equipment to around 40,000 children.

And Dwyer doesn't want to stop there. He says: "The fact that all 39 counties rolled out All Stars Cricket meant we had an amazing impact. They all bought into the philosophy of going big and investing in the right resources to support it.

"We're undertaking a review now and there's a lot of stuff we'll do differently, which is great because it will get bigger and better. It's going to be around for a long period to come and it's only going to get better as we continue to learn from it."

With so many distractions from technology, school and work, as well as competition from other sports and pastimes, it has never been so important to get the grassroots offer right.

Dwyer explains that the programme was built on insight from both the player point of view and the counties' perspective.

For the latter, he says that the ECB is attempting to devise "one or two" key initiatives for counties to get behind, such as All Stars Cricket, rather than "piling them up with too many priorities", which he said the body had been "guilty of" in the past.

### **Customer service**

To encourage people to join or stay within cricket, Dwyer says that skills garnered from his 15 year marketing career with companies such as Mars and Nestle helped bring a "sales culture" to cricket, placing the player – or customer – at the heart of decisions.

"This has a number of elements," he explains. "How well do we articulate cricket versus other leisure outcomes? What are





All Stars Cricket is about creating a family community based around cricket



Parents are encouraged to spend an hour playing with their children

we saying to parents about how cricket develops kids' fundamental movement skills more than any other sport? Are we demonstrating the spirit of cricket and the fact that from the ages of five to 10 years it's very much a unisex game?"

The former Cricket Australia executive adds: "The challenges here are remarkably similar to Australia, particularly for the clubs. How were kids engaging? How were

they getting more kids to their clubs? How were they attracting volunteers, who are the lifeblood of the sport?"

"Then there were a lot of question marks over the traditional format, starting a match at 10am and finishing at 8pm."

After conducting insight work, the ECB marketed All Stars Cricket to parents as a place they could "get an hour with their kids".

"We said, 'we think this will be the best hour of your week. Whether you know anything about cricket or not you can get involved, rather than just dropping the kids off and leaving,'" says Dwyer. "That message has driven a great family community environment."

### ECB buy-in

Dwyer says the clubs were "doing cartwheels" in response to this fresh engagement, and it seems that the ECB's backing has paid off. Since joining the organisation, Dwyer's team has grown from "about 60 heads to 90" to support grassroots cricket. The curriculum for



**Whether or not you know anything about cricket, you can get involved, rather than dropping the kids off and leaving**

All Stars Cricket was even developed by Andrew Strauss, the ECB director of cricket and former England Test captain. There seems to be a concerted push to get kids interested.

The ECB partnered with Kids Industries – an agency specialising in marketing to children and families – to deliver the project, but the cricket programme came straight from Strauss and his team.

As well as ramping up All Stars Cricket, Dwyer says the programme will lead to another body of work focusing on improving the participation pathway for children, and ensuring kids from lower socioeconomic backgrounds have access to 200 centres to play cricket. ▶



“

Participants were positively engaged by the project, gained the benefits of training and developed a strong link with an important local community facility

**TIM MILLS • BUSINESS DEVELOPMENT DIRECTOR, FUSION**



Tim Mills says Fusion has completed 12 projects with social enterprise Volunteer It Yourself over six months

Leisure centres are well known for providing health and wellbeing benefits through physical exercise and a community atmosphere. But now they can also help young people to improve their vocational skills and employability.

Fusion Lifestyle, through a partnership with social enterprise Volunteer It Yourself (VIY), is refurbishing its local leisure centres with help from young people aged 14 to 19 years old who are mostly not in employment, education or training (NEET) or who are at risk of becoming NEET.

These participants of the VIY programme, supported by local professional tradespeople, commit hundreds of hours to painting, decorating and tiling the leisure centres, gaining valuable work experience while working towards achieving a City & Guild Entry Level 3 Employability Skills accreditation.

### Community benefits

"We're always aiming to improve the experience for our customers and it's a bonus to be able to do that while also providing opportunities for young people to

receive mentoring, learn trade and building skills, gain qualifications and improve their future employability," says Tim Mills, business development director at Fusion.

"We were first introduced to VIY about 15 months ago. From our initial meeting with Tim Reading, VIY director, we realised that this was an ambitious organisation with a great mission. The outcomes they're striving to deliver complement Fusion's charitable objectives and enable us to provide added value in the communities that we serve."

Fusion has completed projects with VIY at 12 different sites over the last six months, and Mills says many more are in the pipeline. Around 150 young people have been involved, with 75 per cent of them successfully achieving the City & Guilds accreditation.



John Bunyan Sports Centre is being refurbished with the help of volunteers aged 14-19





The partnership, explains Mills, allows Fusion to play a meaningful role, delivering wider benefits to the communities surrounding the leisure centres.

"VIY works closely with local colleges and employment agencies to ensure that all of the young people involved in our projects are recruited from the local area around the relevant leisure facility," he says.

"This means we're able to reaffirm Fusion's role as a local employer and a local provider of training and personal development opportunities."

### Sense of belonging

According to Mills, the impact the programme has on participants is clear.

"I was able to meet a number of the young people who were involved in our



### Quite a number of the young volunteers have taken up the offer of free memberships and use of our facilities

first project in Bedford," he says. "Their ownership of and pride in the work they'd carried out was compelling. They'd been positively engaged by the project, had gained the benefits of training and qualifications and had developed a strong link and sense of belonging with an important local community facility."

Considering the fact that the participants are coming to the projects

with little or no past experience in trade skills, the work, says Mills, is of a very high quality.

"Of course, there have been instances where the scheme mentors have needed to provide additional guidance and input at the end of projects to make sure that everything is up to the required standard, but this has been the exception."

To keep the volunteers fit and healthy, as well as engaged with their local centre, Fusion is offering free memberships to all participants in the programme.

"Quite a number of the young volunteers have taken up the offer of free memberships and use of our facilities. This has enabled them to further build on their sense of belonging to their centre and, of course, to increase their participation in sport and physical activity," says Mills. ▶



“

Any major games generates interest, and this will hopefully be converted into people wanting to get involved in sports

**PAUL BLANCHARD • CHIEF EXECUTIVE,  
COMMONWEALTH GAMES ENGLAND**



Paul Blanchard is CEO of Commonwealth Games England and sat on the assessment panel

“**W**e felt that Birmingham was just a stronger bid, and that it had the best chance in the international competition,” says Paul Blanchard, CEO of Commonwealth Games England, as he explains how the city came to be chosen as the preferred candidate for the UK’s bid to host the 2022 Commonwealth Games.

It had been a close race against Liverpool, however it was Birmingham that was finally chosen by an independent assessment panel, in partnership with officials from the Department for Digital, Culture, Media and Sport.

Blanchard, who sat on the panel, says that the two cities were assessed on 20 criteria, which included venues, proposed sports programmes, infrastructure, transport, technology and athletes’ village plans.

### An event to remember

It will now be up to the Government to decide whether to submit an official bid to the Commonwealth Games Federation.

“The Government will make a decision on whether they believe it’s value for money. They’ll assess the budget that’s being put forward, plus the economic impact and many other variables,” explains Blanchard.



The last Commonwealth Games held in the UK was Glasgow 2014

Blanchard believes that Birmingham is more than ready to take on the event. “The facilities are around 95 per cent in place. The main facility is the Alexander Stadium, which would host the athletics and the opening and closing ceremonies. It would need a fair amount of overlay to increase the capacity, but that’s a relatively small piece of work.”

He continues: “The single biggest piece of work is the construction of the athletes’ village, but as well as being important for the Games, it’s a massive piece of the post-Games legacy because it would become a 1000-plus unit housing estate.”

Local sports clubs would also benefit, says Blanchard. “Any major games generates interest, and that will hopefully be converted into people seeing particular sports and then wanting to get involved, so there’s a great opportunity for clubs to recruit.

“There will also be more clubs created in the local community as a result of the upgraded Alexander Stadium and the construction of a new swimming pool. There’ll be a lot more opportunities for people to access sport. So, not only would it create demand, it would provide facilities to meet that demand as well.” ●



# WHERE CHAMPIONS BEGIN, LEARN, TRAIN, **PLAY**®

**SPORTS, LEISURE AND  
FITNESS SOLUTIONS**



**TARAFLEX**  
SPORTS



**CONNOR SPORTS**



**SPORT COURT**

## **TARAFLEX®**

Taraflex® is the most widely specified sports surface in the world. Chosen by top international athletes for its unique construction and technical performance, it has been fitted at every Olympic Games since 1976.

Taraflex® is an approved surface by many national and international governing bodies.

## **CONNOR SPORTS®**

Founded in 1872, Connor Sports® is the market leader in portable and permanent hardwood sports flooring systems. In 1914 Connor Sports® installed the first basketball court in the USA.

More than half of the teams in the NBA have purchased a Connor Sports® hardwood system and it is an approved system by many international sporting federations.

## **SPORT COURT®**

More athletic events are played on Sport Court® surfaces than on any other sports flooring in the world.

Sport Court® is a registered trade mark of Connor Sports Court® International and is used to identify the original and authentic modular sport surfaces developed and continuously improved since they were introduced in 1974.

**CONTACT US NOW FOR YOUR FREE SAMPLE & INFORMATION PACK**

☎ 01926 622600

@ contractuk@gerflor.com

🌐 [www.gerflor.co.uk](http://www.gerflor.co.uk)

🐦 @gerflorsportsuk

**Gerflor**  
theflooringgroup



## NEWS + ANALYSIS

## International federation of parkour established

Parkour UK, the newly-recognised governing body for the sport in Britain, has become a founding member of a new international federation.

Parkour Earth has been established to demonstrate "common unity and purpose" within the "international parkour community".

Eugene Minogue, chief executive of Parkour UK, has been appointed as Parkour Earth's interim chief executive to head up a transitional board.

Minogue is currently embroiled in disagreement with the International Gymnastics Federation (FIG) after the body tried to claim parkour within its remit, accusing the



Parkour Earth has been established to bring the international parkour community together

body of "encroachment and misappropriation" of parkour.

The six founding members of Parkour Earth are Parkour UK, Federation de Parkour

(France), New Zealand Parkour, Australian Parkour Association, Parkour South Africa and Polska Federacja Parkour i Freerun (Poland).

Earlier this year, parkour was officially recognised by the UK government as a sport.

Read more:

<http://lei.sr?a=L2y1p>



New CEO Gail Scott-Spicer

## Dame Kelly Holmes Trust unveils Scott-Spicer as new chief executive

Gail Scott-Spicer, former chief executive of the Carers Trust, has been appointed as the new CEO of the Dame Kelly Holmes Trust.

Scott-Spicer replaces outgoing chief executive Emma Atkins, who joined UK Coaching earlier this year.

As leader of the Carers Trust, Scott-Spicer oversaw the national organisation for unpaid carers. She has significant experience in the charities sector, holding down senior leadership roles at the



**I have witnessed from afar the growth of the Trust over the past few years**  
Gail Scott-Spicer

Scout Association and Catch 22. Also a charity, the Dame Kelly Holmes Trust trains transitioning athletes to help empower young people facing disadvantage through a number of programmes.

Michael Kelly, chair of the Trust, said Scott-Spicer

"stood out for her passion" amid an "exceptional candidate shortlist".

"Gail joins at an exciting time for the charity, as we continue our growth into new areas across the UK," he added.

Scott-Spicer said: "I have witnessed from afar the growth of the Trust over the past few years and have been particularly impressed by its commitment towards impact measurement."

Read more:

<http://lei.sr?a=q1q7F>



Atkins left the Trust in June





England won the Women's Cricket World Cup earlier this year



New vice chair Pippa Britton is a former Paralympic archer

## Paralympian unveiled as new Sport Wales vice chair

Pippa Britton, chair of Disability Sport Wales, has been appointed as vice chair of Sport Wales amid a number of new board appointments.

Former Paralympic archer Britton replaces Adele

Baumgardt, who was asked to step down in March alongside former chair Paul Thomas.

Rebecca Evans, public health minister for Wales, made the appointment.

Read more: <http://lei.sr?a=N5U7m>

## England women win cricket broadcasting deal with C5

Women's cricket will be shown on terrestrial television for the first time after the England and Wales Cricket Board (ECB) signed a landmark deal with Channel 5.

The deal lasts until 2019 and will see highlights of all England women's home games broadcast on the channel, including Tests, One Day Internationals and Twenty20 Internationals.

England's female team recently won the 2017 World Cup on home soil, resulting in a surge of interest from the public and media.

Clare Connor, ECB director of England women's cricket, said the deal was "another huge step forward for



**There is a growing audience and this platform will give us a chance to capitalise**

Clare Connor, ECB

international women's cricket". She continued: "The ticket sales and viewing figures from the World Cup showed that there is a growing audience for our game and this platform will give us the chance to further capitalise on that."

Channel 5 has broadcast the highlights of the men's England cricket team since 2006.

Read more: <http://lei.sr?a=u1k1d>



Losing the funding put the organisation's 'future at risk'

## Table tennis gets funding back following governance reforms

Table Tennis England's public funding has been reinstated after the national governing body finally agreed to a package of reforms compliant with the government's Code for Sports Governance.

Sandra Deaton, Table Tennis England chair, said the suspension of funding had caused cash-flow problems and reputational damage.



Sandra Deaton, chair  
Read more: [http://lei.sr?a=h5N9H\\_P](http://lei.sr?a=h5N9H_P)

## All England Club secures loan to build roof over Court No.1

The All England Club is pushing forward with its plans to cover the No. 1 Court at Wimbledon.

The new retractable roof will form part of a larger, £175m (US\$225m, €192m) redevelopment project of the famous tennis venue. Banking group HSBC has agreed to

extend an existing loan to cover the costs of the work.

The retractable roof will cost an estimated £71m (US\$91m, €78m) and is set to be completed in time for the 2019 Wimbledon Championship.

Read more: [http://lei.sr?a=b4W5E\\_O](http://lei.sr?a=b4W5E_O)





The centre reopening was used to provide a free community sports day for residents, volunteers and those affected by the fire

## Sports centre used for Grenfell relief reopens

Fresh from a £2m redevelopment, the reopening of the centre was delayed after it became the headquarters of the humanitarian site following the Grenfell blaze

**T**he official reopening of the redeveloped Westway Sport & Fitness Centre in North Kensington has been used to help those affected by the Grenfell Tower disaster.

The centre, located just 200 yards from the ill-fated residential tower, was originally due to reopen in June. It was, however, instead maintained as a humanitarian site by Everyone Active – which operates the centre on behalf of the Westway Trust – to support those affected by the devastating fire on 14 June this year.

Among other relief activities, the centre was used as temporary accommodation for those who lost their homes in the blaze.

The centre is fresh from a £2m upgrade, which included the installation of a new 110-station gym floor and two new exercise studios. The works also included the addition of an extended bouldering area, upgraded changing rooms, new group exercise equipment and a new visitor café.

Everyone Active organised the centre's opening event, which took



**Sport and fitness can play a real part in helping North Kensington to heal following this tragedy**

place on 5 August, and combined it with a free community sports day to provide local residents, volunteers and all those affected by the recent disaster with a day of free activities.

Alison Norman, Everyone Active's contract manager, said: "During this difficult time the community has really come together to support each other. The day was a great opportunity to celebrate the strength of our community."

Stephen Wren, director of sports and leisure at Westway Trust, added: "The community came together in an incredibly powerful way following the Grenfell Tower fire. You could see that

every day in the number of volunteers and donations that surrounded Westway Sports & Fitness Centre.

"This event was able to offer some lighter relief and demonstrate the positive impact that sports and other activities can have on a community."

The centre offered free sessions in a wide range of sports during the day – including climbing, tennis, disability sports and football.

Members of the community were also able to take part in Zumbathon sessions, led by qualified instructors, as well as a range of gym challenges and group cycling.

Westway Trust CEO Angela McConville said: "Sport and fitness can play a real part in helping North Kensington to heal following this tragedy and we look forward to working with Everyone Active to ensure that the best facilities and programmes are available to local people."

Read more: <http://lei.sr?a=5H0G8>





re-bounce®  
a Recticel brand

## Shock pads & underlays for player performance, comfort and safety

re-bounce® products are specially tailored for different sports and always easy to install.

**OUTDOOR** – Our specially designed high density foams guarantee each shock pad will last over the lifespan of several artificial turf carpets. re-bounce® shock pads offer homogeneous sport-functional properties over the whole pitch, efficient heating if there is field heating, cooling in warm climates and perfect drainage.

**INDOOR** – We also offer a portfolio of durable re-bounce® underlays in different densities and thicknesses. Suitable for hardwood and synthetic sports flooring, they can be combined with various top layers, including resin, linoleum, wood, PVC and more.

A perfect match of performance and sustainability!

**OUTDOOR - INDOOR** - Equipment

Recticel Flexible Foams  
info@re-bounce.com - www.re-bounce.com



s t r u c t u r e s

## TEMPORARY SPORTS BUILDINGS

Multipurpose and  
performance Sports Halls:

- Hire or Purchase
- Fast Design & Build
- Flexible and Adaptable
- Sustainable
- Cost Effective



neptunus.co.uk



# Sainsbury's commits to ParalympicsGB

Sainsbury's, one of the key sponsors of the ParalympicsGB team, has renewed its partnership with the British Paralympic Association (BPA), supporting para-athletes for the next four years.

The deal covers both the 2018 Pyeongchang Winter Olympics and the 2020 Tokyo Summer Games.

Since becoming the first Paralympics-only sponsor of the 2012 London games, Sainsbury's entered a multi-year deal with British Paralympians through the Sochi 2014 Winter Games, and last year's record-breaking games in Rio, where Great Britain finished second in the medal table.



Sainsbury's sponsored the 2012 Paralympic Games

Tim Hollingsworth, chief executive of the British Paralympic Association, said: "Sainsbury's is very much at the heart of the Paralympic family here in the UK, their

engagement has shown a true understanding of the power of Paralympic sport and they have encouraged their customers and colleagues to really get behind ParalympicsGB.



**Inspiration performances of our athletes can change perceptions**

Tim Hollingsworth, BPA

"The inspirational performances of our athletes can help to change perceptions and create a better world for disabled people."

More: [http://lei.sr?a=K5h5J\\_P](http://lei.sr?a=K5h5J_P)

## Emirates Stadium becomes first Premier League venue to go 'green'

© STEVEN PASTON/PA WIRE/PA IMAGES



Gazidis said it was 'important' to be green

Arsenal Football Club's Emirates Stadium has become the first Premier League football venue to use 100 per cent renewable energy.

The club has teamed up with renewable specialist Octopus Energy, which has a network of solar farms, saving 2.3m kilograms of carbon dioxide per year.

Emirates Stadium now has a water supply that is recycled, while all food waste is sent to an anaerobic digestion plant where it is turned into more energy for the club.

Ivan Gazidis, Arsenal FC chief executive, said: "It's important we all take steps in this area and I am pleased that we have switched to green energy."



**It's important we all take steps in this area and I'm pleased we switched**

Ivan Gazidis, Arsenal FC

"Green energy is at a tipping point," added Octopus chief executive Greg Jackson. "The technology used to create electricity from renewable sources is now so efficient, that we can offer 'green' energy to our customers that is cheaper than many 'non green' tariffs."

Emirates Stadium is the second professional sports venue in London to go 100 per cent renewable after Lord's Cricket Ground.

More: [http://lei.sr?a=Q6P8K\\_P](http://lei.sr?a=Q6P8K_P)





The stadium is due to be complete by the 2019/20 season

## Championship club Brentford revises new stadium plans

Brentford Football Club has revised plans for its new stadium, with the capacity set to decrease from 20,000 seats to 17,250.

