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the IOC executive shares
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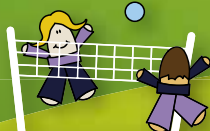
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Rory McIlroy winning the Quail Hollow Championship

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Evangelical about sport

As the new Conservative/Liberal Democrat coalition government takes power, policy makers, governing bodies and all those who rely on the public purse are keen to establish how the new administration will approach the issue of funding for sport and active leisure.

Throughout the election, discussions have focused on the cuts in public funding necessary to balance the books, leading to fears that sport will need to shoulder its own fair share of the pain.

However, it's unlikely sport will be the first budget to be scrutinised, as funding for this sector is small potatoes when compared with massive government departments such as pensions (£119bn), health care (£119bn), education (£84bn), defence (£44bn) and welfare (£105bn). Annual expenditure on sport and recreation for 2010 will come in at around £2bn nationally and £6bn locally.

The consensus seems to be that expenditure on sport is likely to be relatively safe up to 2012, in support of the Olympic Games, but most take a gloomy view of things after this point and seem resigned to cuts. The question is, how hard will we lobby to protect sports funding and how effective will we be?

We know the great value of sport to society, but history tells us that incoming administrations are often not up to speed with the intricacies of our sector and can be unaware of the great power and benefit of sport. We're not great at self promotion and as a fragmented industry without a proper representative body, we're vulnerable when it comes to making a case for our own survival.

And survive we must. The sports sector is in a totally different league now from the time when the

We're not great at self promotion and as a fragmented industry without a proper representative body, we're vulnerable when it comes to making a case for our own survival

Conservatives were last in power. Thirteen years of funding and support from Labour have built a sector which employs around 3 per cent of the workforce – 600,000 people – and is growing fast at both a national and local level and across public, private and voluntary sectors.

We can look to other parts of the industry to see how powerful lobbies have been formed to make a case for continued funding. Leading organisations across the culture sector, for example, recently joined forces to launch an initiative, *Cultural Capital: A Manifesto for the Future*, which argues that "investing in culture will build Britain's social and economic recovery." Seventeen organisations, representing thousands of facilities, were involved in its creation, including the Museums Association, lottery awarding bodies, the Cultural Learning Alliance and tourism, heritage, library and arts quangos.

The authors make a powerful case for the arts and culture as both catalysts for change and a source of inspiration and wealth creation, saying: "As the economy begins to move again, the cultural sector is ready to contribute to the upturn. We are ready to give our ideas and energy to help with the restructuring that will be needed as the country renews itself." The manifesto shows how arts and culture are a pivotal part of the national life of Britain, arguing for continued funding and explaining the positive impact thirteen years of investment has had on engagement, with record attendances and the highest ever levels of participation.

The tourism sector has been similarly bullish over the years, commissioning independent analysts to prove the economic value of tourism. The sports sector must unite to create a similarly potent argument in defence of our sector. The time for infighting is over.



Liz Terry, editor lizterry@leisuremedia.com

the leisure media company publishes



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Where are things going wrong, or right?

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Death of the four-court sports hall

In my opinion greater emphasis should be put on transforming physical education and sport in schools. There is a great range of flexible, low cost, all weather sports facilities out there to be used and so why is everyone sticking to the norm?

I'd personally like to see the back of the four-court sports hall. The design of these halls is heavily influenced by badminton – regardless of whether or not there is an actual requirement for the sport in the area. We should be paying more attention to local interests and growth activities and developing new facilities that stem from these. This ideology could result in (for example) tennis court halls, five-a-side football halls, gymnastics halls, artistic

performance halls, basketball halls – or badminton if there was a genuine need.

An alternative option is a more flexible indoor sports space. There should be no assumption of a 33m x 18m x 7.6m box with a sprung wooden floor, dark walls and no natural daylight.

Instead, how about a 40m x 20m x 6m indoor space, lit by diffused natural daylight with a rubber coated sports floor to British Standards, sound absorbent roof and walls with a primary focus on sport but a secondary function as a performance space?

While this would be expensive if built conventionally in brick and steel, alternative building forms are now available which have much lower capital costs

thanks to lightweight materials and off-site manufacture.