The Championship team has altered the original plans – which were submitted to the London Borough of Hounslow in 2014 – to accommodate spectator and broadcast requirements for the Premier League and Premiership Rugby. It is expected that

when the stadium is complete, professional rugby club London Irish will groundshare with Brentford FC for a period.

Premium lounges will be able to accommodate 3,000 guests, and as part of the new proposal the Brentford FC Community Sports Trust will be located within the stadium itself.

Construction on the development will now begin in early 2018.

More: [http://lei.sr?a=5a5H6\\_P](http://lei.sr?a=5a5H6_P)

## Hastings United's £70m stadium plan up and running

Non-league football club Hastings United is to press ahead with an ambitious stadium development, which will include a gym and new housing for the area.

Funding for the project has been secured and a planning application is likely to be submitted to the council at the start of 2018. If it is approved, the stadium and surrounding

facilities should be built in time for the 2019-20 season.

Overall, £70m will be spent on the project, with £58m on new housing and £12m on sports facilities.

"The club has the drive to move forward and play at a much higher level," said football club director David Nessling.

More: [http://lei.sr?a=E7h4m\\_P](http://lei.sr?a=E7h4m_P)



**Sport is a tool to change the lives of many**

Joe Anderson, Liverpool mayor

## Commonwealth bidder Liverpool named as 'Greatest Sporting City'

Liverpool has been named as the UK's 'Greatest Sporting City', giving a boost to its campaign to host the 2022 Commonwealth Games.

A research project carried out by sports media company ESPN and the University of Bath found that Liverpool was highly regarded in terms of atmosphere, venues, community, choice and history.

Mayor Joe Anderson said:

"Sport is a tool to change the lives of many, and we believe that Liverpool 2022 will do exactly this."

Manchester was named as the second Greatest Sporting City in the country, followed by London, Leeds, Sheffield and Glasgow in third, fourth, fifth and sixth, respectively.

More: [http://lei.sr?a=U5Y4d\\_P](http://lei.sr?a=U5Y4d_P)

## LCCC event outlines challenges for British Asians in sport



**Sport can break down cultural barriers**

Wasim Khan, LCCC

An event attempting to investigate the reasons behind the lack of British Asian professional sportspeople was hosted by Leicestershire County Cricket Club (LCCC) in August.

The club worked with the Asian Sports Foundation equality body on the event, which included keynote speeches by Wasim Khan, chief executive of LCCC, and Tracey Francis, head of growth at the England and Wales Cricket Board (ECB).



Wasim Khan delivered a keynote at the event

Discussion during the event focused on the challenges of pursuing a professional sports career within the Asian community, how the benefits of sport participation could be better articulated to the Asian community, and how sport-led programmes can promote social cohesion.

More: <http://lei.sr?a=W9K2v>





© SHUTTERSTOCK/PIRELLA GÖTTSCHE LOWE

Only 52 per cent of pupils are reaching the minimum requirements for swimming

## A third of 11-year-olds unable to swim

A report by Swim England reveals that 31 per cent of Year 6 pupils finished school this summer unable to swim and without basic water safety skills

A third of 11-year-old school pupils are finishing Year 6 unable to swim, a report commissioned by Swim England has revealed.

The report, compiled by the Curriculum Swimming and Water Safety Group on behalf of Swim England – formerly known as the ASA – has revealed that 31 per cent of Year 6 pupils finished school this summer unable to swim and without basic water safety skills, while 63 per cent of Year 6 parents fear that “their child could not save themselves in water”.

Swimming lessons and water safety lessons have been a part of the national curriculum since 1994.

It is expected that every Year 6 leaver should be able to swim unaided over 25 metres, use a range of strokes effectively and be able to perform self-rescue techniques in various water-based situations.

However, recent statistics show that only 52 per cent of pupils are reaching the minimum curriculum



**Water safety is the only part of the curriculum that will save children's lives**

Steve Parry

requirements, with one in 20 schools providing no swimming lessons at all.

This poor swimming attainment coincides with increasing numbers of children and teenagers who drown annually.

The latest figures from the National Water Safety Forum show a 25 per cent rise, from 32 in 2015 to 40 in 2016. According to the group, these failings

are related to the cost of transportation to swimming facilities and pool hire, an unwillingness to disrupt the ‘normal’ school day and a lack of formal training for teachers leading swimming classes.

This is resulting in 53 per cent of primary schools either failing to provide any curriculum guided swimming lessons, or failing to achieve any of the three required goals.

Former Olympian and chair of the report, Steve Parry, said the statistics proves we are “failing our children”.

“Water safety is the only part of the national curriculum that will save children's lives, it can't be treated as an optional extra,” he added.

To tackle these issues, the group has suggested 16 recommendations covering a wide range of improvements.

These include specific training for staff teaching swimming; new resources for delivering school swimming lessons; and a new national top-up swimming programme. More: [http://lei.sr?a=q9v2D\\_P](http://lei.sr?a=q9v2D_P)



## Big Issue vendors given Saints employment opportunity

Vendors of *The Big Issue* magazine, which is traditionally sold by the homeless, will be given the chance to work for Southampton Football Club as part of a new initiative.

The Premier League football club will enrol local vendors on an eight-week employability programme, run by its Saints Foundation, to upskill them and get them ready for work.

When they complete the course the vendors will then be encouraged to apply for long-term appointments with Southampton FC.

Improving the lives of vulnerable local adults is a key part of the work done by the Saints Foundation. Greg Baker, head of the Saints Foundation,



A special edition of *The Big Issue* will be published to mark the initiative

**We are helping adults with the skills they need to achieve a fruitful career**

Greg Baker, Southampton FC

said the club was keen to “drive further positive change among our community”.

He added: “We’re delighted to help provide adults in and around the area with

the opportunities and skills they need to take the first step towards a fruitful career – whether that be with Southampton FC or elsewhere.”  
More: <http://lei.sr?a=R6e0f>

## Crouch: majority of sports compliant with governance code



Fifty national governing bodies – including the Football Association (FA), England and Wales Cricket Board (ECB) and Rugby Football Union (RFU) – have agreed action plans with the government about changes to their governance structures.

The changes will be made in response to the Code of Sports Governance, which requires governing bodies that receive public money to be more transparent, increase diversity of boards and agree constitutional arrangements to make the board the “ultimate decision-makers”.

After being threatened about its public funding status repeatedly by the government,

the FA has signed off an action plan deemed sufficient.

Its board size will reduce from 12 to 10 members, while term limits will be implemented for board members and the influential FA Council.

Also committing to reduce the size of its board was the England and Wales Cricket Board, which was commended by sports minister Tracey Crouch for launching its own governance review.

Crouch said she was “pleased” by the response to the code.

“I appreciate for many sports this is not an easy task, due to the complexities of current governance structures, but virtually all of them have stepped up,” she said.

More: [http://lei.sr?a=e6m2Q\\_P](http://lei.sr?a=e6m2Q_P)



## INTERNATIONAL NEWS

## LA to host 2028 Games, leaving 2024 for Paris

Paris and Los Angeles have been named as hosts of the 2024 and 2028 Olympic Games respectively, following a historic decision by the International Olympic Committee (IOC).

Both cities were in line to bid for the 2024 summer Games, until the Los Angeles bid team struck a deal with the IOC, which will see the city wait an extra four years in exchange for guarantees that it would host the 2028 Games.

As part of the agreement, the IOC will release US\$1.8bn (£1.4bn, €1.5bn) to the organising committee to "increase participation and access to youth sports programmes" during a longer planning period in the lead up to the Games.



Los Angeles had originally bid for the 2024 Games

For Paris, securing the 2024 Games will end two decades of heart-ache, after the city lost out in bidding for both the 2008 and 2012 Games. Fittingly, 2024 will mark 100 years since the city last held the Games.

For Los Angeles, 2028 will mark the third time the city has held the Games, having also hosted the summer Olympiad in 1932 and 1984.

Thomas Bach, IOC president, commented:



“This historic double allocation is a ‘win-win-win’ situation

Thomas Bach, IOC

“Congratulations to Paris 2024 and Los Angeles 2028. This historic double allocation is a ‘win-win-win’ situation for the city of Paris, the city of Los Angeles and the IOC.”

More: [http://lei.sr?a=H8k6r\\_P](http://lei.sr?a=H8k6r_P)

## Krasnodar Stadium to feature giant video screen

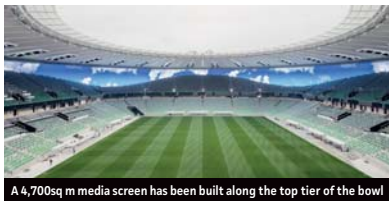
Thunderous sound effects, dramatic strobe lighting and enormous and exuberant video projections are welcoming players to the field at the new stadium of Russian football club FC Krasnodar, which has installed a 4,700sq m media screen along the top tier of the bowl.

International architects Gerkan, Marg & Partners (gmp) and Russian design firm Maxim Rymar Architectural Studio designed the 33,979 capacity ground, which is raised

“The design combines the rationality of the construction with innovative media tech

on a plinth slightly above a surrounding sports park and the club's football academy.

With its classical division into three elevated sections, the building references the generic style of the ancient amphitheatre. That sense of drama is emphasised on the



A 4,700sq m media screen has been built along the top tier of the bowl

interior with the unique media screen, which has been captured in videos posted on Twitter.

“The design combines the rationality of the construction

and tectonics with innovative media technology to create the atmosphere of a football arena,” said gmp in a statement.

More: <http://lei.sr?a=W8L2Z>



## THE LEADING INTERNATIONAL EXPERT IN SPORTS SURFACE TESTING

Sports Labs is the leading international expert in sports surface testing and development. Its expertise spans field, track and court testing of elite clubs to private and local authorities facilities.

Based in the UK, Sports Labs has offices strategically located around the world and regularly tests in excess of 600 facilities every year. It offers the most economic, reactive and complete service in the market. Its trained, up-to-date and qualified engineers work in 8 laboratories on four continents to meet the demands and expectations of its clients. Its tests make it possible to guarantee installed surfaces conform to the specifications for which they are designed, ensuring optimum installations that can reduce risk of injury and increase the life span of surfaces.

Sports Labs also has a consulting service to provide an analysis in each stage of installation, inspection, geotechnical interpretation and soil studies – key services that guarantee a perfectly installed resource without loss of time.

Sports Labs also offers natural turf testing and is fully accredited by FIFA to carry out final installation tests on Goal Line Technology Systems.

Sports surfaces tested:- 3G & 2G synthetic surfaces • Natural & hybrid turf fields • Tennis courts • Athletic tracks • Cricket wickets • Hockey surfaces • Playground surfaces • Impact attenuation surfaces

### Accreditations



### Contact us

1 Adam Square, Brucefield Industrial Park,  
Livingston, EH54 9DE, Scotland

T: +44 1506 444 755

E: [info@sportslabs.co.uk](mailto:info@sportslabs.co.uk)

# The UK's premier artificial grass manufacturer



Hamilton Academical FC



Oakham School



Worcester Lawn Tennis Club

**For professionals, community and education,**  
we manufacture high quality artificial turf for sport and leisure applications.

**[www.tigerturf.com](http://www.tigerturf.com)**



t: 01299 253 966 e: [UKinfo@tigerturf.com](mailto:UKinfo@tigerturf.com)







Tottenham Hotspur's new stadium is among the stadiums designed by Populous

## Populous envisions 'Stadium of Tomorrow'

Stadiums of the future may include permanent residential facilities and places of work if they adopt an innovative, community-focused vision put forward by Populous

**T**he architectural practice behind the Olympic Stadiums in Sydney and London has imagined the 'Stadium of Tomorrow'.

Part of the vision includes making stadiums "seven days a week, 365 days a year" venues, with residential and office facilities incorporated into them.

Talking to *Sports Management*, Populous' EMEA managing director Christopher Lee said the notion was eminently possible and one of the most "exciting" parts of the firm's 'Stadium of Tomorrow' perspective.

He revealed that Populous was working on a UK-based sports project that included two hotels, a school with playground, an art gallery and a vegetable patch.

"We're doing a number of stadiums at the moment that are in the early design stage, that we're referring to as a 'superblock'.

"The idea is that you can start creating these superblocks in the urban environment, leveraging the infrastructure of the stadium – whether that's transport, energy creation, data infrastructure – and



**The idea is to have stadiums as part of a block which work 365 days a year**

Christopher Lee, Populous

start plugging bits in and making it work 365 days a year, with people living in them and people working in them," he said.

Populous recently unveiled a project it is working on with League One football club Southend United, where residential apartments and hotel rooms could be integrated into the stadium roofscape.

Lee said that incorporating all these parts into a stadium allowed clients to "sweat the assets", particularly when building in locations with high land value.

The vision also puts ideas forward for improving the nature of multi-use stadiums.

According to Lee, multi-sports stadiums built in the mid-20th century were "a compromise for everyone", but with new technology he said two or more sports coexisting in the same venue was possible without the compromise.

For example, employing an LED surface that could change texture for different sports – astro turf for American football, grass for soccer and wood for basketball – is one solution entertained.

Lee also mentioned the Tottenham Hotspur stadium, which will accommodate a number of NFL matches. The artificial NFL field will be constructed 6ft beneath the natural soccer turf pitch, which slides under the stadium for NFL matches.

More: [http://lei.sr?a=t3E8d\\_P](http://lei.sr?a=t3E8d_P)





Wigan Warriors were Super League champions in 2016

## First Super League fixture to be hosted in Australia

The Australian city of Wollongong will be the first location outside of Europe to host a regular Super League rugby fixture next year.

Wigan Warriors, the most successful team in English rugby league, will take on Hull FC in Wollongong's 23,000-capacity WIN Stadium on 10 February 2018.

A week later, both teams will face Australian National Rugby League (NRL) teams

in a double-header at the ANZ Stadium in Sydney. Wigan will take on South Sydney Rabbitohs and Hull FC will compete against St George Illawarra Dragons.

The matches have been organised as part of a "strategic direction" between Wigan and the New South Wales government to promote club rugby league on the "national and international stage".

More: [http://lei.sr?a=u4u3t\\_P](http://lei.sr?a=u4u3t_P)

## Gensler wins another MLS project with North Carolina

US architecture firm Gensler has designed a stadium for Major League Soccer (MLS) hopeful North Carolina Football Club – one of a number of football-specific projects the studio is working on.

The football club has earmarked downtown Raleigh as the location for the stadium. The development will include a conference space, office,

hospitality and retail space, housing and public parking.

"This is an important step in our pursuit of a MLS franchise," said owner Steve Malik.

"Our vision is to make the facility a crown jewel for downtown Raleigh, providing a world-class sporting and social experience for fans and the community."

More: [http://lei.sr?a=D2q3R\\_P](http://lei.sr?a=D2q3R_P)



This is a step for the future of our club

Antonio Percassi

## Serie A club buys stadium and plans extensive revamp

Italian Serie A football team Atalanta has purchased its home stadium from the local authority and revealed its intention of redeveloping the antiquated venue.

A contract between the football club and the Municipality of Bergamo has been agreed for the sum of €8.6m (£7.8m, US\$10.1m), plus a further

€2.3m (£2.1m, US\$2.7m) for improvement works that were carried out in 2015.

"The stadium has always been the home of Atalanta and the Atalanta fans," said club president Antonio Percassi.

"It is a great pleasure to finally become the owner as well. This is a step for the future of our club."

More: [http://lei.sr?a=4s9n4\\_P](http://lei.sr?a=4s9n4_P)

## Minimalist Madrid sports hall opens to the public



The pavilion is designed with lightness in mind  
Alberto Campo Baeza, architect

Spanish architect Alberto Campo Baeza has completed a semi-transparent sports hall for a university in Madrid.

Designed for the campus of the Francisco de Vitoria University in the Pozuelo municipality, the white steel and concrete facility is formed of two well-defined boxes, connected by a low-rise building whose roof becomes an interconnecting patio.

Sports halls, multi-purpose event spaces, a gymnasium, a swimming pool and physiotherapy



The hall features a gymnasium, swimming pool and more

rooms all feature, with the sporting and educational elements separated.

"The sports pavilion is designed with lightness in mind, unlike the more closed and heavier classroom complex and low interconnecting buildings," Campo Baeza said.

More: [http://lei.sr?a=t6s7s\\_P](http://lei.sr?a=t6s7s_P)



## SAPCA NEWS

## SAPCA-supported Godiva Classic providing wheelchair racing legacy

An annual wheelchair racing event, supported by the Sports and Play Construction Association (SAPCA), is providing a lasting legacy for the UK's para-athletics sector.

First held ahead of the London Olympics in 2012, the Godiva Classic was originally set up to provide an

opportunity for young athletes to experience their first taste of organised competition. While it still provides an opportunity for everyone to take part, the event has quickly grown to become a showcase competition for elite wheelchair racers in the UK.



The event has become a showcase competition for elite racers

© ANTHONY DEVILIN/PA ARCHIVE/PA IMAGES



Young racers can experience competition for the first time



**The Godiva Classic allows youngsters to compete alongside the very best in the sport**

Chris Trickey

In 2015, it was used by a number of elite athletes to achieve qualification standards for the Rio 2016 Paralympic Games.

Held annually at the Coventry Athletics Track, University of Warwick, the event now attracts more than 300 elite athletes each year.

"SAPCA has long supported wheelchair racing," said SAPCA CEO Chris Trickey.

"We supported Paralympics GB in the run up to the London 2012 Games and since then have partnered with the Coventry Godiva Harriers club to help grassroots wheelchair racing.

"For us, the key is to help youngsters, and the Godiva Classic provides them with an introduction to a competitive environment where they can compete alongside the very best in the sport."

## SAPCA Technical meeting 2017

The next SAPCA technical meeting will be held on 10 October at Holywell Park at Loughborough University.

Open to everyone in the sports construction industry,

the event will cover a wide range of topics – from the new code of practice for tennis courts to new standards for football goals.

The all-day event will also allow plenty of opportunity

for debate and interaction between delegates.

For more information and for booking details, visit: [www.sapca.org.uk/technical-meeting-2017-signup/](http://www.sapca.org.uk/technical-meeting-2017-signup/)



The meeting will be held at Loughborough University



# County Playing Fields Association to relaunch as Playing Fields Network



© SHUTTERSTOCK/ANALYSIS

**T**he National Committee of the County Playing Fields Association (CPFA), one the UK's oldest public sports organisations, has announced plans to relaunch as the Playing Fields Network (PFN) in January 2017.

The National Committee's activities through the years have ranged from lobbying government and influencing policy to funding facility projects and spreading best practice.

The CPFA has its origins in the efforts to restore and safeguard physical activity

facilities in communities following the two World Wars. The first individual CPFAs were set up in the 1920s to protect people's right to access local outdoor community sport and recreation facilities.

In recent years, however, both the individual CPFAs and the National Committee have faced some stiff challenges. The changing priorities in sport, combined with government cuts in recreation budgets, have led to the weakening, and even demise, of many of the local county associations.

As a result, the organisation has published a new three-year strategic plan that will see the National Committee rebranded as the PFN, and the new body set up as a charitable incorporated organisation (CIO).

The PFN will remain a membership network for the CPFAs, but will also look to involve stakeholders from the wider sports and physical activity sector.

The PFN has already secured the support of the Sports and Play Construction Association (SAPCA).

"As part of our own work to raise standards and improve grassroots sport, we're delighted to be assisting with the launch of PFN," says



**We'll work together to provide help and support to those who operate and manage playing fields**

Chris Trickey

SAPCA CEO Chris Trickey. "We're committed to building an active nation and recognise the important role played by publicly-owned playing fields and playgrounds.

"We'll collaborate with PFN on developing advice and guidance on the development and maintenance of sports and play facilities. The aim is to provide help and support to those who operate and manage playing fields." ●



Gerry Ceasar is chairman of the Surrey branch of the CPFA

**SAPCA is the UK trade association for the sports facility construction industry and represents businesses across the sports, physical activity, recreation and play sectors. SAPCA is a media partner of Leisure Media.**





The **total solution**...from concept to construction, we design and build all **Synthetic** and **Natural Sports Surfaces**

When planning a sports pitch project, make **O'Brien Sports** your first choice.

- Football pitches
- Hockey pitches
- Multi-use Games Areas
- Rugby pitches
- Athletics tracks



Warden Park Academy



Eastwood Academy



Oswestry School



Broxhill Sports Centre

**T: 01926 319 724**

**E: [info@obriencontractors.co.uk](mailto:info@obriencontractors.co.uk) W: [www.obriensports.co.uk](http://www.obriensports.co.uk)**

O'Brien Sports, Manor Cottage, Church Lane, Leamington Spa, CV32 7JT.







## Tackling inequality: the next big challenge

A new £3m Sports England fund is a good start towards tackling inequality in sport, but we still have a long way to go, says Andy Reed

**A**fter Brexit and then the surprise outcome of the general election in June, it's been an unsettling year for everyone, including us at Sports Think Tank. The political landscape is not as binary as it used to be, with previous certainties no longer assured.

While the new dividing lines in politics may seem a long way from sport policy, they actually reflect many of the same challenges that we face in the sector, such as the socio and economic divisions that run through society today. Maps of the political breakdown after Brexit show that groups living in low-skill areas – and who are, therefore, more vulnerable to poverty – were more likely to have voted leave; with age, income and education being strong drivers.

It's a similar scenario when it comes to mapping physical activity levels across the country. The most recent Sport England *Active Lives Survey* reports that 25.6 per cent of the population are currently inactive (doing less than 30 minutes of moderate intensity activity a week), with people in the highest socio-economic groups tending to be more active than those in lower groups. People over the age of 55 or with disabilities were also more likely to be inactive.

### Is government doing enough?

The good news is that in January, the government addressed the socio-economic division in their sport and physical strategy. Then, in April 2017, Sport England announced a £3m 'Tackling Inactivity and Economic Disadvantage' fund for projects targeting inactive people who have a lower or no income.



The sports sector must offer more solutions for those in lower socio-economic groups



**If we're to have the impact needed to help the country's most inactive individuals, we've all got to think and act differently**

This fund will focus on people who are less likely to have a steady income and are living more chaotic lives with additional challenges. For example, they may have an offending background, be dealing with alcohol or drug misuse, or be facing mental health issues.

### Making a change

However, £3m will not be enough. One of the biggest problems the sport and

leisure sector faces is that it hugely lacks diversity of class on its boards, in management and in user groups. For us to make positive and effective change, it's vital for us to adapt our way of thinking and even the playing field, so to speak.

There are many good organisations and projects out there like StreetGames and GreenHouse, but if we're to have the impact needed to help the country's most inactive individuals, we've all got to think and act differently. The sector must 'let go' and start designing solutions *with* people instead of *for* them. At least the Sport England strategy now recognises this. As it becomes talked about much more across the sector, the necessary funding will start to follow. ●

*Andy Reed is a former MP for Loughborough, the founder of Sports Think Tank and chair of SAPCA [sportsthinktank.com](http://sportsthinktank.com)*



# THE CRUYFF WAY

When Johan Cruyff passed away in March 2016, the footballing world lost a pioneer and a legend. However, his former friend and pupil Wim Jonk is continuing to spread his legacy. He talks to Matthew Campelli about his work

**W**im Jonk is not unique in being inspired by Johan Cruyff, one of the finest footballers to ever grace the planet. Several of the pre-eminent coaches in world football – most famously Pep Guardiola – scores of players and countless fans swooned over the Dutch master's incredible footballing ability, acumen as a coach and his steadfast desire to play football "the right way".

Last year, the world mourned as the three-time Ballon d'Or lost his battle with cancer, but Jonk is intent on spreading Cruyff's influence and philosophy through Cruyff Football, an education, coaching and consultancy body set up by Jonk that teaches young players and coaches to play the game according to Cruyff's principles.

Jonk, who enjoyed a stellar footballing career in his own right – winning two Dutch Eredivisie championships, two UEFA Cups and 49 caps for Holland – refers to Cruyff as his mentor. The pair developed a close relationship while working on youth development at Ajax Amsterdam – the club where both players made their name.

## Continuing the legacy

Now Jonk wants other players to follow in their footsteps and forge successful careers by playing "attractive, attacking football". To this end, Cruyff Football is working with clubs and federations to give coaches the tools to develop their players in this way.

"If you want to spread the legacy you have to focus on collaborating with clubs and federations," Jonk tells *Sports Management*.



Jonk (left) was mentored by Cruyff (right) at Ajax Amsterdam

## WIM JONK CAREER

- Two Eredivisie championships (Ajax 1990, PSV Eindhoven 1997)
- Two UEFA Cups (Ajax 1992, Internazionale Milan 1994)
- Netherlands caps (goals): 49 (11)



© MATTHEW ASTON/EMPICS SPORT





Cruyff Football is working with clubs and federations to give coaches the right tools to develop their players

"For us, it's very important to train coaches via our various workshops and clinics."

The organisation started work just over a year ago, and has so far attracted clients from Jonk's native Holland, Belgium and now footballing nations China and the US.

Jonk says China is a "very interesting" market, particularly in light of the huge emphasis placed on the sport by the country's current president Xi Jinping.

"In China it's very political. We spent a lot of time there and realised that to do anything, you have to do it the right way," he explains. "Everything starts with the grassroots – we're going to work with a Montessori school in Beijing.

"They're very interested in football in China but they have to start from scratch and everything is based around the school system. We visited the schools, did some clinics and now we're going to build that up."

## Principles

The basis of the Cruyff Football education is to teach principles that were revered by Cruyff, such as creating one-on-one situations, creating a 'third man', playing the first ball forward and using both feet to control and pass the ball.

Jonk says: "Johan's first focus was to create attractive football that people want to watch. As a fan, if you go to the stadium, what do you want to see? Do



China is growing into an ambitious footballing nation, with the support of its current president, Xi Jinping

“

They're very interested in football in China but they have to start from scratch

you want to see good attacking football or defensive counter-attacking football?

"He talked about principles, never about systems, and how to create those principles by training young players and developing them. Johan was always thinking in details."

However, after experiencing a successful football career in his own right, playing for Ajax, PSV Eindhoven and Italian giant Internazionale Milan, Jonk is keen to add to



© PALM WIRE/PA MAGS

## JOHAN CRUYFF CAREER

### PLAYER:

- Nine Eredivisie championships
- Three European Cups
- FIFA World Cup runner-up 1974
- Ballon d'Or 1971, 1973, 1974

### MANAGER:

- Two UEFA Cup Winner's Cup
- Four Spanish La Liga championships
- European Cup 1991/92



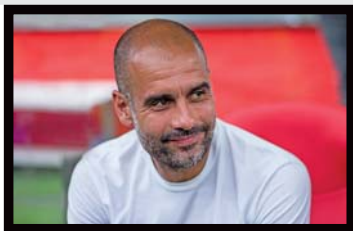


Cruyff Football visited local schools during its visit to China, where there's great emphasis on grassroots sport



## When Pep Guardiola coached Barcelona you could tell he was inspired by Cruyff

Pep Guardiola is currently manager of Manchester City



© GETTY IMAGES/DAVID J. PHILLIPS

► Cruyff's principles with other good coaching practices he learned along the way.

"I worked with many coaches and you learn little bits that you bring into your own system and training style," he explains.

"I had many discussions with (former Holland player and coach) Frank Rijkaard who was coach of Barcelona and the national team. He was also inspired by Cruyff, but he had his own style of playing. There's more than one way to play attractive football."

So, which team now plays the most attractive, Cruyff-esque football in the professional game? Jonk says that he advises the young players and coaches to

watch teams like Liverpool FC and Germany's Borussia Dortmund, who "play with a lot of these principles". But he reserves special praise for one coach in particular.

"Look at teams coached by Pep Guardiola," he says. "When he coached Barcelona you could tell he was inspired by Cruyff. Pep's system has the most Cruyff principles."

### Ambition

Jonk's ultimate ambition with Cruyff Football is to "inspire coaches in the same way that Johan inspired me". He adds: "If we can spread that to 10 or 10,000 or 100,000 coaches that gives me a lot of inspiration to go on with it."

Cruyff Football has not been set up with the intention to make money, says Jonk, although he acknowledges that the business has to be strong to continue to operate.

As well as coaching, Cruyff Football offers consultancy for professional clubs around 'operating with intelligence in the transfer market' and 'developing youth team players'. It also consults national federations on 'sustainable football strategies'.

Jonk adds: "It's important to build a business, but we want to do it for a long period of time, not just to make quick money. That's not our business case. Johan Cruyff is a big name so it's important to do it the right way." ●



# CHARLES LAWRENCE

## SURFACES

FOOTBALL PITCHES



MULTI USE  
GAMES AREAS



ATHLETICS TRACKS



HOCKEY PITCHES



TENNIS



INDOOR



Our expertise covers the design, installation and maintenance of synthetic sports pitches, athletics tracks, tennis courts, sports halls and multi-sports areas.

Brunel House, Jessop Way, Newark, Nottinghamshire NG24 2ER, England

Tel: +44 (0)1636 615866 Fax: +44 (0)1636 615867

Email: [sales@charleslawrencesurfaces.co.uk](mailto:sales@charleslawrencesurfaces.co.uk)

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

A DIVISION OF THE

**MALCOLM**

GROUP

# DESIGNED TO ACHIEVE



### Custom designed, cost effective sports facilities

The design and planning flexibility, speed of construction and durable, cost effective operation of Rubb fabric engineered sports buildings are major advantages, helping worldwide sporting sectors, clubs, schools and other organisations meet their goals. Contact Rubb today and find out how we can support your building project needs...

**RUBB**  
Building Systems

Email: [info@rubb.co.uk](mailto:info@rubb.co.uk) | Tel: +44 191 482 2211 | [www.rubbuk.com](http://www.rubbuk.com)

excellence in engineering





© MATT ALABASTER/PA ARCHIVE PICTURES

Ex-footballer Fabrice Muamba now raises awareness of sudden cardiac arrest

## How can we prevent sudden cardiac death in sport?

While rare, the sudden, unexpected death of an athlete is always a tragedy that sends shockwaves through sport. Tom Walker finds out how the industry is preventing such deaths among elite and grassroots players



**W**hen Manchester City and Cameroon star Marc Vivien Foé collapsed and died during an international match in 2003, it shocked the entire footballing world – and raised awareness of sudden cardiac arrest among athletes. Sadly, since Foé's demise, football has suffered a number of similar, distressing incidents. Perhaps the most high-profile case in recent years was that of Fabrice Muamba, the Bolton

Wanderers and England U-21 midfielder, who suffered a heart-attack during a televised FA Cup Quarter Final match in 2012. Fortunately, Muamba recovered – despite his heart having stopped for 78 minutes – but was forced to retire from professional football. He now actively campaigns to raise awareness of sudden cardiac arrest.

Many other sports have had their own, similar tragedies. Neil Desai, a promising, 22-year-old world-ranked squash player; Alexei Cherepanov, a "super



**It isn't just elite athletes who are at risk. People of all fitness levels can carry undetected heart defects**

talented" 19-year-old Russian ice hockey player; Frederiek Nolf, a 21-year-old Belgian cyclist riding with the Topsport team were among the fit, young athletes who succumbed to sudden, unexpected cardiac arrest while playing their sport.

Just this year, the deaths of two rugby players in New Zealand – Waitohi prop Bevan Moody and Wellington star Daniel Baldwin – traumatised those who were involved in the country's national sport.

The world also mourned former Newcastle FC player Cheick Tiote when he suffered a fatal heart attack during training with his new team, Beijing Enterprises.

It isn't just elite athletes who are at risk, either. While it may be mistakenly assumed that



sudden cardiac arrest results from finely-tuned athletes pushing themselves too hard, or unfit amateurs overexerting themselves, the truth is that people of all fitness levels can carry undetected heart defects.

More than a quarter of sudden cardiac events are blamed on hypertrophic cardiomyopathy (HCM) – a genetic condition caused by a mutation in one or more genes, carried by around one in 500 people. The discovery of a causal link has led to increased screening for the condition, with the most common tests for HCM being electrocardiogram (measuring the electrical activity of the heart), echocardiogram (showing the pumping action of a heart) and an exercise stress test.

At elite level, cardiac screening of athletes has now become a focus for sports medicine teams and many sports associations



**More than a quarter of sudden cardiac events are blamed on hypertrophic cardiomyopathy (HCM)**

and organisations, including the International Olympic Committee, have issued recommendations regarding screening practices in an effort to prevent – or at least limit the number – of sudden cardiac arrests in athletes.

At grassroots level, sports clubs are becoming increasingly aware of the need for defibrillators – a life-saving piece of equipment which, if used in tandem with CPR during heart attacks, can help increase the chances of survival by up to 70 per cent.

But is there more we can be doing? To find out, we spoke to experts and people in the field about their experiences.



© JOE GLOVER/SPORTS ILLUSTRATED

**Muamba recovered despite his heart stopping for 78 minutes**

## CONLETH DONNELLY Development officer, Sport Northern Ireland

In July 2016, Sport Northern Ireland launched its Defibrillators for Sport initiative, in partnership with the Department for Communities NI and the Northern Ireland Ambulance Service. Modern AEDs (automated external defibrillators) can make a massive difference when an out-of-hospital cardiac arrest (OHCA) occurs, particularly in the critical period before an ambulance arrives.

While 1,000 AEDs were available outside of hospitals

in Northern Ireland before the programme launched, there was no comprehensive record of who had a device, where they were located and who had access.

Recognising the risk of OHCA in a sport setting, and the role of clubs and centres as community 'hubs' for people here, the Defibrillators for Sport initiative invited clubs and community organisations to apply for a free AED device through Sport NI.

The initiative aimed to increase the number of AED devices available in community

settings. It also included a mapping exercise conducted in partnership with the NI Ambulance Service to record the location of the allocated devices.

The allocation model ensured devices were evenly distributed across Northern Ireland's 11 local council areas, and particularly in rural isolated areas. By the end of the project, 1,094 AEDs will have been distributed. We're now working with councils and the NI Ambulance Service on developing more robust systems for maintaining AEDs.



**By the end of the project, 1,094 AEDs will have been distributed around Northern Ireland's local council areas** ▶



## DR STEVEN COX

CEO, Cardiac Risk in the Young (CRY)

Every week in the UK, around 12 apparently fit and healthy young people aged 35 and under, die suddenly from a previously undiagnosed heart condition. Eighty per cent of these young sudden cardiac deaths (YSCD) will occur with no prior symptoms – which is why CRY believes screening is so vitally important.

Screening won't identify all young people at risk, but in Italy, where screening is mandatory for young people engaged in organised sport, the incidence of young sudden cardiac death has been reduced by 90 per cent. Sport does not cause sudden cardiac death but it can significantly increase risk if a young person has an underlying condition.

CRY now tests more than 23,000 young people, aged



**CRY now tests more than 23,000 young people, aged 14 to 35, every year through its pioneering screening**



© SHUTTERSTOCK/ARTISTBYNICK

14 to 35, every year through its pioneering screening programme, which is overseen by world leading cardiologist professor, Sanjay Sharma.

Many of those tested will be young people playing at grassroots level as well as those not involved in regular sport. To prevent YSCD, facility operators should take into account some key points.

Be aware of cardiac signs and symptoms – if a person passes out or feels chest pain during

**If a young person passes out or feels chest pain during exercise, they should get screened by CRY**

exercise, they should contact CRY. Operators can make people aware they can have free cardiac screening if aged between 14 and 35 – book an appointment at [www.testmyheart.org.uk](http://www.testmyheart.org.uk).

If all young people were checked, and everyone learned CPR, hundreds of lives could be saved.



**We're funding research to identify the faulty genes that cause these conditions and understand how they work**

## DR MIKE KNAPTON

Associate medical director, British Heart Foundation

The two most important measures in helping to prevent sudden cardiac deaths are prompt cardio-pulmonary resuscitation (CPR) and defibrillation, along with early identification of people who have these, often hidden, conditions.

CPR is a crucial, lifesaving skill. Sports clubs and facility operators should provide CPR training for their players and staff, to ensure they have trained first aiders at all training sessions and matches, and access to defibrillators.

In the UK around 600,000 people have a faulty gene

that causes an inherited heart condition, which can significantly increase your risk of a sudden cardiac death. Every week in the UK 12 people aged 35 and under die of an undiagnosed heart condition.

The British Heart Foundation (BHF) is funding research to identify the faulty genes that cause these conditions and understand how they work. We're applying these research findings to improve survival rates through early identification and treatment.

This is where genetic cascade testing comes in. The UK is

ahead of the game in this, thanks to BHF investment. Cascade testing is a screening tool that identifies people at risk of a genetic condition by a process of systematic family tracing. So when someone is identified as having an inherited heart condition, their close biological relatives are also tested.

Through the Miles Frost Fund we're funding specialist genetic nurses to run testing in UK centres, and we also support Heartstart schemes to deliver free CPR training at sports clubs and in communities.



## CHRISTOPHE LAVIALLE

### Chair, mini and youth section, Hitchin Rugby Football Club

Our U-10 coach, a very fit and healthy guy, had a sudden cardiac arrest and collapsed during an evening training session. We had a number of youth teams training at the time, so there were other coaches around – some of whom had trained as first aiders and were able to attend to him. One of the coaches started CPR and another retrieved the defibrillator, which we had acquired about a year earlier through an initiative run by Eastern England Ambulance Service. The coaches continued giving CPR for the full 15 minutes until an ambulance arrived. It was undoubtedly due to these actions that he made a full recovery.

Before this incident, we hadn't really considered or planned for a cardiac event specifically, but had made big investments in first aid provision as a club.

In total, we spend around 30 per cent of our annual budget on first aid. It's a lot, but it underlines our commitment to the safety and welfare of our members and the wider community who visit our facility.

The investment enables us to always have at least one paramedic present during all training sessions and games. As we're quite a successful club at youth level (we have 600 children on our books) we have a lot of games at the same time, spread out across a large area.



© LYNN CAMERON/PA/NH&V/PA/AGE



**Our investment enables us to always have at least one paramedic present during all training sessions and games**

Hitchin RFC spends 30 per cent of its annual budget on first aid to keep its members safe

Having an ambulance present reassures parents and players.

There were some simple lessons we gained from the incident, such as ensuring no-one parks in front of the ambulance access gate.

We're also committed to training more of our coaches and members in first aid so we can respond to any incident successfully every time. ●

## What to do in an emergency – East of England Ambulance Service advice

A cardiac arrest is an emergency. If you witness a cardiac arrest, you can greatly increase the person's chances of survival by phoning 999 immediately and giving CPR.

CPR (cardiopulmonary resuscitation) means:

- Chest compression (pumping the heart by external cardiac massage), to keep the circulation going until the ambulance arrives
- Rescue breathing (inflating the lungs by using mouth-to-mouth resuscitation).

Remember – even if you haven't been trained in CPR with rescue breathing, you can still use hands-only CPR. It is possible for a person to survive and

recover from a cardiac arrest if they get the right treatment quickly.