The options are wide ranging, from covered outdoor spaces (increasing utilisation and decreasing negative associations of floodlighting), to synthetic turf football pitches (enabling games to take place outside of school hours without fear of messing up the pitches for school lessons). But we need to start exploring these options and making the most of them if school sports facilities are ever going to deliver their full potential.

Marcus Kingwell, pmpgenesis

“ We need to start exploring the options and making the most of them if school sports facilities are ever going to deliver their full potential ”



Tennis court halls, made from lightweight materials are an alternative to traditional four-court halls



John Goodbody gives his views on

Tasks for the new government

We may be in difficult times financially and the new government may have to cut costs, but much of British sport should be able to survive the next few years because of firm commitments that have been made until the 2012 Olympic Games and because the National Lottery has been and will be such a constant and valuable source of revenue.

There's no doubt that the last three Labour governments have transformed the financial structure of British sport, at both elite level, with almost £600m going towards the athletes' preparation for the 2012 Games, and at the grass roots. Many new facilities have been built and there have been new resources for schools and local clubs.

The explosion in funding in British sport began in 1990 with John Major reducing the betting tax on all-seater football stadiums following the *Taylor Report*. Would he have done the same thing one wonders, if he had known about the money from Sky TV that would gush into the game from 1992?

Then in 1994, Major created the National Lottery. It was this innovation that brought the framework for Labour to begin its work in sport three years later.

In the last 13 years, £3.2bn has flowed from the Lottery into sport. The money that has attracted most of the headlines has been the government support for the 2012 Olympics – both the facilities for the Games and the Exchequer finance for the athletes' preparation – amounts of cash that would have been unthinkable even 20 years ago.

But, in addition, those Labour governments have poured money into schools' sport, £2.4bn since 2003, as Gerry Sutcliffe, the Minister for Sport in Gordon Brown's last government, repeatedly pointed out in the run-up to the election. As he proudly said, fewer than a quarter of all state schoolchildren



The next Minister for Sport must make it an absolute priority to get more people active in the run-up to London 2012

were doing two hours of PE in 1997 and this figure has risen to 93 percent in 2010. Even his opposite number, Hugh Robertson, accepted that the Tories had allowed community sport to wither in the 1980s and credited successive Labour governments with increasing Exchequer funding.

So, apart from actually hosting the Olympics – and it's difficult to over-estimate its impact in the sporting landscape – what are the main challenges facing our new government?

One is clearly what Robertson summed up before the election as "the lack of a viable mass participation sports legacy". There needs to be far better co-ordination and direction to ensure that this objective, which was promoted at the time London got the Games in 2005, is amply fulfilled. As Don Foster, the Liberal Democrat spokesman on sport, said in April: "The next Minister for Sport must make it an absolute priority to get more people active in the run-up to the Olympics and beyond, by targeting resources at grass-roots, community and school sports."

The last Labour government certainly took a step in the right direction by underwriting free swimming for over 60s and under 16s. However, this would be more valuable if greater provision could be made for coaches to oversee some of those taking advantage of this initiative.

Perhaps the greatest task for the new government is to look at the need for better PE teaching in primary schools. This is a subject on which Professor Margaret Talbot, the chief executive of the Association for Physical Education, waxes lyrical. She accepts that some primary teachers do get adequate training at some colleges before taking up their posts. However, she adds: "Our estimate is that nearly 40 per cent of newly-qualified teachers go into primary schools, who have had six hours or less initial teacher training for PE, which is just scandalous."

It is here, perhaps, where the new government has most work to do. A high standard of PE in childhood will establish the necessary basic qualities for whatever sport is later carried out as a youth and adult. It's time that this issue was properly addressed. ●

£36m Surrey Sports Park opens

A new multi-million pound sports facility – Surrey Sports Park – has opened its doors at the University of Surrey, Guildford, after nearly two years in development.

Built by Willmott Dixon, facilities include an eight-lane, 50m swimming pool – the first of its kind in the county – which boasts a moveable boom to create two smaller 25m pools and a moveable floor.