Ventricular Fibrillation can sometimes be corrected by giving an electric shock through the chest wall, by using a device called a defibrillator. This can be done in the ambulance or at hospital, or it can be done by a member of the public at the scene of a cardiac arrest if there is a community defibrillator nearby.

Immediate CPR can be used to keep oxygen circulating around the body until a defibrillator can be used and/or until the ambulance arrives. Sporting facilities and other leisure centres can help by ensuring they have community defibrillators installed, and in the event

that an athlete collapses and goes into cardiac arrest that they call 999 and follow the instructions of the trained call handler.



© SHUTTERSTOCK/MSKIN

Defibrillators can help save lives



# YOUR INDUSTRY, YOUR SHOW

REGISTRATION FOR SALTEX 2017 IS NOW OPEN

**T**hose associated with the daily operations of stadia and arena management or the maintenance of sports surfaces or facilities, will have the opportunity to learn from the industry's leading opinion formers, further their career prospects and see new products and services from prominent suppliers when SALTEX opens its doors at the NEC, Birmingham on November 1 and 2.

This year, the show floor will be bursting with everything a visitor needs to increase their efficiency and improve operations and will contain a plethora of exhibitors representing the likes of play equipment and services, turf maintenance equipment, fencing and landscaping, sports surface design, research and consultancy, seeds, turf, aggregates and treatments, and facilities services management.

As well as a wide range of new and innovative products being on display within the three large halls, visitors to SALTEX will have the chance to see many of these products in action through outdoor demonstrations, which will be taking place on a grass area directly outside the SALTEX halls 6, 7 and 8.



The show gets better every year. It's the best and largest event in Europe at which to learn about the sports turf sector and discover the latest trends

Geoff Webb, CEO of the  
Institute of Groundsmanship



There will also be a number of education opportunities through Learning LIVE - SALTEX's all-encompassing, free-to-attend education programme. Learning LIVE will take place in four dedicated seminar theatres situated on the show floor, and will feature a wide range of topics which could be particularly beneficial when it comes to the installation and maintenance of sports pitches.

SALTEX 2017 is set to offer a world of opportunities for those involved in turf management

## ROOFS AND PITCHES

Justin Smith, head of estate development at the All England Lawn Tennis & Croquet Club will be offering an insight into the club's second retractable roof project, which will cover court one. Visitors will learn more about the roof's design criteria as well as the logistics of installing it as Wimbledon continues to host The Championships.

Darren Baldwin, head of playing surfaces and estates at Tottenham Hotspur FC along with Karl Standley, head groundsman at Wembley Stadium, are set to delve into the logistics of how the stadium has adapted since Spurs moved its home games to Wembley. Visitors will also gain an exclusive update on the development of Tottenham Hotspur's new stadium.

From across the pond, Allen Reed, director of stadium grounds for FC Dallas, is discussing pitch preparation in the Major Soccer League (MLS), while Adam Witchell, head groundsman at Forest Green Rovers FC, will be explaining how the club achieves a pesticide-free and environmentally-friendly pitch.







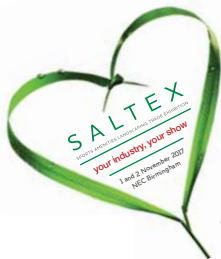
Learning LIVE, SALTEX's FREE education programme

Visitors can see a variety of new and innovative products

Mark Pover, facilities investment strategy manager at The Football Association (FA), will be participating in a panel debate entitled 'Funding the future of natural turf'. With so much money being invested into artificial turf, SALTEX visitors will have an opportunity to ask the funders if there is a danger of natural turf being left behind.

Commenting on the panel debate, Mark said: "We haven't forgotten the fact that the majority of football matches in this country are played on natural grass. We have just shy of 800 artificial pitches on our 3G register suitable for affiliated matches and we are continuing to invest in these but there are approximately 23,000 natural grass pitches. Clearly these are very important, as is the quality, so we will continue to improve and use natural turf pitches to keep people playing and also attract new players.

"We are currently spending two million pounds a year on natural turf pitch improvements and I believe that SALTEX is the ideal place to update the industry so that visitors understand exactly what we are doing and the targets we have set. It is also a good opportunity to address some of the negative rumours that are circulated annually and reinforce our commitment to natural turf."



## TURF CARE ADVICE

Elsewhere, Lee Marshall, grounds manager at the prestigious Charterhouse School will be offering some inside knowledge on how excellent sports facilities are integral to selling a school and attracting pupils.

For face-to-face turf care advice, visitors can speak directly to one of eight Institute of Groundsmanship (IOG) regional pitch advisors linked to The FA, the ECB, and the Football Foundation-funded Grounds & Natural Turf Improvement Programme. This feature will be available through the free Ask the Expert advice centre located on Stand E180.

Directly next to the Ask the Expert advice centre, industry expert Frank Newberry will be hosting 15-minute one-to-one Job Clinic sessions on the IOG Hub between 9am and 3pm each day. There are five sessions available, which include information on: perfecting your CV; proactive job search and cover letters; doing well at job interviews; negotiating your package and being a better interviewer (for employers). To book an appointment with Newberry, visitors are advised to go to the IOG information desk on the IOG Hub as early as possible to avoid disappointment.

Located in the centre of the UK, whether you are travelling from overseas or within the UK, the NEC is incredibly easy to get to by car, rail or air. ●

SALTEX 2017 is free to attend.

To register your attendance and beat the queues visit [www.iogsaltex.com](http://www.iogsaltex.com)

Follow SALTEX on

Twitter [@IOG\\_SALTEX](https://twitter.com/IOG_SALTEX) and Facebook [www.facebook.com/IOGSALTEX](https://www.facebook.com/IOGSALTEX)



# LIFE AFTER SPORT

The impact of retirement for professional athletes, either on their mental health or finances, can be extremely negative. But with the help of social enterprises and heightened awareness, work is being done to help transitioning athletes find success after sport. Matthew Campelli finds out more

**O**bstacles. There are many of them in the life of a professional athlete. The gruelling training regimes, the relentless competition from other athletes. Even the weight of expectation, or envy, that comes with living in the public eye.

But what happens when it's all over?

When the last race is run, or the last ball is kicked? What becomes of these individuals who have dedicated their lives to their sport? Research and anecdotal evidence suggest that retirement does not have a particularly positive effect on the mental health of athletes.

They say that athletes die twice, the first time when they retire. A *Sports Illustrated* study revealed that 78 per cent of National Football League (NFL) players and 60 per cent of National Basketball Association (NBA) players go broke within two years of retiring, while ex-football charity XPro found that three out of five Premier League footballers go bankrupt shortly after quitting.

"I didn't want to become one of those statistics," says Leon Lloyd, the former Leicester Tigers and England rugby player who is now one of the directors of athlete transition charity and social enterprise Switch the Play.

"I signed pro at the age of 16 and ended my career at 30. I had some big injuries early on, which made me worry and think about life after sport. I focused a lot of my time and effort on working out what I was going to do once my sporting career ended, be that at 24, 25 or 38."

As a result, Lloyd set up a number of businesses during his career so that he had solid streams of income, giving him a safety blanket if he had to retire unexpectedly.

**Leon Lloyd is a director of athlete transition charity Switch the Play**



**Switch the Play supports athletes on their journey after sport**



## Financially set

In his own words, he had the "financial box ticked", but despite this he struggled once he was away from the sport he had played every week for 14 years.

"During my career I was told what to do, where to be, what to wear," he explains. "Then at the age of 30, as an adult with a family, I had overall control of my life, which I wasn't used to. I was no longer part of that team and culture, and at first I really struggled."

Lloyd's story is far from being a unique one. While it's true that some professional athletes thrive following retirement, with high-profile coaching roles, good businesses or fulfilling work in the media, many more struggle to get to grips with life away from their teammates, as well as losing the euphoric highs and crushing lows of winning and losing.

"I genuinely didn't know that the emotional side was going to be an issue for me," Lloyd admits. "I thought naively that although I





Former Leicester Tigers and England rugby player Leon Lloyd's sports career started at 16 and ended at 30

wasn't part of the team anymore that I'd still meet up with the lads. But what you don't realise is that the lads still have a job to do. You've been replaced, and so you don't get to see the lads regularly anymore."

After emerging from his own difficult experience with transitioning, Lloyd was "cajoled" into writing a book about his experiences, called *Life After Sport: From Boot Room to Board Room*, which brought him to the attention of Switch the Play.

The organisation – which helps athletes prepare for a life after sport using a combination of academia and practitioners – asked Lloyd to join as a director in 2016.

Switch the Play works with a number of academic institutions, including Manchester Metropolitan University, Gloucester University, St Mary's and Bath University, and has a "prevention rather than cure" philosophy.

"We look at people who are currently living the dream," says Lloyd, "and help them prepare while they're still competing and so they have opportunities when they finish. They'll go through a period of change once

**"While some professional athletes thrive following retirement, many struggle to get to grips with life away from their teammates" – Leon Lloyd**

they retire, and the more prepared they are, the better they'll be cope. You're a long time retired and your second career is going to be a lot longer than your first."

### Getting upskilled

Lloyd said that there were opportunities for retiring athletes to be upskilled, from charity work and voluntary work, to getting involved in businesses.

To aid professional athletes in their quest for a smoother transition out of sport, Switch the Play is launching 15 masterclasses, with a focus on topics like financial planning, emotional intelligence, self-awareness, resilience and social media training. ▶



- "We've got a great associate network of academics and athletes who have been through the process and have the scars to show for it," he says.

One of those athletes is former Olympic gymnast Beth Tweddle, who won bronze at London 2012. In May, she became Switch the Play's latest director, and she hopes to pass on her experience of starting a business – Total Gymnastics – to other athletes leaving elite sport.

She was made aware of the opportunity by fellow Switch the Play director Chris Brindley, who is also a director with Total Gymnastics.

"I knew athlete transition was a big topic and I'd been there quite recently myself, although I'd planned for my retirement," she explains. "But I see so many people come out of sport who feel a bit lost. It's about showing them what it's possible to do while still training."

"A lot of athletes want to be totally focused on their sport and not doing anything else to distract them away from that, but I found that going to university while I was training allowed me to switch off and think about something else if I'd had a bad day at the gym."

### Transferable skills

Tweddle counts herself "lucky" that she was able to get an education while training for events, but acknowledges that it's not a luxury afforded to all athletes.

"I was in gymnastics from 2001 all the way to 2013," she says. "The first generation I was with took education seriously because British gymnastics wasn't as successful and you couldn't really make a living out of it. Towards the end of my career it was a bit more of a mix."

But Tweddle is keen to stress that education is not the be-all and end-all of becoming a success after sport. As part of Switch the Play's masterclasses, Tweddle will be teaching transitioning athletes about the transferable skills they can bring to a new career or business, such as commitment, teamwork and resilience.



© PHILIP TOSCANO/PA ARCHIVE/PAINADES



© PHILIP TOSCANO/PA ARCHIVE/PAINADES

Former Olympic gymnast Beth Tweddle started Total Gymnastics

**"I see so many people come out of sport who feel a bit lost. It's about being able to support them and show them what it's possible to do while still training" – Beth Tweddle**

"These athletes have achieved something at a high level," says Lloyd. "They have so much to give back, and they can start with schools or charities. Within a charity, if you have no other business skills, you can pick them up by helping with the PR, bookkeeping or marketing. It's a good trade off for the charity and athlete, and the opportunities are endless."

One of Switch the Play's current focuses is on working with athletes who are aiming to qualify for the Tokyo 2020 Olympics. A number of those athletes will not make the cut, with losses of form and injury inevitable for a number of them. Switch the Play will be working on "upskilling" all of these athletes and putting them in a "better place to do well in their sport, or whatever challenge comes next".

**Beth Tweddle has become charity Switch the Play's latest director**

### Mentoring scheme

Despite its important work, Switch the Play is not the only organisation working in the athlete transition ►





www.fsb-cologne.com

Photo of Beijing Stadium © Asp, Chris Dale



## AMENITY AREAS, SPORTS, POOL FACILITIES, COLOGNE, 07-10.11.2017

INTERNATIONAL TRADE FAIR FOR AMENITY  
AREAS, SPORTS AND POOL FACILITIES

**SAVE TIME, SAVE MONEY!**

Secure tickets online now:

[www.fsb-cologne.com/tickets](http://www.fsb-cologne.com/tickets)

International Business  
Media Services  
42 Christchurch Road  
Ringwood BH24 1DN  
United Kingdom  
Tel. +44 1425 48 68 30  
Fax +44 1425 48 68 31  
info@koelnmesse.co.uk

 **koelnmesse**



active-net is in its fifth year!

Enjoy two days of networking at  
Eastwood Hall, Nottingham on the  
14th and 15th of March 2018

Buyer and Supplier places are  
booking fast! Secure yours now  
by downloading a booking form  
from

[www.active-net.org](http://www.active-net.org) or emailing  
[kirstyreed@leisure-net.org](mailto:kirstyreed@leisure-net.org)



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



► sector. Moving Ahead, the social enterprise set up by Liz Dimmock, launched its Athlete Network earlier this year. The organisation has an A2B Mentoring Scheme, which pairs athletes with top-tier executives at companies such as PricewaterhouseCoopers, the Environment Agency and Cisco to offer them support.

Maggie Alphonsi, a Rugby World Cup winner with England, is an ambassador for the body, and helped launch the mentoring scheme alongside Dimmock, English Institute of Sport national director Nigel Walker and inspirational speaker Jim Lawless during an event at the London Stock Exchange in March.

Dimmock says that athletes represent an “untapped economic talent” with transferable skills, and the mentor scheme exposes them to the corporate world, offering opportunities for full-time employment.

### Duty of Care

Both organisations have been buoyed by the growing awareness around the issues faced by transitioning athletes, particularly with the publication of Baroness Tanni Grey-Thompson’s *Duty of Care* report (see July/August edition), which has included a number of recommendations for improving the lives and preparing those exiting professional sport (see below).

Lloyd says: “The *Duty of Care* review reinforces the work we’ve been doing over the past 12 months, but I hope it kickstarts people and doesn’t encourage finger pointing. Everyone needs to read it and recognise that they have a role to play in athlete welfare.



The Athlete Network provides mentorship for former sports players

**“I hope the Duty of Care review kickstarts people and helps them recognise they have a role to play” – Leon Lloyd**

He continues: “The awareness is now there. I think we’re a long way ahead of where we were when I retired 10 years ago, but I think it’s going to take a big club or organisation to come out and say ‘we’re going to do this’ about the Duty of Care recommendations.

“Athletes, however, also need to be responsible for their own wellbeing. No one will benefit more from putting in the time and effort to transitioning than the athlete themselves. They have the responsibility and opportunity to really maximise what’s around them.” ●

## DUTY OF CARE RECOMMENDATIONS

### ENTERING TOP-LEVEL SPORT

- Organisations should carry out formal induction processes at regular intervals for every participant.
- The information covered in the induction must be continually available online, periodically restated and included in the participant’s personal contract.
- Coaches within the programme (paid, volunteers or personal coaches who are outside the system) should attend induction sessions so that they have a shared view and understanding of what is delivered.
- Parents, guardians or carers should attend induction sessions until the participant reaches the age of 18 and consideration must be given to how they are involved beyond this age.
- An independent review of the national classification system for disabled athletes should be commissioned.

### LEAVING TOP-LEVEL SPORT

- It should be a condition of the Athlete Personal Award (APA), available to people on talent pathways in Olympic and Paralympic sports, as well as funding provided to the NGB, that attendance at career events is supported by the NGB wherever possible.
- Performance directors and people running sports talent programmes should encourage participants to make use of the English Institute of Sport’s Performance Lifestyle service.
- Independent exit interviews to be carried out when athletes leave the pathway (from talent to elite) for all UK Sport or Sport England funded sports. Results from the interviews should be fed back into the funding models for that sport.
- On leaving a sport, participants should be linked to the sport’s welfare department to ensure the individual is provided with information about support and opportunities to retain contact with the sport.



CALL TODAY FOR A FREE DESIGN CONSULTATION



DESIGN &  
CONSULTANCY SERVICE  
◆  
SUPPLY & INSTALLATION  
OF SPORT, FITNESS &  
PERFORMANCE FLOORING  
◆  
SPECIALIST ACOUSTIC  
TESTING



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

**01600 887521**

**sport & fitness flooring**  
CONSULT ► DESIGN ► DELIVER



# FRANCHISING SUCCESS

The success of the Indian Premier League cricket competition has inspired other sports in India to start their own franchised leagues. With investment starting to flow, could India mirror China to become the next Asian sporting superpower? Tom Walker investigates



Franchise-based T20 cricket competitions are booming

In the 10 years since its launch, the Indian Premier League (IPL) has become the world's most lucrative cricket competition and a huge hit with fans both in and outside India.

The 2017 edition – played in April and May – saw global viewing figures increase 15 per cent on 2016 figures to 411 million, as it was broadcast to new territories, including the Middle East and North Africa.

The IPL is jointly owned and operated by the Board of Control for Cricket in India (BCCI), the sport's national governing body, and media giant Zee Entertainment Enterprises, and is now one of the world's most valuable sporting brands. In 2016, US-based corporate finance expert Duff & Phelps valued IPL's brand at a huge US\$4.16bn (£3.51bn, £3.15bn).

The IPL's success has led to other cricketing nations creating their own franchise-based T20 competitions. Australia launched the Big Bash League in 2011, followed by the Caribbean Premier League in the West Indies in 2013. Earlier this year, the English and Welsh Cricket



Professor Simon Chadwick is co-director of the Centre for Sports Business at Salford University

Board (ECB) announced that it too would launch a franchised competition by 2020.

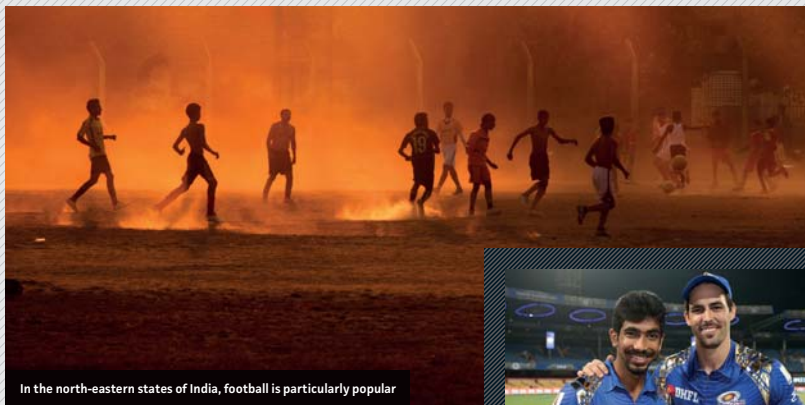
## BEYOND CRICKET

As well as inspiring a cricketing revolution across the globe – by making the 20-over format the most televised version of the sport – the success of the IPL has caused a ripple effect inside India. It has encouraged other sports in the country, such as football, hockey and tennis, to set up their own franchised leagues.

The format for the leagues is simple. Groups of investors – usually between eight and 12 – are given a team (a franchise), and they lure the world's top players to play for the team in return for a hefty pay packet. The big-name players attract media interest, broadcast deals and large crowds. The resulting ticketing, broadcasting and other revenues are collected into a central pot and shared by the league and the individual franchises.

The new leagues are being launched into fertile territory. India has a young population – the country's 1.2 billion





In the north-eastern states of India, football is particularly popular

“ There is now a rapidly-growing middle class in India, which can afford to follow and invest in sport

people have a median age of 27 – so there’s huge potential for gaining an engaged audience. Having one of the fastest growing economies in the world (a rate of 7.6 per cent in 2015) also means there is now a rapidly-growing middle class, which can afford to follow and invest in sport.

“The young, urban middle class is a large and growing market segment in India,” says Professor Simon Chadwick, co-director of the Centre for Sports Business at Salford University. Chadwick is an expert on emerging sports markets in Asia, having followed the region for nearly two decades.

“The middle class in India is expanding, spending more and is predisposed towards sport,” he adds. “This is currently based around health and fitness, but a significant part of the segment will spend on sport too.”

## FOOTBALL

One of the first Indian sports to follow the IPL’s model of a franchised professional league was football. While cricket is far and away the country’s most popular sport, there are pockets – such as the

north-eastern states of Meghalaya and Assam – where football competes for the status of top sport. This was reflected in the makeup of the first ever Indian Super League (ISL) when it was launched in 2014. Despite being a small economic area, the North East was one of the eight regions to be given a franchise (North East United FC).

The ISL is operated by the sport’s national governing body, the All India

Football Federation (AIFF) and sports broadcaster STAR TV. As well as copying its franchised model from IPL, the ISL shares another connection with cricket – many of the eight ISL clubs are owned by cricketing superstars. Former India cricket captain Sachin Tendulkar is a part owner of the Kochi-based Kerala Blasters, while his former team mate Sourav Ganguly won the bid for the Kolkata franchise, which he ▶



Australian cricketer Mitchell Johnson (right) was recruited to the IPL in 2014 to help draw crowds



Football was one of the first sports in India to follow the model of a franchised league





Sachin Tendulkar (left) co-owns ISL team Kerala Blasters



Once India's national sport, hockey is now looking to revive itself

## “ The biggest winners are the players – young talents can now dream of a career in hockey

► operates in partnership with Spanish La Liga team Atlético Madrid.

ISL has proven to be a big hit. In 2016, the average attendance for league games reached 26,376 – making ISL the fifth best attended professional football league in the world behind the German Bundesliga, English Premier League, Spanish La Liga and the Mexican Liga MX.

As well as being a commercial success, the launch of the league has had a huge impact on football development in the country – from grassroots to elite level. It has raised the profile of football and, as the money from the ISL has begun to trickle down to the grassroots, has significantly improved the facility infrastructure.

ISL figures show ₹50 crore (US\$7.8m, €6.8m, £6m) has been spent on improving the eight stadiums where games take place. This benefits local clubs that play at these venues outside the two-month ISL season.

Since its launch, ISL has strengthened India's credentials as a footballing nation. Perhaps the clearest sign of this is FIFA's decision to award the Under-17 World Cup – the sport's third most important international tournament – to India. The tournament will be held across six cities – New Delhi, Kolkata, Guwahati, Margao, Kochi and Navi Mumbai – from 6 to 28 October.

Speaking at the Soccerex 2016 conference in Manchester, Kushal Das, general secretary of AIFF, said the success of ISL has allowed fresh investment in facilities.

“Significant investments have been made by the clubs and the league into infrastructure for pitch improvement as well as improving facilities,” Das said. “That has made it easier for the spectators to come with their families. The involvement of Bollywood, along with corporates, in the ownership of the new clubs also generated a fair amount of interest and visibility.”

## HOCKEY

While football is still finding its feet in India, another sport with a proud history in the country is looking to use the franchised league model to rejuvenate its fortunes. Hockey, formerly India's national sport, has wallowed in the doldrums for a number of years. Once a world power – India won six consecutive Olympic gold medals between 1928 and 1956 – the standard of the national team had declined so badly that the team failed to qualify for the 2008 Beijing Olympics.

In late 2012, following another disastrous showing, this time at the London 2012 Olympics (India finished last), the Indian Hockey Federation began efforts to revitalise hockey. As part of the plan, it partnered with Nimbus Sport, a branch of Indian conglomerate Nimbus Communications, to launch a franchised hockey league – hoping to emulate IPL's success.

Now in its fifth year, the Hockey India League (HIL) has provided the sport with a major boost. As well as raising hockey's profile, the league has secured its commercial future and provided the Indian Hockey Federation with additional funding – thanks to a ₹14.73 crore (US\$2.3m, €2m, £1.7m) title sponsorship deal with coal mining behemoth Coal India Limited.



“

**The badminton league has made more people eager to take up the sport at a professional or recreational level**

According to Mushtaq Ahmad, chair of HIL, the sponsorship deal has been crucial for growing the grassroots sport. “The biggest winners are the players,” Ahmad says. “Young talents will now have the opportunity to dream of a career in hockey. This is only possible thanks to the incredible support we’ve received from Coal India.”

While the exact levels of funding haven’t been disclosed, the effects of the HIL have already had a positive impact on the national team’s fortunes. Four years of regular, top-level league hockey resulted in the Indian team making it to the quarter-finals at the Rio 2016 Games – for the first time in 36 years.

## BADMINTON & TENNIS

As well as working for team sports, the franchised model has been successfully introduced to individual sports. Both badminton and tennis have set up leagues with the intention of attracting some of the world’s best players and, as a result, larger audiences.

Played for the first time in November 2014, the International Premier Tennis League (IPTL) has attracted stars such as Serena Williams, Roger Federer, Rafael Nadal and Andy Murray. It’s been a hit with audiences, with IPTL matches now being beamed to more than 125 countries and 300 million households.

Meanwhile, the Premier Badminton League (PBL) enjoyed its third season in 2017. Badminton is often described as the second most played sport in India after cricket and, according to national governing



Badminton is often described as the second most played sport in India after cricket

body Badminton Association of India (BAI), PBL has strengthened that position.

“PBL is the most popular badminton league in the world,” says Himanta Biswa Sarma, president of BAI. “Besides showcasing the best of international and Indian badminton talent in India, the tournament has been successful in widening the base of the game with more people eager to take it up at a professional or recreational level.”

## CHASING CHINA?

Does the combination of a number of new sports and a booming middle class with disposable income mean that India could threaten China’s position as the sporting



The International Premier Tennis League attracts stars like Federer



► behemoth of Asia? Will enough investment trickle down from the franchised leagues to the grassroots to set in motion an increase in participation numbers?

Not quite yet, says Chadwick. "Indian sport is forever a promise waiting to be fulfilled," he says. "If you look at India's economic strength and its population size, the country remains the world's most under-achieving sporting nation."

Chadwick adds that while there are similarities between China and India, the approach towards sport remains far apart. In China, efforts to grow sport are government-driven as sport is seen as a 'soft power', which can be wielded on the global stage.

Chadwick says: "China is state-dominated and centrally planned, while India is *laissez-faire* in its approach, with minimal state involvement. Entrepreneurs and investors also play a huge role in Indian sport."

Chadwick predicts that while some of the commercial successes of the franchised leagues will benefit sport and lead to

local growth, it will take time for any real changes to be seen in the way sport is organised in the country – especially outside urban, economic growth areas.

"There simply aren't the facilities for grassroots sport development in India," Chadwick continues.

"India is so vast and so diverse that there is no coherent approach to grassroots sports development. Some children and

their families still have much more pressing concerns than playing sport."

"If India wishes to unlock its sporting potential, the government needs to make a commitment to sport. China has made long-term commitments to sport – including hosting the Olympics and pledging to win the FIFA World Cup – and would lose face if it retrenches. If India wishes to challenge China, it must do the same." ●



India lacks a coherent approach to grassroots sports development

© SHUTTERSTOCK/ARUN K. JAYARAMAN

## KABADDI

One of the more exotic sports to have set up an IPL-style elite league is Kabaddi – the traditional Indian sport best described as a cross between wrestling and rugby. Needing only a patch of earth and no equipment, the sport has flourished in remote rural areas, but previously lacked the backing to become a national phenomenon.

The turning point for the sport came when Charu Sharma, a cricket presenter and former boss of an IPL cricket team, got the idea of starting a league of his own. He convinced high-profile owners to buy teams and kept ticket prices low.

Enter the Pro Kabaddi League (PKL), a glitzy version of the village sport played indoors under disco lights, with loud music and cheering fans. Inaugurated in 2014, the league has



Outside of India, Pro Kabaddi League (PKL) is now broadcast live in over 120 countries

IPL-style franchises backed by celebrity owners and corporate sponsors.

Each team must have at least three foreign players in an attempt to spread the sport outside India. During its inaugural season, an amazing 430 million

viewers tuned in to watch on television, second only to the IPL's 552 million.

Kabaddi has built a strong economic foundation for continued growth. Top players in the PKL earn up to 4m to 5m rupees a year (US\$63,000-US\$78,000).



# GET MORE SPACE TO PLAY

DELIVERING PIONEERING BESPOKE STRUCTURES FOR 27 YEARS



Our bespoke sports structures use natural light and ventilation to create incredible spaces to play in year round. Choose from wood, aluminium or steel frames, sliding or fixed roofs and countless options to make it your own. We offer a full turnkey service covering every aspect, including finance options. Call 01380 830 697.



[www.coprisystems.com](http://www.coprisystems.com) | 01380 830 697 | [sales@coprisystems.com](mailto:sales@coprisystems.com)

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

01636 640506 | [info@replaymaintenance.co.uk](mailto:info@replaymaintenance.co.uk)

## *Synthetic pitch holding water? Compacted? Moss or algae problems?*



*Give it some Replay TLC  
a one-off visit or a complete rejuvenation*

## REPLAY.

REVOLUTIONISING MAINTENANCE







# WE. CREATE. CHAMPIONS.




THE WATTBIKE ALLOWS  
ME TO MONITOR MINUTE  
DETAILS - THE RESULTS  
SPEAK FOR THEMSELVES

**Lizzie Deignan**  
World Road Race Champion

Contact our team today to find out how you  
can revolutionise your indoor cycling.

Email [sales@wattbike.com](mailto:sales@wattbike.com)  
or call 0115 945 5450

WATTBIKE.COM

 @Wattbike  /Wattbike  /Wattbike  /Wattbike

**wattbike**



# STRONGER STROKES

Rowing puts a heavy load on the body, making conditioning programmes for rowers extremely important. Steph Eaves looks at the methods used by top rowing clubs worldwide

**R**owers are some of the strongest, fittest athletes in the world, thanks to training for a sport that works every muscle in the body and requires extreme stamina. However, they are also prone to their fair share of injuries, due to intense loading on the lower back during each stroke, and the requirement to twist repeatedly to one side.

Strength and conditioning training is an important part of keeping these athletes in top condition, helping them to win and minimising the risk of injury. At the centre of this training is the rowing machine, or 'erg'.

"The rowing machine is the cornerstone for fitness conditioning in the British Rowing team," says GB rower and Olympic Gold Medallist Will Satch. "Whether it's a long, steady row for 90 minutes plus, or a short higher-intensity piece, the rowing machine can't be beaten."

Because the sport takes place on the water, there are many variables, such as currents and wind, that can affect the speed of the boat. By using the erg, athletes and coaches can reliably measure and compare times, allowing progress to be tracked.

GB rowers Will Satch and George Nash put their training to use in London 2012

"The rowing ergometer is a key testing and training tool, as it controls for many confounding variables, allowing a more refined and objective approach," says a spokesperson from Loughborough University's coaching team.

At Melbourne University Boat Club (MUBC) in Australia, a training ground for Olympians, the rowing machine is used for training sessions at least three times a week in order to build athletes' endurance and strength.

"We do a lot of steady-state, low intensity but high volume training on the erg, as well as some sprint work," says Franz Imfeld, MUBC's high performance manager.

## Cross training

While rowing on the water and indoors is a huge part of the training programme for elite rowers, coaches stress the importance of adding some cross training to the mix. One of the most popular



The rowing machine eliminates on-water variables, providing a reliable measurement of progress





New Zealand rower Eric Murray (right)

► methods of cross training is cycling – either indoor or outdoor.

Double gold medalist New Zealand rower Eric Murray credits the Wattbike with helping him and his teammates achieve success in the boat.

"There are four main training components in rowing," he explains. "On-water rowing, the rowing machine, the gym and the bike. The bike has been an integral part of my training and that of the wider NZ rowing team. The Wattbike specifically lets you easily monitor your output."

Cycling and rowing often go hand in hand, as they both require explosive leg power. By using both the rowing machine and indoor bike, coaches can ensure that rowers stay mentally fresh, as Tom Cannon, assistant head of boats at Latymer Upper School in London explains: "The indoor bike enables us to vary training in order to keep the athletes stimulated throughout the season. Often we use it in longer, steady state sessions to maintain endurance or shorter, higher intensity pieces to work on power."

"Indoor cycling gives the athletes a mental break from the erg and water sessions, and helps them feel mentally refreshed while keeping the training going."

As well as providing variety, Cannon says the Wattbike has also proved to be great tool for measuring performance over time.

"After attending a workshop by [sports scientist] Eddie Fletcher, we've used it



© SHUTTERSTOCK / SYDA PRODUCTIONS

Developing explosive leg power is vital for rowers

## "THERE ARE FOUR MAIN TRAINING COMPONENTS IN ROWING – ON-WATER ROWING, THE ROWING MACHINE, THE GYM AND THE BIKE"



© SHUTTERSTOCK / STEFAN SCHUB

Cycling is a popular cross-training tool

to monitor some athletes' development, rather than the traditional erg or weights," he says. "Those who can't row due to injury often use it keep their training constant and keep up their endurance whilst they are on their way back to full fitness."

### Strength

In addition to cardio-based training, a huge emphasis is placed on strength work, which helps the athletes to get the most out of each stroke they take in the boat.

Loughborough University rowers, training in their Powerbase gym, which was designed in collaboration with Technogym, focus on traditional weight-based exercises.

"Foundational movements, such as squats and deadlifts, bolstered by the more dynamic Olympic lifts – snatch and clean and jerk – and variants such as high pull are ►





# MATRIX

TOTAL SOLUTIONS PROVIDER

Matrix aren't just a fitness equipment provider...  
We are committed to the future of sport through  
our continual investment in upcoming athletes,  
providing a legacy for future generations.

Last year Matrix Fitness committed to sponsoring University of Bath student, Laura Macro. Laura is the British U23 Indoor Rowing Champion and currently studying Sport and Exercise Science.

*"The support from Matrix has been crucial to me this year" comments Laura. "It's enabled me to attend training camps, costly competitions and essentially, purchase key training equipment. With Matrix's support I'm confident I will achieve my goal of attending the Team GB Rowing trials in 2018."*

**Keep an eye out, Laura's journey has just begun...**



MatrixFitnessUK



MatrixFitnessUK



MatrixFitnessUK

[matrixfitness.co.uk](http://matrixfitness.co.uk)





Loughborough University's Powerbase gym features numerous ergs



Young rowers at Latymer Upper School train on the erg and the indoor bike

**"STRENGTH TRAINING IS A VITAL PART OF THE ROWING PROGRAMME. IF ROWERS DON'T HAVE THE CONDITIONING, INJURIES BECOME RIFE"**

► ideal as they use the coordinated whole-body motion necessary for rowing," says the Loughborough University spokesperson.

A similar programme is followed by MUBC, with additional exercises to ensure the athletes' musculature supports the mechanics of the rowing movement.

"Strength training is a vital part of the rowing training programme," confirms MUBC's Imfeld. "Rowing is a high-loading power and endurance-based sport, and if rowers don't have the conditioning and support that enable them to take the load, injuries become rife."

"What makes rowing an unusual sport is that it's asymmetric loading: unlike on a erg, in the boat rowers sweep off to their left or right, meaning they're taking full load while they're fully rotated in the upper body and completely compressed in the lower body."

He continues: "To make sure we account for this, we have a rigorous three- to four-time weekly lifting routine, which consists of sport specific major lifts, but is then supplemented by a lot of isolation work – single arm and single leg work – to ensure support is built across the body."

At Latymer Upper School rowing club, the focus is less on lifting heavy weights, and more on developing the young rowers' bodies with functional exercises, explains Cannon.

"Functional movement exercises have allowed the athletes to understand their bodies and to develop correct posture. The knock-on effect is that athletes become more coachable on the water as they understand how they move."

## Core stability

Strength is important, but when asked what aspect of training makes the biggest difference to performance, MUBC's Imfeld is clear. "Core stability," he says. "Being able to hold yourself still and repeatedly absorb the loading, stroke after stroke, only comes from being able to activate your core. The injury prevention and improved performance that comes from this on and off the water is key."

MUBC rowers, he says, do core exercises as part of every weights session, with weekly sessions dedicated to core strength.

## Recovery

Part of any good conditioning programme is an effective recovery strategy, something Latymer Upper School is well aware of. "Rest and recovery is so important to keep them injury-free and mentally fresh," says Cannon.

The university clubs employ a variety of recovery methods to help athletes stay in prime condition. Massage, stretching and foam rolling are used

© SHUTTERSTOCK/LDR00



Exercises that develop core stability are key to rowing performance

through the season, and cold therapy during times of competition.

While there are plenty of new technologies, theories and research, Imfeld says the key to success is to avoid over-complicating the training process.

"Keep it simple. There are a lot of fads out there when it comes to training, but ultimately we want to row fast. To row fast, you need to have good technique. To have good technique, you need to be able to hold yourself still and strong. To be able to hold yourself still and strong, you need good core and endurance – it's all linked together. If you have the above, you won't get injured and you'll go fast. Simple!" ●





*Life Fitness*

# INTEGRITY SERIES

THE BEST... JUST GOT BETTER.

[www.lifefitness.co.uk/integrityseries](http://www.lifefitness.co.uk/integrityseries)

*Life Fitness*

HAMMER  
STRENGTH

CYBEX

INDOOR CYCLING

SCIFIT

> inmovement

BRUNSWICK

© 2017 Life Fitness, a division of Brunswick Corporation. All rights reserved. Life Fitness and Hammer Strength are registered trademarks of Brunswick Corporation.

## TWO GREAT WAYS TO TRAIN

The **Concept2 Indoor Rower** has been the rowing machine of choice for over 30 years. Now the **Concept2 SkiErg** brings the intense sport of cross-country skiing to your gym. Whichever you choose, you'll get unrivalled functionality and durability, all backed by our famous customer support.

SkiErg from **£583** ex VAT

Indoor Rower from **£716** ex VAT

**concept 2.**

OARS | INDOOR ROWER | SKIERG  
0115 9340140 | [info@concept2.co.uk](mailto:info@concept2.co.uk) | [concept2.co.uk](http://concept2.co.uk)



# DEEP IMPACT

The government's new approach to funding sport and physical activity makes it imperative for those reliant on public money to demonstrate their social impact. We explore how the industry is delivering hard proof

**T**he government's *Sporting Future* strategy represented a sea-change in how success in the UK's sport and physical activity sector was defined and funded. Future decisions would be made on "the social good sport and physical activity can deliver, not simply the number of participants", with a focus on five key outcomes: physical wellbeing; mental wellbeing; individual development; social and community development; and economic development.

This agenda was further promoted by Sport England's 'Towards An Active Nation' strategy, which commits £250m over five years to tackling inactivity, with a greater emphasis on 'hard-to-reach' groups and the same five outcomes.

With the gauntlet well and truly thrown down by those holding the purse strings, prioritising and demonstrating social impact is no longer just good practice; it's a necessity.

## Return on investment

One of the first efforts came years before 'Sporting Future', from the sport for development (S4D) sector: a branch focused on delivering social objectives, from improving physical and mental wellbeing and educational attainment to increasing community cohesion and civic engagement.

In 2009, Sported – an S4D member association borne out of the London 2012 legacy movement – commissioned research and technology company Substance to conduct a three-year study into the financial impact of S4D organisations on substance misuse; antisocial behaviour and crime; young people not in education, employment

**Positive Youth Foundation provides support to disadvantaged young people**



and training; educational attainment; educational attendance; wellbeing; and health and fitness.