A 700sq m (7,535sq ft) health and fitness centre, equipped with 120 stations of Life Fitness machines and free weights; three multi-purpose sports halls; six squash courts and a climbing wall are also on offer, as well as three exercise/dance studios.

Outdoor facilities comprise three floodlit artificial turf pitches; 10 football/rugby pitches; two small-sided sports pitches; two cricket squares and eight floodlit tennis courts; as well as a two-lane, 60m sprint track.

Surrey Sports Park will be available to students and the local community, while also providing a training base for a



Facilities at the park include three floodlit artificial turf pitches

number of elite sports clubs – including Harlequins rugby team.

Jason Harborow, chief executive of Surrey Sports Park, said: "The sports park isn't just about top class athletes. This is a facility for the entire local community. We have expanded on what was already

a broad programme of dance and exercise classes that we ran in the original university facilities and are confident that the programmes will now achieve even greater interest." To read more on the new Surrey Sports Park, see *Sports Management* Q1 2010, p. 29

Cardiff white water venue unveiled

Cardiff International White Water (CIWW) – situated in Cardiff Bay – has been officially opened by the Winter Olympics gold medalist, Amy Williams. Facilities at the new £13.3m venue – part of the city's International Sports Village (ISV) development – include the UK's first Olympic-standard pumped water canoe slalom course.

Canoeing and white water rafting facilities will cater for people of all abilities, from starter through to international competition, with 50,000 users expected each year once fully established.

HydroStadium – the France-based group behind similar venues used during the Sydney, Athens and Beijing Olympics – designed the venue, which was built by Dean and Dyball Civil Engineering.

Cardiff Council was behind the scheme with assistance from the Welsh Assembly Government and the Welsh Canoe Association, while Cardiff Harbour Authority will manage the centre.



The centre is expected to attract around 50,000 users each year

CIWW, which also boasts a café-bar and a retail unit selling water activity-related equipment, will be used as a training ground for the 2012 Olympic Games and aims to become one of the city's top tourism destinations.

Cardiff Council leader Rodney Berman said: "The new Cardiff International White Water will provide the city with a host of new opportunities."

New sports facility to open at NICSSA

A major new £2.4m multi-purpose sports facility is set to open at the Northern Ireland Civil Service Sports Association's (NICSSA) Pavilion Complex at Stormont in July.

PlayBall at the Pavilion will incorporate a multi-use artificial pitch and an international-standard water-based hockey pitch, as well as 3G pitches for five- and seven-a-side football. Team training facilities, changing rooms, conference and function suites and a catering service also form part of the project, which has benefited from more than £1.2m from Sport Northern Ireland.

Eamonn McCartan, Sport Northern Ireland chief executive said: "This investment demonstrates Sport Northern Ireland's commitment to improving and creating new facilities which will help support increased participation and develop sporting talent."

Hengrove plans move forward

Plans for a new £27m leisure centre in Bristol have taken a step forward after the local authority confirmed that funding is now in place for the scheme.

Bristol City Council (BCC) and Bristol Active (BAL) now expect to start work on Hengrove Leisure Centre this summer. It will be delivered through a private finance initiative (PFI).

Facilities will include a 10-lane, Olympic-sized swimming pool with adjustable floor; a learner pool with adjustable floor and a 150-station fitness suite complete with a free weights area.

A spa area – featuring a hot tub, sauna and steamroom; a four-court sports hall; an aerobics studio; changing facilities; a crèche and a café will complete the



The flagship centre is to include a 10-lane Olympic pool

offering. Parkwood Leisure will be in charge of operating the leisure centre on behalf of BAL as part of a 25-year agreement, while construction group Kier Western will deliver the LA Architects-designed facility.

Initial infrastructure works to provide road access and utilities for the complex, which is due for completion in February 2010, have already been carried out as part of phase one of a wider scheme to regenerate Hengrove Park.

£13m Rushden leisure plans deferred by council

Detailed plans for the new £13m Manor Park Leisure Centre in Rushden, Northamptonshire, have been deferred by officials at the local authority.