The Sportworks study found that for every disadvantaged young person participating in an S4D programme, society saved, on average, £4,174.12 a year. Participation had a positive impact across all areas, particularly substance misuse, with an average risk reduction of 19.2 per cent, and anti-social behaviour and crime, reduced by 15.8 per cent.

Sported also commissioned Substance to develop a Sportworks tool for individual organisations of all types and sizes. Matt Shaw, media and external affairs manager at Sported, explains: "In an area of work so varied in its delivery methods and objectives, a scalable and easy-to-use impact measurement tool was needed. Sportworks enabled organisations to demonstrate the value of their





Community leisure facilities from SIV (L) and GLL (R) have an important social value



programmes and to identify how to increase delivery effectiveness across a range of social policy areas."

From 2013 to 2017, Sportworks was used by more than 250 organisations, in many cases making the difference between receiving support or not. "Brentford used Sportworks in its planning application for the new Brentford Community Stadium," says Shaw. "The £8.4m in cost savings [associated with the trust's work] underlined its importance to the local community and helped win the green light."

Despite this, Sported decided to redevelop Sportworks. "It was ahead of its time and significant investment is needed to keep its capabilities up to date and fit for purpose. In light of this and wider sector developments – most notably the publication of Sporting Future – we're exploring opportunities to develop a new tool, based on Sportworks' underlying principles, in collaboration with the wider industry."

### Focus on outcomes

The emergence of another SROI model may also be influencing Sported's decision. In April 2016, Sheffield Hallam University's Sport Industry Research Centre (SIRC) – funded by the Higher Education Investment Fund (HEIF), the Department for Culture, Media and Sport (DCMS) and Sport England – published an SROI report focusing on England's entire sport and physical activity landscape.

For the year 2013/2014, the study compared inputs to the sports industry (time/money) with outcomes:

**"In an area of work so varied in its delivery, a scalable and easy-to-use impact measurement tool was needed to demonstrate the value of programmes" – Matt Shaw, Sported**



the effects on health, crime, education and social capital. In return for total inputs by individuals and society combined (£23.46bn) researchers identified £44.75bn worth of outcomes, or £1.91 of social impact for every £1 invested. Meanwhile, for every £1 the government spent it saw a return of £3.15.

In non-monetary terms, exercise was found to reduce individual risk for coronary heart disease by 30 per cent, breast cancer by 20 per cent, colon cancer by 24 per cent, type 2 diabetes by 10 per cent and dementia by 30 per cent, as well as impacting positively on wellbeing, educational attainment and crime reduction.

The potential to scale down the national model for use by individual organisations was clear. One of the first to respond was SIV, the operating arm of Sheffield City Trust, which manages seven leisure centres, an ice rink and five golf clubs. Commissioning Sheffield Hallam University (SHU) to conduct a study, SIV showed that for every £1 the council invested in its facilities, it delivered £2.01 in value. ▶





### ► Social value

Also quick to respond was the DataHub, a virtual repository for the industry, which currently holds data from 220 operators on 300+ million visits. A collaborative project administered by consulting company 4 global, the DataHub gives operators access to standardised data that can be compared nationwide.

Building on the SHU model, 4 global partnered with the university and risk-profiling specialists Experian to develop the Social Value Calculator (SVC), which calculates the social cost savings delivered by a provider across improved health, reduced crime, increased educational attainment and greater subjective wellbeing – while allowing these figures to be compared across other organisations.

According to Chris Phillips, DataHub's head of sales, it's the first social impact reporting tool to be integrated (via the DataHub) with operators' leisure management systems, meaning all data processing is automated.

"Understanding the value that operators deliver back to the community is essential to achieving and

SIV (L) and Oxford City Council (R) both run programmes that help older adults stay active



retaining contracts, accessing funding and ultimately growing the development of our sector," says Phillips.

"The SVC automatically highlights progress in engaging hard-to-reach, high-risk groups, often from deprived areas. Fundamentally, it enables users to get a true reflection of the value they generate by getting and keeping residents active."

### Outcome management

While tools such as these may help providers demonstrate that they're delivering value for money, they are only one part of the picture. SROI, by definition, deals in hypotheticals, and stakeholders need to be sure, not just hopeful, that an organisation can deliver real results.

This has seen the rapid growth of outcome management software, reflected in the launch of a tailored solution from software supplier Gladstone and the evolution of existing software from exercise referral specialist ReferAll.

"The annual report no longer suffices," says Stuart Stokes, commercial director of ReferAll. "Commissioners want transparency and real-time updates in service performance."

Launched in 2010, ReferAll's online data collection system is now used by 171 services across the UK, representing more than 155,000 referrals. For each provider, three groups of data are collected relating to the initial referral, individual outcomes (such as changes in weight, BMI and blood pressure over time) and the performance of the service itself.

ReferAll is working with the ukactive Research Institute to build a pool of evidence from exercise referral schemes across the UK, to inform future practice and engage the support of bodies such as Sport England and Public Health England in rolling out schemes nationwide.

### Hard evidence

Developed in partnership with community health provider Everyone Health, Gladstone's solution is



GLL's Healthwise is a physical activity referral scheme for those with existing medical conditions





Oxford City Council provides free Streetsports sessions for kids, giving them the opportunity to try a variety of different activities

available to existing customers as Health and as a standalone product called iMPACT.

"Customers engaged by local authorities to deliver health intervention schemes need to provide hard evidence of their social impact," said Georgia Dowdeswell, iMPACT's business development manager.

The Gladstone solution combines planning and evaluation tools with management of service delivery. Mobile devices register attendance, complete questionnaires, capture videos, pictures and comments as evidence, and tag these to agreed contractual outcomes – from number of referrals and starters and completers to measures that change over time, such as weight, BMI and physical activity levels.

"When it comes to making the case for the social value of sport, outcome management and SROI are intrinsically linked," says Dowdeswell.

As a DataHub partner, iMPACT is well placed to contribute to its growing body of outcome-based data and feed into the Social Value Calculator. ReferAll is also talking to 4 global about how it can support the initiative.

## Quest for improvement

Operators can also demonstrate their social credentials by seeking accreditation. Quest, Sport England's quality scheme, first embedded this concept into its facility management and sport development assessments three years ago with the launch of a 'Community Outcomes' module, and built on this with other modules linking physical activity and health.

**"Understanding the value operators deliver back into the community is essential to achieving contracts, accessing funding and developing our sector" – Chris Phillips, Datahub**

But Right Directions – the team that manages Quest – raised the bar even further with two new assessments that focus on a commitment to social goals.

Quest for Active Communities, a two-day assessment, has a sharp focus on the five outcomes from the government and Sport England strategies. It features a number of modules aimed at the new agenda, such as 'Increasing Participation' and 'Reducing Inactivity'.

The scheme has also partnered with Substance to launch Quest Sport for Development. So far, four organisations have achieved the award: Tottenham Hotspur Foundation, Millwall Community Trust, Brentford FC Community Sports Trust and the Positive Youth Foundation, a grassroots organisation in Coventry.

"More than 600 UK leisure centres have Quest for Facilities accreditation, reassuring their local authority investors that their money is in safe hands," says Neil Watson, head of programmes at Substance. "Our aspiration is that funders of sport for development projects will view Quest Sport for Development in the same way."

What success in sport looks like is changing – for the good of the sector and the communities it serves. ●





# MIXING IT UP

Hybrid technologies  
strengthen the  
pitch surface

The millions of sports fans watching their favourite teams are unlikely to give much thought to the grass it's being played on, but the surface can make a significant difference to the quality of play. Tom Walker looks at the rise of hybrid pitches and their impact on sport

**H**ybrid sports pitches are now the playing surface of choice in professional football. Every English Premier League club has a hybrid surface and they are increasingly being used by European teams – Barcelona, Real Madrid and Borussia Dortmund are among the top teams to have joined the hybrid revolution.

Rugby too, has adopted the technology. Out of the Six Nation stadiums, only Italy's Stadio Olimpico in Rome doesn't have a hybrid playing surface installed.

The principle of a hybrid pitch is simple. A small amount of synthetic, twisted yarn is stitched into a traditional, natural grass pitch in order to reinforce it. As the grass grows, it intertwines with the synthetic fabric, strengthening the surface and improving stability. The yarn also speeds up the recovery of the grass sward, allows better drainage and increases durability – enabling the pitches to be used more frequently.

Paul Burgess, grounds manager at Real Madrid, sums up the benefits: "The artificial grass makes the pitch stronger,

more stable and better to play football on. It makes the pitch look better too."

## GRASSROOTS TO ELITE

While hybrids are now omnipresent across elite stadiums and clubs, they weren't initially targeted at elite users. Developed

by Dutch carpet specialist Desso in 1992,

the first sports-specific hybrid pitch – called GrassMaster – was designed for publicly-owned playing fields.

"The GrassMaster was originally developed to allow for more playing hours on municipal fields and pitches," says Marc Vercammen, vice president at Tarkett Sports – a multinational company that acquired Desso in 2015.

"If you want a natural pitch to remain at a decent playing quality, you need to restrict the hours of play on it. Back then, a natural pitch could take around 250 hours of play a year – or five hours a week.

"The introduction of GrassMaster quadrupled the amount of playing time to around 1,000 hours a year while still offering a good quality surface – thanks to the hybrid system being able to take more punishment. It quickly became very popular with public pitch owners."

For a while, GrassMaster was first choice for grassroots operators looking to increase pitch usage. It wasn't until the emergence of 3G synthetic products, which allow near 24-7 usage, that GrassMaster started to lose some market share within the public sector.



Tarkett's Marc Vercammen says  
GrassMaster has changed the industry





Rugby clubs embraced hybrid pitches because they allowed them to get more use out of the pitch, while maintaining its quality

© MARK EGGERTON/PA WIREIMAGE.COM



The introduction of hybrid pitches quadrupled the amount of playing time to 1,000 hours a year

– Marc Vercammen,  
Tarkett Sports

By then, however, hybrid technology had been embraced by elite sport – particularly football and rugby – and within 20 years of its launch, GrassMaster had cornered the hybrid pitch market. In fact, it was the only system of its kind – using a stitched-in yarn within a natural grass pitch – until UK-based SIS Pitches launched a similar product, called SISGrass, in 2015.

#### STITCHED TO LAST

In the quarter of a century since its launch, the stitched-yarn hybrid pitch has, as a concept, changed very little. “The only

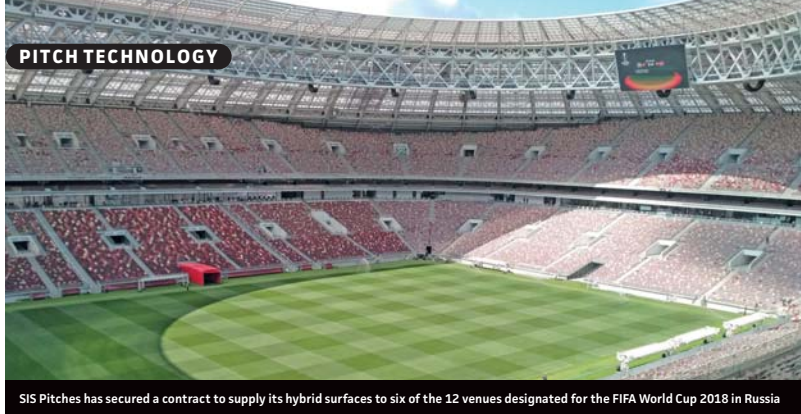


SIS Pitches has installed nearly 60 hybrid pitches since launching SISGrass in 2015

difference between the first GrassMaster pitches and the ones we supply today is the machine technology used to apply the stitching,” Vercammen says. “The system and yarn itself have remained the same. Some of our competitors might use different raw materials – and the future will tell if those changes are beneficial or not – but the technology is still pretty much the same.”

By “competitors”, Vercammen is referring to SIS Pitches, which has rapidly built a major presence in the market. Since launching SISGrass in June 2015, the company expects to reach 60 hybrid installations by the end of 2017. Its recent successes include securing contracts to supply surfaces to six of the 12 venues at the FIFA World Cup 2018 in Russia. ▶





SIS Pitches has secured a contract to supply its hybrid surfaces to six of the 12 venues designated for the FIFA World Cup 2018 in Russia

## HITTING THE CARPET

Away from the stitched pitch system, there has been one major innovation in the hybrid pitch market: the introduction of "lay and play" carpet-based pitches. Rather than reinforcing a natural grass pitch by stitching the synthetic fibres into it on-site, the carpets are created by growing the grass around the synthetic fibres in a controlled environment. Once the grass has enveloped the fibres, the turf is picked up, transported to its destination and laid down.

Carpet systems have quickly grown in popularity and can now be found in some of Europe's most high-profile stadiums,



Thanks to their softness and durability, our hybrid carpet pitches can provide a similar resistance to synthetic surfaces

- Sean Goodwin, Talbot Sports Turf

such as the Amsterdam Arena in the Netherlands and the Nuevo San Mamés, home of Spanish club Athletic Bilbao. There are now around 30 hybrid carpet systems on the market. Witnessing the potential of the carpet system has also led Tarkett – owner of GrassMaster – to create its own lay and play system, called PlayMaster.

The benefits of the carpet system are ease of installation and the cost is sometimes less than that of a stitched pitch. A carpet-based hybrid also doesn't require a six-week shutdown of the pitch each year to allow maintenance – as is the case with a stitched hybrid pitch. Therefore, carpet-based pitches are ideal for busy venues, which have a hectic events schedule.

While the consensus has so far been that carpet pitches are less durable, requiring replacing every few years – compared to the 10-plus years of a stitched pitch – the technology is catching up.

"With annual renovation and routine maintenance, some carpet systems now have an expected lifespan of more than 10 years," says Sean Goodwin, director at UK-based contractor Talbot Sports Turf. "One of these is an Italian surface called PowerGrass, which can be installed directly on site and only requires a growing period of about four weeks before use."

He adds: "Thanks to its softness and durability, it has similar resilience to that of synthetic surface. We're moving to a situation where hybrid carpets could become affordable to everyone." ●



Hybrid pitches have a small amount of synthetic yarn stitched into the natural grass



# HYBRID IN PLAY

We take a look at the sports and stadiums embracing hybrid pitch technology

## A carpet for a busy schedule

One of the first stadiums to have Tarkett Sports' new carpet-based PlayMaster system installed is the Amsterdam Arena (soon to be renamed Johan Cruijff Arena) in the Netherlands. The new pitch was laid between July and August 2017.

The venue chose a carpet-based surface due to its hectic, year-round schedule of events. The busy timetable wouldn't allow a six-week shutdown of the pitch each year – which would be required to allow maintenance on a stitched hybrid pitch.

## Transforming community sport

London's Royal Parks is trialling hybrid pitches in a community playing setting, as part of a unique UK pilot that could transform public sports fields across the country. The Royal Parks – which operates the sports facilities at London's Regent's Park – has received £353,000 from Sport England to install a hybrid pitch. It will be the first time a pitch of

“It's a unique UK pilot that could transform public sports fields across the country

this type has been installed in outdoor public sports facilities in the UK.

Supplied by Italian company Powergrass – and installed by UK contractor Talbot Sports Turf – the new surface is part of plans to dramatically increase the usage of the Regent's Park pitch. During the trial, the pitch will be installed and then monitored closely for a 12-month “growing in” period to achieve full establishment, then for a further four years by independent agronomists.



Liverpool FC's Daniel Sturridge takes a kick at Anfield stadium

© MARTIN ROCKETT/PA WIRE/PA IMAGES

## Unbeaten on hybrid

Croatian top-flight team HNK Rijeka caused a sensation during the 2016-17 HT Prva liga season. The club managed to break the dominance of defending champions Dinamo Zagreb, which had won the league title 11 seasons running.

Rijeka partly attributed its success to the new hybrid pitch at its Stadion Rujevica. Using a Mixto surface – designed and supplied by Italy-based Limonta Sport – the pitch ensured a consistent playing surface suited to Rijeka's style of play.

## Durability through stitching

The best example of how a stitched hybrid system can transform the fortunes of a pitch – and ensure longevity – is the playing surface at Liverpool's famous Anfield stadium. The first GrassMaster pitch was laid down in 2001 and only this year, 2017, was deemed in need of a replacement.

Following the installation in July, the Reds will play their 2017-18 Premier League and European campaigns on a brand new GrassMaster pitch. ●



Ajax Amsterdam plays FC Groningen on Amsterdam Arena's Playmaster hybrid pitch

© ROYAL BONES/TOPO FOTOGRAFIE/PA WIRE/PA IMAGES



# WORTH A TRI

Already riding a wave of popularity, triathlon has been given a further boost by GB's medal success in Rio, with a gold, silver and bronze at the Olympics and a gold, two silvers and a bronze at the Paralympics. Kath Hudson looks at what's next for the sport that was only added to the Olympics in 2012



**W**ith podium-dominating performances on the world stage, the Brownlee brothers have done a great deal to elevate the sport of triathlon in the UK, and it's now going from strength to strength. As someone who discovered it in their mid-40s, I can confirm it is highly addictive and gives a massive buzz. Tri-specific shops, camps and training locations are springing up around the country and there are now some 1,200 annual events in the UK. Last year saw a record number of race starts – 220,000 – and spend was up by 15 per cent to £417.5m.

## AN AFFLUENT SPORT

Unlike male-dominated cycling, triathlon is also appealing to women. British Triathlon's entry level super-sprint events, GO TRI, have introduced 10,000 people to the sport, 47 per cent of whom are women. The overall national average is 70 per cent male, 30 per cent female. The governing body is looking to build female participation by hosting training days and running Getting Women into Triathlon workshops. Encouragingly, the highest participation growth area is among women over 55. On top of this, 30 per cent of qualified coaches are female, compared to 17 per cent of the national average.

Research by the Triathlon Industry Association shows that the sport currently appeals to an affluent demographic: the average age is 42, with a salary of £48,900,



GO TRI has introduced 10,000 people to triathlon, 47 per cent of whom are women

## RIO MEDAL WINNERS

It was a one-two for the Brownlees in the men's event, with Alistair retaining his title and Jonny doing one better than London with a silver. In the women's event, Vicky Holland had a sprint finish with her best friend, Non Stanford, to scoop bronze in the women's event.

In the Paralympics, Andy Lewis took gold in the PT2 men's triathlon, Lauren Steadman won silver in the PT4 and in the PT5 class Alison Patrick and guide Hazel Smith took silver with Melissa Reid and guide Nicole Walters winning the bronze.



Vicky Holland



Andy Lewis





The Brownlee brothers took gold (Alistair) and silver (Jonny) in the men's triathlon in Rio

“ The sport appeals to an affluent demographic: average age is 42 with a salary of £48,900 and they are happy to spend on the sport

and they're happy to spend on the sport. Men spend mainly on hardware, coaching, fitness tech and overseas race travel, while women spend on gym memberships, training camps and overseas racing.

#### OVERCOMING CHALLENGES

Clearly, there's scope for operators to get involved by offering personal training, as well as technique workshops for swimming, cycling and running, or as an event organiser.

However, the sport does have a few barriers to entry. It can be seen as expensive, intimidating and elitist. Also suitable event locations, which can accommodate interesting and safe courses for all three sports, can be difficult to find.

The XMAN events on Dartmoor had to be cancelled because of licensing issues this year and Xterra, the world's only off-road triathlon series, which was set to return to the UK this year, was also cancelled.

Another challenge is to entice more millennials. Jack Buckner, the chief executive of British Triathlon, says the plan is to build on the momentum of Rio to bring more people into the sport by raising awareness of the participation pathways, like GO TRI, and the work the Triathlon Trust is doing to create more children's triathlons. Charity, INTOTRI, is now the UK's largest triathlon operator and is intent on doing more to grow the sport. (see interview with Michael Burkert overleaf). ▶



Xterra was cancelled due to issues with the location



# INTOTRI

By offering affordable entry-level triathlons, INTOTRI has ambitions to do for triathlon what parkrun has done for running

**“D**espite triathlon being a friendly and fast growing sport – especially thanks to Team GB’s success on the world stage – there are a few barriers to participation,” says INTOTRI founder, Michael Burkert. “The swim – especially if it’s in open water, the idea of getting on a bike wet, having the right gear and the expensive entry fees.

“With our events we’ve removed the barriers,” he says. “Events are affordable, or sometimes free. People can stop and rest in the swim. Even walk if they want to. We don’t include transition one in the overall time, so people can go to the changing room after the swim. They can use any kit – even a tandem bike – and there are no cut off times.”

Because the target audience is people coming back into sport after a few years,



Michael Burkert is removing the barriers to triathlon with accessible events

or who are confident in one discipline, but not all three, the distances have been set in order to be achievable, but still feel like a challenge. The super sprint distance is a 400m swim, 10km bike ride and 2.5km run. There is also a junior distance (200m, 4km,

2.5km) and for those who want to progress, a sprint distance (400m, 20k, 5k).

Elmbridge Xcel Leisure Centre at Walton-on-Thames in Surrey was the first site to come on board, and now hosts monthly events from April to October, with events currently reaching capacity of 125 two weeks prior.

## BUSINESS GROWTH

This year the business took an unexpected quantum leap forward when Tempus Leisure lost the contract to run the leisure centres for Cornwall County Council and its successful triathlon and mini-tri series looked set to languish. INTOTRI took over and the series has not only survived, but thrived. This season there have been five pool-based sprint distance (400m swim, 20k bike, 5k run) triathlons, a triathlon at the Cornwall Games and six mini-tris, which have five different age categories and attract around 400 children per event.

Next year, Burkert plans to increase participation in Cornwall by 30 per cent. “We’re going to roll out some new locations with attractive event formats, such as a Newquay triathlon, where the run and finish will be at the zoo, as well as another event at Plymouth’s Life Centre, where the 10 lane pool will allow 20 competitors to start at once,” says Burkert. “We’ll also tie up with more schools and surf life saving clubs to grow events, such as an open water event at Falmouth, and



Charity INTOTRI asks leisure centres to grant affordable access to pools







© J. BERTON/D. KOSTA/ALAMY



© SHUTTERSTOCK/STEFAN SCHUB

The INTOTRI events cater to everyone, from juniors to seniors, novice to experienced



Once they're inspired by triathlon they might take out a swim membership, have swimming lessons or join the gym to work on strength

will run more scootathons so that even younger kids can get involved."

Burkert has ambitions to grow the concept across the country, and even overseas, so is actively looking for more partnerships with leisure centres. Little is required other than pool time. INTOTRI takes care of the insurance, risk assessments, child protection policy, the route, marshals and marketing.

"It brings a new audience into centres," says Burkert. "Triathlon brings people back to the pool. Once they are inspired by triathlon they might then take out a swim membership, have swimming lessons, or join the gym to work on strength training for the bike and the run. The events also bring secondary spend on food and beverage." ●

## CORNWALL TRIATHLON IN NUMBERS

**PARTICIPATION:** 1600 juniors, 500 adults

**GENDER SPLIT:**

Juniors – 49% female, 51% male

Seniors – 40% female, 60% male

**AGE SPLIT JUNIORS:**

8y (14%), 9-10y (40%), 11-12y (33%), 13-14y (11%), 15-16y (2%)

**AGE SPLIT SENIORS:**

<40y (39%), 40-50y (37%), 50-60y (17%), 60y+ (7%)

**TRIATHLON EXPERIENCE:** 20% novice, 47% limited experience, 32% experienced





# SWIMRUN



Born from adventure racing, SwimRun is a tough endurance sport where you compete in pairs, swimming in your trainers and running in your wetsuit. It may sound crazy, but it's fast gaining momentum

**T**he concept was created as a drunken bet by Swedish friends, Mats Skott and Michael Lemmel, who had the idea of racing across the Stockholm archipelago in 2006.

This course, ÖTILLÖ, has now become the SwimRun World Championships. It involves 10km of swimming in the cold Baltic sea and 65km of running on slippery rocks, island terrain and unbeaten terrain. There are now four qualifiers for it: the Isles of Scilly in the UK, 1000 Lakes in Germany, Uto in

Sweden and Engadin in the Swiss Alps. Skott estimates that there were more than 200 SwimRun races organised in 2016. In 2017, SwimRun events took place across the UK in Scotland, Wales and England.

## NATURE AND BEAUTY

"The rise of SwimRun is due to three things primarily," says Skott. "You race in pairs, meaning you're dependent on one another and you share the experience together. The races are out in nature and you get to discover beautiful places without leaving a trace, and it's a sport where the only thing you can do is to work with your partner and use each other's strengths and weaknesses."

Skott says the sport is about getting back to basics.

"It has nothing to do with trying to control your environment, time, or speed running and swimming, as these sections vary in terrain

Mats Skott and Michael Lemmel created the race in Stockholm in 2006



SwimRun competitors race in pairs, never being more than 10m apart during the event

and difficulty," he says. "It appeals to people who are tired of the expensive gear and of being in a controlled environment, who are interested in nature and other people and want to find a way to adapt, not conquer."

For those interested in organising a SwimRun event, Skott says the course should be interesting, allow competitors to discover nature and be an experience. "Make it accessible to many, so do not go crazy on the distances," he says. "Think safety, safety, safety – then fun, fun, fun." ●





# TufNut™ Ready to roll

## Tyre training with a twist

There's six sides to this innovative story. In fact, it's just the right shape to help your members get into the right shape. TufNut™ gives you all the challenges of a tyre with all the control you want. Various weights are available – so you can jump, flip, roll, lift, push and pull until your heart and muscles are content.

### Order Now!

[sales@jordanfitness.co.uk](mailto:sales@jordanfitness.co.uk)  
+44 (0) 1553 763285

Jordan®  
[www.jordanfitness.com](http://www.jordanfitness.com)



FUNCTIONAL  
FLOORING

POROUS  
PAVING

RECREATIONAL  
SURFACES

CONICA®

SPORTS  
SURFACES

## HIGH PERFORMANCE FLOORING by CONICA

CONICA has long been recognised for its expertise as a manufacturer of innovative flooring solutions for sports and play facilities around the world. Now CONICA is bringing its advanced knowledge and experience to functional flooring for industrial and public spaces. Schools, hospitals, libraries, warehousing and parking areas can all benefit from products such as CONIFLOOR and CONIPROOF. For more information please visit our website [www.conica.com](http://www.conica.com), email [enquiry@conica.com](mailto:enquiry@conica.com) or call us on 01636 642 460.

CONICA LTD Jessop Way Newark Nottinghamshire NG24 2ER  
Phone +44(0)1636 642 460 Fax +44(0)1636 642 477





# GROWING GOALBALL

Providing excellent opportunities for visually impaired people to get active, new CEO Mark Winder describes Goalball UK's plans for attracting more players and setting up clubs across the country

Goalball was originally created to rehabilitate soldiers after WWII and is the only sport designed specifically for the blind and visually impaired (VI). Played with blindfolds and a ball with bells inside it, it's open to all levels of visual impairment at elite competitions, and absolutely anyone can play at a club level.

As the new CEO, I'm fortunate enough to be joining the sport at an incredibly exciting time for the grassroots game. Participation has increased by 425 per cent over the last funding cycle, meeting Sport England targets two years early. With over 30 clubs across the country – double the number active in 2012 – more people than ever are experiencing this fantastic sport.

Though we didn't have teams at Rio, we're still capitalising on the boost that London 2012 gave us. Several of our current Team GB players point to the London Games as a watershed moment for them. Unlike many other sports, which have struggled to keep up participation, our growth has been remarkable.

## Team effort

This success has its roots in our vibrant regional clubs and the dedication of the volunteers who run them. We only have a handful of paid staff, making our small army of referees and coaches vital to the grassroots game. We often say that when you take up Goalball, you're joining a community rather than a sport.



Winder is excited about Goalball's growth

By hosting regular coaching courses around the country we're able to renew our reserves of qualified volunteers as well as giving the friends and family of players the chance to be more actively involved. A volunteer shortage is the most significant barrier to our expansion and their recruitment is just as vital as attracting new players. Consequently, a lot of our campaign activity is focused on promoting individual clubs in order to raise their profile regionally.

## The activity goal

Centrally, we're very much aware of the thousands of VI people who could benefit from Goalball. Only one per cent of VI people currently have access to Goalball facilities and training, meaning tens of thousands of people are missing out on the very tangible health, social and economic benefits through participation in sport – and society as a whole is missing out on the contribution they could make. Our goal is to reach as many of them as possible.

The south west of the country, for example, currently has no regularly active



Goalball utilises a ball with bells inside it and raised markings on the court





© CHRIS RADBURN/PA ARCHIVE PHARMACISTS

**Blackout goggles enable a level playing field amongst competitors**

clubs, and the remarkable response we've seen to the new London Elephants club makes it clear that more are needed in the capital to meet demand.

New funding from Sport England will be vital to this much needed expansion. The *Towards an Active Nation* strategy, launched last year, aligned perfectly with Goalball UK's values, and the subsequent £1.4m from Sport England will help us to meet our ambitions and those of the Government.

## Educating new players

The level of inactivity among VI people means that we reach many players through organisations and services that are unrelated to sport. Schools, charities and local councils are all routes to reach potential new players. Higher-education providers, in particular, have been incredibly active centres for the sport. As well as the Royal National College for the Blind (RNC), universities such as Cambridge University boast incredibly strong teams that have inspired others to get involved. We'll continue to strengthen these relationships with a particular emphasis on school outreach and junior programmes, in order to reach younger players.

In Goalball, blackout goggles are worn, ensuring all players have the same level of blindness. This allows anyone to get involved. By holding more sessions in schools, VI kids will be able to get active with their sighted friends, simultaneously destigmatising visual impairment and introducing new players to the game.



Several Team GB players credit London 2012 as their watershed moment

**"By holding more sessions in schools, visually impaired kids will be able to get active with their sighted friends, destigmatising visual impairment"**

## Branching out

We also hope to build on previous successes in engaging traditionally inactive groups. The additional £200,000 from Sport England has been explicitly earmarked with this in mind. With it, we'll be able to run more of our incredibly popular 'This Girl Can' sessions and support new clubs with the cost of hiring venues. This will make it possible to branch out into lower socio-economic locations and to reach VI people who have previously not had access to sport.

Growth will often be driven by the players themselves. Due to our exceptional retention rate, many of those who are

involved with the sport progress to a point where they want to branch out into coaching or running a club. Laura Perry and Dan Roper, Team GB players, are good examples. After training at the RNC, they moved to Cambridgeshire and founded the Fen Tigers.

## Elite inspiration

To us, grassroots and elite play are intrinsically linked. As our GB players aim for Tokyo 2020, they're inspiring a new generation of players.

Goalball truly transforms lives and our aim is to ensure every VI person in the UK has the opportunity to discover the sport for themselves. ●



# PRODUCT INNOVATION

Lauren Heath-Jones takes a look at the latest technology and innovation currently making waves across the world of sport



For full company and contact details of any of the products and services featured here, please visit [www.sport-kit.net](http://www.sport-kit.net)

## Marco Suvilaakso introduces the Polar Team Pro Shirt

Polar has created the Polar Team Pro Shirt, a new advancement in wearable tracking technology.

Designed for professional athletes and sports teams, the Polar Team Pro Shirt

is a sleeveless, base-layer shirt, with integrated Polar tracking technology.

It features two unobtrusive heart rate capture points built directly into the fabric. The heart rate capture points accurately track heart rate metrics while eliminating the need for a bulky heart rate unit.

The shirt captures real-time heart rate data, while a motion sensor tracks speed, distance and acceleration.

**Heart rate capture points are built into the shirt's fabric**

The shirt is compatible with Polar's Team Pro System, an app that enables coaches to plan, monitor and evaluate training. Coaches using the app will have instant access to real-time data relating to the athlete's performance.

Marco Suvilaakso, chief strategy officer at Polar, says:

"Polar's history is deeply rooted in team sports, and for more than 15 years we've been working with teams globally to provide the best solutions."

"The Team Pro sensor is an entirely new design that allows



**Marco Suvilaakso,**  
chief strategy officer at Polar

player heart rate tracking in addition to GPS and movement data, without impeding the movement of the player."

**SPORT-KIT KEYWORD**  
**POLAR**



## Kieran Sloyan discusses the Swimtag lane display

Online swimming tracker platform Swimtag has extended its current offering with the launch of the Swimtag lane display – an automated system that

allows swimmers to track performance in real time.

Swimmers are issued with a Swimtag wristband that tracks their pace, total distance covered and the

number of lengths completed. Swimmers simply touch their wristbands to the screen to display their data.

Kieran Sloyan, managing director at Swimtag, says:

"The new lane displays take the Swimtag user experience to a whole new level. The ability to access real time data allows swimmers to make immediate adjustments to their training session."

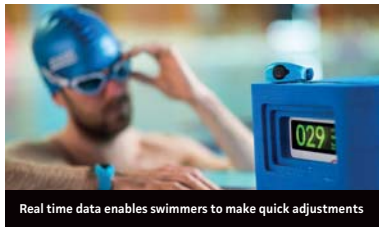
Sloyan adds: "It enables swimmers to move closer to their personal goals, whether this be distance covered in a target time or number of lengths completed



**Kieran Sloyan,** managing director at Swimtag

in a session. The lane displays also help to keep swimmers focused on their target pace, ensuring they get maximum health and fitness benefits."

**SPORT-KIT KEYWORD**  
**SWIMTAG**



**Real time data enables swimmers to make quick adjustments**



## Dominique Wenger explains the Phantom Training Mask

German athletic equipment manufacturer Phantom Athletics has launched the Phantom Training Mask (PTM), an ergonomically designed respiratory training mask that claims to train

breathing, in order to boost performance and power.

Unlike altitude training, which reduces oxygen intake, the PTM adds resistance to the breathing process, so that the lungs have to work harder,

by taking deeper and more forceful breaths, to take in the same level of oxygen.

This training not only strengthens the respiratory system but also enhances physical conditioning and increases training productivity.

The mask has a nylon cover that is designed to provide optimal airflow, and features the Phantom Regulation System (PRS) and an Xhale valve that is designed to ensure comfortable breathing.

The PRS system and Xhale valve are made from an odourless, hypoallergenic, medical silicone. The silicone moulds to the user's facial features to provide a secure and comfortable fit.



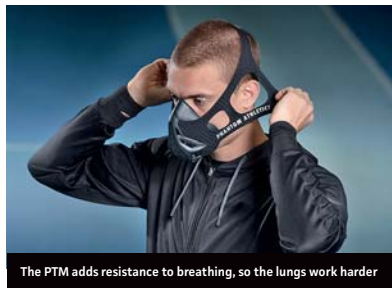
**Dominique Wenger,**  
CEO of Phantom Athletics

The PTM is suitable for use in all sports and athletic performance activities.

Dominique Wenger, CEO of Phantom Athletics, says:

"The Phantom Training Mask helps athletes from all sports backgrounds to specifically train their breathing and take their performance to the next level."

**SPORT-KIT KEYWORD**  
**PHANTOM ATHLETICS**



The PTM adds resistance to breathing, so the lungs work harder

## New app from My Local Pitch will "significantly enhance grassroots sporting experiences" says co-founder **Jamie Foale**

Online booking platform My Local Pitch has launched an iOS app. The app is designed so that people can instantly book grassroots facilities while on the go.

Users are currently able to book facilities for over 17 sports – including football, netball, tennis, badminton and squash – in London, Manchester and Dublin. The user-friendly app features an interactive map, which enables users to locate and view their nearest facilities before making a booking. Jamie Foale, co-founder of My Local Pitch comments:



**Jamie Foale, co-founder**  
of My Local Pitch

"My Local Pitch's mission is to make booking sports facilities easier, and the iOS app launch was a major milestone in achieving this."

"The app promises to significantly enhance people's sporting experiences. It means sports players can now hire a pitch or court as easily as they could reserve a table in a restaurant. This has enabled sports venues to better utilise their facilities, with an uplift of 26 per cent more bookings being taken at MLP operated venues."

**SPORT-KIT KEYWORD**  
**MY LOCAL PITCH**



The app makes booking sports pitches or courts as easy as booking a restaurant table



## 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.

## PRINCIPAL CONTRACTORS

**CHARLES LAWRENCE**  
SURFACES

tel: +44(0)1636 615866  
www.charleslawrencesurfaces.co.uk

AB C D O Q

**Charles Lawrence Tennis Courts**  
4 Rupert Law Close, Quorn,  
Loughborough, Leicestershire LE12 8PE

Tel: 0800 294 8066  
Fax: 01509 558691  
email: alicourts@btinternet.com

AD I J K P

**The Chiltern Group**  
Sports | Construction | Electrical  
Chiltern Sports Contractors Limited

Honours Yard, Lodge Lane, Chalfont St Giles, Bucks, HP8 4AJ

T: 01494 766673 F: 01494 766674  
E: sports@thechilterngroup.co.uk  
www.thechilterngroup.co.uk

AD I J K O P Q S

**CLS SPORTS** Natural & Synthetic Sports Facility Specialists

Design • Construction • Maintenance

01642 488328 | info@cls-sports.co.uk  
www.cls-sports.co.uk

AB C D E F O Q S

**etc sports**

Design, Build & Maintain the Finest Tennis Courts & Sports Surfaces

01621 85 86 86  
www.etcports.co.uk

AB D

**Fosse Contracts Ltd**  
28 Cannock Street  
Leicester LE4 9HR

Tel: (0116) 246 0500 Fax: (0116) 246 1561  
Email: info@fossecontracts.co.uk  
www.fossecontracts.co.uk

AD I J K O P S

**HUNTER** Hunter Construction (Aberdeen) Ltd,  
Centaur House, Thainstone Business Park,  
Inverurie AB51 5GT

Tel: 01467 627290 Fax: 01467 625791  
E-mail: info@hunter-construction.co.uk

B D

**Kestrel** Natural & artificial sports pitch specialist

Tel: +44 (0)1256 880488  
Email: info@kestrelcontractors.co.uk  
Web: www.kestrelcontractors.co.uk

B E

**LAND UNIT** CONSTRUCTION LIMITED  
Established 1972

NATURAL SPORTS GROUND CONSTRUCTION  
Tel: 01908 260217 Fax: 01908 261659  
Email: sales@landunitconstruction.co.uk  
www.landunitconstruction.co.uk

E

**McARDLE** SPECIALISTS IN SPORTS PITCH CONSTRUCTION

Design and construction of 3G football & rugby pitches, all-weather hockey surfaces, multi-use games areas, athletics tracks and more, for sporting clubs, local councils, universities, colleges & schools

T: 01491 827810  
E: enquire@mcardslesport.co.uk  
www.mcardslesport.co.uk

B C D

**O'BRIEN** Contractors Limited

SPORTS PITCH CONCEPT TO CONSTRUCTION

Tel: 01926 423918  
www.obriencontractors.co.uk

AB C D E Q

**PLATT** CONSTRUCTION  
Plant Construction Limited

Unit 32, Glynd Close, Howden Industrial Est, Manor Lane, Howden, CH5 3PZ

T: 01244 533184  
F: 01244 533184  
E: Sales@plattconstruction.co.uk

www.plattconstruction.co.uk

AD I J K P Q

**polytan**

POLYTAN SPORTS SURFACES LIMITED  
Phone: 0845 224 1416 Fax: 0845 224 1617  
Email: info@polytan.com  
www.polytan.de/en

B C D O

**S&C SLATTER LTD** Rept. Play & Learning

Newbury Berkshire  
t: 01635 34521  
www.sandcslatter.com  
info@sandcslatter.com

SUPPLY AND INSTALLATION OF SURFACES AND EQUIPMENT FOR: • Multi-Sport Facilities • Cricket Facilities • Play and Educational Facilities

D F

**SAPCA** MEMBER

LOOKING FOR A SUPPLIER?

INTERESTED IN BECOMING A SAPCA MEMBER?

Tel: 024 7641 6316  
Email: info@sapca.org.uk  
www.sapca.org.uk

Quality contractors at affordable prices

**WHITE HORSE** CONTRACTORS

tel 01865 736272  
www.whitehorsecontractors.co.uk

B D E

**CONICA**

HIGH PERFORMANCE FLOORING FOR SPORTS & PLAY FACILITIES AROUND THE WORLD.

www.conica.com Phone: 01636 642 460 Email: enquiry@conica.com

O



# ANCILLARY CONTRACTORS, MANUFACTURERS & SUPPLIERS



**B&L Fencing Services Ltd**  
Tel: 01527 882101  
Fax: 01527 882123

[www.blfencing.co.uk](http://www.blfencing.co.uk)  
Fencing Specialists to the Sports Industry

**J**



Bridome Ltd, The Courtyard, Wisley, Surrey GU23 6QL  
Tel: +44 (0)1932 350365 Fax: +44 (0)1932 350375  
e. [info@bridome.com](mailto:info@bridome.com) w. [www.bridome.co.uk](http://www.bridome.co.uk)

**L**



**BRITANNIA**  
ADVANCED COATINGS SYSTEMS

T: 01606 834015  
E: [sales@britanniapaints.co.uk](mailto:sales@britanniapaints.co.uk)  
[www.britanniapaints.co.uk](http://www.britanniapaints.co.uk)

**M P**



Regupol Sports flooring · Sports surfaces

**Tracks for champions**

 **BSW** [www.berleburger.com](http://www.berleburger.com)  
Tel: 01422 200 143  
Email: [magine@bswuk@aol.com](mailto:magine@bswuk@aol.com)

**O**



**Collinson**  
SPORTS FACILITIES

Tel: 0800 9886370 [www.collinson.co.uk](http://www.collinson.co.uk)

**L**



**CopriSystems**  
covering technology

01380 830 697 [www.coprisystems.com](http://www.coprisystems.com)

**L**



**COVAIR**  
LEADING AIR DOME MANUFACTURERS

T: 01883 743988 F: 01883 744076  
E: [johnwright@covairdomes.co.uk](mailto:johnwright@covairdomes.co.uk)  
[www.covairdomes.co.uk](http://www.covairdomes.co.uk)

**L**

**Leading in Artificial Turf Systems** 

Phone: +31 (0) 384250050  
E-mail: [info@edelgrass.com](mailto:info@edelgrass.com)  
[www.edelgrass.com](http://www.edelgrass.com)

**O**



**EnviroStik** Suppliers of Adhesives  
for all applications in  
the sports surface industry

Tel: 01889 271751  
[www.envirostik.com](http://www.envirostik.com)

**G**



**FieldTurf**  
A Tarkett Sports Company

Tel: +44 (0) 131 629 0437  
[www.fieldturf.com](http://www.fieldturf.com)

**O**

The leading manufacturer of netting,  
posts & sports ground equipment



**Harrod UK**

[www.harrod.uk.com](http://www.harrod.uk.com) • Tel: 01502 583515

**I**

**HEXA SPORTS**

Manufacturers of high quality sports  
equipment and tennis court products

T: 0121 783 0312  
F: 0121 786 2472  
E: [sales@hexasports.co.uk](mailto:sales@hexasports.co.uk)  
[www.hexasports.co.uk](http://www.hexasports.co.uk)

**I**



**MARK HARROD**  
PRODUCTS FOR SPORT

01502 710039 • [www.markharrod.com](http://www.markharrod.com)

**I**



**MRI POLYTECH**

Polyurethane Systems built to **ADAPT**

Tel: +44 (0)1625 575737 [www.mri-polytech.com](http://www.mri-polytech.com)

**O**

KEY	
<b>A</b>	Tennis Courts
<b>B</b>	Synthetic Pitches
<b>C</b>	Athletics Tracks
<b>D</b>	Multi Sports
<b>E</b>	Natural Sportsturf
<b>F</b>	Play Surfaces
<b>G</b>	Adhesives
<b>H</b>	Aggregate Producers
<b>I</b>	Equipment Suppliers
<b>J</b>	Fencing Systems
<b>K</b>	Floodlighting
<b>L</b>	Indoor Structures
<b>M</b>	Paint Manufacturers
<b>N</b>	Screening/Windbreaks
<b>O</b>	Sports Surface Suppliers
<b>P</b>	Surface painting/Line Marking
<b>Q</b>	Civil Engineers & Groundworks
<b>R</b>	Irrigation & Pumping
<b>S</b>	Maintenance
<b>T</b>	Professional services

**MULTI-USE SPORTS FLOORING FOR ALL ROUND PERFORMANCE**

 **Gerflor**  
(the flooring group)

 **TARAFLEX™**  
COMMUNITY

Call: +44 01926 622600  
Email: [contractuk@gerflor.com](mailto:contractuk@gerflor.com)  
Visit: [www.gerflor.co.uk](http://www.gerflor.co.uk)

**O**

**luminance pro**  
lighting systems

**floodlighting systems**

T: 01276 855 666  
[www.luminancepro.co.uk](http://www.luminancepro.co.uk)

**K**



# ANCILLARY CONTRACTORS, MANUFACTURERS & SUPPLIERS CONTINUED

**PLANT FENCING**  
Sports Fencing Specialists

www.plantfencing.com  
T: 01780 740 940 E: enquiries@plantfencing.com

Murfit's Industries Ltd  
Station Road, Lakenheath, Suffolk IP27 9AD

Tel: 01842 860220  
Fax: 01842 863300  
Email: info@murfitindustries.com

**NEPTUNUS**  
structures

Temporary buildings

www.neptunus.co.uk

**PROGAME**

www.progame-shockpads.com

Contact: Martin Laidler - Sales Manager  
Tel: 07831 178690  
Email: mlaidler@trocellen.com

**REPLAY.**  
PRESERVING PLAY

01636 640506 info@replaymaintenance.co.uk  
www.replaymaintenance.co.uk

MAINTENANCE FOR SYNTHETIC SPORTS SURFACES

**SPORTS LABS**  
surface testing & consultancy

Tel: 0845 602 6354  
Email: louise@sportslabs.co.uk  
Web: www.sportslabs.co.uk

Celebrating 20 years providing durable, resilient & quality multi use sports floors

**SPORTS SURFACES UK LTD**

01244 321200  
info@sportssurfacesuk.com  
www.sportssurfacesuk.com

**Synthetic multi-sport surfaces**

Northern Office  
11 Enterprise Way  
Jubilee Business Park  
Derby, DE21 4BB  
0800 587 0290  
info@sport-top.co.uk

**SPORTTOP** www.sport-top.co.uk  
INVEST IN BETTER PLAY SURFACING, FROM THE GROUND UP.

Sports Turf Research Institute

**DESIGN & ADVICE FOR SPORTS SURFACES**


t. +44 (0)1274 565131  
e. info@stri.co.uk  
www.stri.co.uk

**TECHNICAL SURFACES**

Synthetics sports pitch maintenance experts  
tel:// 08702 400 700 fax:// 08702 400 701  
email:// info@technicalsurfaces.co.uk  
web:// www.technicalsurfaces.co.uk

**THE SPORTS AND PLAY CONSTRUCTION ASSOCIATION CAN BE CONTACTED ON:**

Tel: 024 7641 6316  
Email: info@sapca.org.uk  
www.sapca.org.uk



**SAPCA**  
MEMBER

**TigerTurf™ UK LTD**

t: +44 (0)1299 253966  
e: ukinfo@tigerturf.com  
www.tigerturf.com

**VELDEMAN** | Sports Buildings  
STRUCTURE SOLUTIONS

+44 28 9264 8344 | sport@veldemangroup.com  
www.veldemangroup.com

**WHITE LINE SERVICES**

Cleaning, lining and resurfacing of sports surfaces  
T: 01342 851172  
E: info@white-line-services.com  
www.white-line-services.com



# SPORTS MANAGEMENT DIRECTORY

To advertise, call now on +44 (0)1202 742968 email: [johnchallinor@leisuremedia.com](mailto:johnchallinor@leisuremedia.com)

## AV/Lighting/Sound

### Lightmasters

01480 407727

[info@lightmasters.co.uk](mailto:info@lightmasters.co.uk)  
[www.lightmasters.co.uk](http://www.lightmasters.co.uk)

- Wireless Cardio Cinema
  - Wireless Audio for Spin Classes
  - Full PA & AV Systems
  - LED & Fibre Optic Lighting Systems
- Finance Package Available

lightmasters uk ltd.

## Sports flooring

### Temporary buildings



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



## Exercise equipment

### COME OUTSIDE & PLAY

Taking fitness outside is just one step in the Life Fitness evolution.

[LifeFitness.co.uk](http://LifeFitness.co.uk) | 01353 666017  
Follow the evolution at [lifefitness.co.uk/bluesky](http://lifefitness.co.uk/bluesky)

DESIGN  
CONNECT  
EVOLVE

LifeFitness

© 2014 Life Fitness, a division of Brunswick Corporation. All rights reserved.  
Life Fitness is a registered trademark of Brunswick Corporation.

WHAT WE LIVE FOR

## Outdoor furniture

Call 01949 862920

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

### QUALITY COMMERCIAL FURNITURE



CHOOSE LEISUREBENCH FOR:

- ✓ QUALITY ✓ VALUE
- ✓ RELIABLE SUPPLY
- ✓ EXCELLENT SERVICE
- ✓ ENGRAVING & PLAQUES
- ✓ 2 YEAR GUARANTEE

For full range visit [www.leisurebench.co.uk](http://www.leisurebench.co.uk)

LeisureBench  
QUALITY COMMERCIAL PRODUCTS

## Sports equipment suppliers & manufacturers



**MARK HARROD**  
PRODUCTS FOR SPORT



We also supply products for athletics, badminton, basketball, cricket, handball, lacrosse, netball, rounders, table tennis, tennis, and volleyball.

Call for more info or request our catalogue

**01502 710039**  
or visit [www.markharrod.com](http://www.markharrod.com)

BE SEEN BY OVER 5,500 **ACTIVE BUYERS** IN EACH ISSUE

To advertise here, call John now on +44 (0)1202 742968

Email: [johnchallinor@leisuremedia.com](mailto:johnchallinor@leisuremedia.com)

To advertise, call now on +44 (0)1202 742968 email: [johnchallinor@leisuremedia.com](mailto:johnchallinor@leisuremedia.com)



## Sports equipment suppliers &amp; manufacturers (continued)

**PRICES INCLUDE FREE DELIVERY** to England, Wales and southern Scotland\*

**THINK SPORTSEQUIP**

Save Time, Save Money, buy your tennis court equipment online from [sportsequip.co.uk](http://sportsequip.co.uk)

Think sports equipment, think sportsequip  
Tel: 01856 545789 | [info@sportsequip.co.uk](mailto:info@sportsequip.co.uk) | [www.sportsequip.co.uk/tennis](http://www.sportsequip.co.uk/tennis)

## Sports flooring

**DORRELL**  
SPORTS FLOOR CARE

SANDING | SEALING | COURT MARKINGS  
NATIONWIDE SPECIALISTS

Tel: 01684 567504  
Email: [info@peterdorrell.co.uk](mailto:info@peterdorrell.co.uk)  
[www.peterdorrell.co.uk](http://www.peterdorrell.co.uk)

**TARAFLEX**  
SPORTS

High Performance Fitness Flooring  
Recognised Brand Trusted Quality

[www.gerflor.co.uk](http://www.gerflor.co.uk) **Gerflor**  
the flooring group

## Sports lighting

the night sky in safe hands

Tel: 01623 511111  
Email: [sales@abacuslighting.com](mailto:sales@abacuslighting.com)  
[www.abacuslighting.com](http://www.abacuslighting.com)

**Abacus**  
LEADER IN LIGHTING

tennis hockey football netball rugby cricket  
basketball

**luminance pro**  
lighting systems

LED & Sports Floodlighting  
Indoor and Outdoor

Tel: 01276 855666  
[info@luminancepro.co.uk](mailto:info@luminancepro.co.uk)  
[www.luminancepro.co.uk](http://www.luminancepro.co.uk)

**HiLux**<sup>TM</sup>

skate parks muggas athletics

BE SEEN BY OVER 5,500  
**ACTIVE BUYERS** IN EACH ISSUE

To advertise here,  
call now on **+44 (0)1202 742968**

Email: [johnhchallinor@leisuremedia.com](mailto:johnhchallinor@leisuremedia.com)

## Sports retail

**SRS Leisure**  
YOUR COMPLETE RETAIL SOLUTION

CELEBRATING 25 YEARS  
PROUDLY SUPPLYING 200 CLUBS

0121 550 2700  
[sales@srsleisure.com](mailto:sales@srsleisure.com)  
[www.srsleisure.com](http://www.srsleisure.com)

## Sports surfaces &amp; maintenance

The new **3 R's**

**REPLAY**  
PRESERVING PLAY

MAINTENANCE FOR SYNTHETIC SPORTS SURFACES

**REPAIR**  
**REVIVE**  
**REJUVENATE**

[info@replaymaintenance.co.uk](mailto:info@replaymaintenance.co.uk) | 01636  
[www.replaymaintenance.co.uk](http://www.replaymaintenance.co.uk) | 640506

## SMG Pioneer and Leader in Track &amp; Turf Equipment

YaraMatic M1000H MonoMatic P128 StrukturMatic S122

SMG Sports Management Services GmbH  
Hauptstr. 100  
D-80469 München, Germany  
Tel: +49 (0) 89 306 10 10  
info@smg-germany.de  
[www.smg-germany.de](http://www.smg-germany.de)

**WHITE LINE SERVICES**

Cleaning, lining and resurfacing of sports surfaces

T: 01342 851172  
E: [info@white-line-services.com](mailto:info@white-line-services.com)  
[www.white-line-services.com](http://www.white-line-services.com)



# SWIMMING INSTRUCTORS



## Currently recruiting for venues in:

- North London
- Central London
- Heathrow
- Edinburgh
- Reading
- Slough
- Basingstoke
- Stratford-upon-Avon
- Cambridge
- Richmond
- Cobham
- Brighton

## Are you a passionate and skilled swimming instructor with a talent for inspiring all ages to swim?

Swimming Nature is the UK's largest independent provider of private and bespoke swimming tuition, from babies through to adults with nearly 30 years of experience in the sector.

Following Swimming Nature's award-winning teaching programme, you will help your students progress through each skill level, supported by our unique rewards programme, and technology that's second to none. Working hours will include afternoons Monday to Friday and Saturday and Sunday mornings, although additional hours may be required. Flexibility is advantageous.

### Instructor benefits

Alongside the opportunity to work in a progressive, dynamic and rewarding environment, Swimming Nature instructors enjoy a full range of employment benefits, including:

- A secure permanent position in the company
- An ongoing bespoke training programme, continuing professional development and various career pathways leading to join our sector Quality Assurance Programme
- A robust performance-related pay scale ranging from £16 to £21 per hour
- Opportunities to contribute in the media as part of our expert panel
- 28 days annual leave (pro rata)
- Access to a workplace pension and Perk Box benefits
- Annual appraisal and pay review

### The essential ingredients

We are looking for teachers who were born to swim, and who are keen to train in the ground-breaking Swimming Nature method. Applicants will need to attend an in-water interview to demonstrate they can swim to a high standard. Other requirements include:

- An ASA Level 2 or an STA Full Swimming Instructor Qualification or the equivalent international qualification
- Exceptional communication skills and experience in a customer-facing/service environment
- A current lifesaving qualification (preferred although we can provide this if necessary)
- Excellent swimming ability with up-to-date knowledge of the sport

**Interested?**

**APPLY NOW <http://lei.sr?a=P9N60>**



LIVE - WORK - INSPIRE

SPECIALIST  
MANAGER

(Aquatics / Fitness / Venue) x 3

Salary: £27,668 - £30,153

**If you are passionate about people, and have the drive to improve health through quality delivery of physical activity, then you are the right person for these roles!**

An excellent opportunity has arisen for people focused managers to get involved in a very forward-thinking, innovative team that aims to ensure Wiltshire is the most physically active county in England.

**About the role**

As a Specialist Manager, you could work across multiple sites and will be the technical lead for either fitness, aquatics or venue.

You will provide leadership and guidance to your staff across multiple health and wellbeing centres to deliver results through higher participation numbers, a broad range of appropriate activities, increased income and high levels of customer satisfaction.

## Wiltshire Council

**About you**

You will have strong influencing skills and enjoy challenging situations whilst working in a fast-paced environment.

You will need an in-depth understanding and experience of the modern leisure industry across the areas of aquatics, fitness and venue management.

Along with a minimum of 2 years' experience of managing staff in a similar customer facing role you will be required to have a HND or higher diploma in relevant profession, or equivalent experience/ skills, minimum Level 3 in management or equivalent experience.

Relocation packages are available subject to meeting our moving home allowance criteria.

Interviews will take place in October, candidates will be required to attend one day only.

We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults.

**APPLY NOW:** <http://lei.sr?a=U7W9M>



## The UK's largest physical activity trade show

**Elevate is the most  
cost-effective route to the UK  
physical activity market.**

In 2017 Elevate welcomed 4,187 attendees including more than 2,000 senior management decision makers representing over 5,000 physical activity facilities who attended to source the latest products, network and attend a wide-range of free-to-attend seminars and debates focused on inclusivity, active health, the business of physical activity and performance.

Buoyed by expanding physical activity markets Elevate 2018 will be bigger and better. Whilst over 230 expert speakers share an unrivalled array of knowledge, 100's of new physical activity products and services will be exhibited in front of 1,000's of key decision makers.

Please be aware that exhibition spaces are allocated on a first-come-first-served basis. Enquire today.

GO TO [ELEVATEARENA.COM](http://ELEVATEARENA.COM) TO VIEW  
THE VIDEO HIGHLIGHTS FROM 2017

SIGN UP ONLINE NOW TO REQUEST  
MORE INFORMATION –

[WWW.ELEVATEARENA.COM](http://WWW.ELEVATEARENA.COM)

6,000 ATTENDEES  
200+ EXHIBITORS



40 FREE-  
TO-ATTEND  
SEMINAR  
SESSIONS



"It was a fantastic place to get our product in front of decision makers from a lot of different sectors"

Tracy Morrell,  
Company Director,  
React Fitness



230+  
SPEAKERS







arena  
GROUP

# Net Benefits



Global Events. Designed and Delivered.

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

arena  
SEATING

arena  
STRUCTURES

arena  
INTERIORS

arena  
ICE

well dressed tables  
CATERING EQUIPMENT HIRE

spaceworks  
INTERIORS & FURNITURE HIRE