Further time is needed to discuss the exterior design of the planned complex, according to East Northamptonshire Council's (ENC) development control committee.

Concerns were also raised about the travel plan for the scheme, while internal modifications will be required in order to cater for a bar and to accommodate



The centre has been designed by FaulknerBrowns Architects

theatrical productions. The proposed venue is set to replace the town's existing Splash Leisure Pool and Pemberton Centre, with ENC contributing up to £11m.

Working alongside Rushden Town Council, ENC's plans for the Manor Park development, the new centre will boast a six-lane, 25m swimming pool and teaching pool and a fitness suite.

Leisure water facilities – such as jets and fountains; dance and exercise studios; a six-court sports hall and a crèche also form part of proposals designed by FaulknerBrowns Architects.

FOOTBALL40 SET FOR LONDON LAUNCH

Football40 – a new concept hailed as the sport's answer to Twenty20 cricket – will stage its first major tournament on 30 May with the London Legends Cup.

The format has been specifically designed for football legends, with teams comprising 11 players on each side competing over a 40-minute game and including unlimited substitutions.

Former Premier League referees Dermot Gallagher and Steve Dunn are set to officiate at the event, which will be played at West Ham United Football Club's Upton Park ground in London.

Football40 is already planning a number of future events based on the concept, including a Masters Home Internationals match between European and South American players.

Glenn Hoddle, technical director of Football40, says: "I've been involved with Football40 since it's inception and have been delighted to help shape a concept that we all believe will bring real opportunities for former players at both international and club level, while at the same time creating events for the fans that will offer real excitement and competition."



Cardiff's SWALEC Stadium hosted its first international Test match last year

Wales launches events strategy

The Welsh Assembly Government has unveiled its new strategy to ensure that Wales continues to host major international sporting events.

Welsh Heritage minister Alun Ffred Jones said the Major Events Strategy would provide a critical chance to build on the country's success in staging events in recent years.

Cardiff's SWALEC Stadium hosted its first international Test match between

England and Australia last summer, while the Ryder Cup is due to take place at Newport's Celtic Manor Resort later this year.

The strategy will result in a new fund being established, in order to develop events outside of Cardiff. Major international events will be identified for Wales to bid for and a free consultancy service will be provided to advise on the use of Welsh language at events.



£500,000 boost for Rhyl cycling scheme

Construction work on a new £1m cycling facility in Rhyl, North Wales, is set to get underway after the Welsh Assembly Government agreed to contribute £500,000.

The Marsh Tracks venue will transform a former landfill site on Marsh Road and will include a road cycling track; a national standard BMX track; spectator viewing areas and event camping.

A clubhouse with a café, changing facilities, shop, meeting room, storage facilities and biodiversity areas in the centre of the track are also being proposed.

MUFC named 'most valuable' football club

Manchester United Football Club (MUFC) has been named as the world's most valuable football club by US business magazine, *Forbes*.

The Premier League club is said to be worth US\$1.84bn (£1.2bn) – more than US\$500m (£325.2m) ahead of second-placed Real Madrid, which is valued at US\$1.32bn (£858.6m).

Arsenal, Liverpool and Chelsea also make of the *Forbes* list of the top 20 most valuable clubs, although Manchester City and Newcastle United have seen their worth decrease.

The data used to compile the list includes income from the sale of broadcast rights, tickets and merchandise, as well as sponsorship agreements. Player transfer sales are not included.

Green light for Hadley Wood centre

Hadley Wood Youth Trust (HWYT) has secured planning permission for new community sports facilities at Hadley Wood, north London.

Designed by AndArchitects, the scheme will include the development of a full-size, floodlit artificial grass pitch; sports pavilion with four changing rooms; an education suite; kitchen; multi-function room and grass pitches.

As well as the local community, the facilities will be used for a number of further education courses currently run by Wingate & Finchley Football Club, Barnet College and Whitefield School.

The courses are aimed at giving young people aged 16-19 the opportunity to study for a sports-related qualification while gaining first hand experience of being involved in semi-professional sport.

HWYT has appointed consultancy Sports Solutions GB to assist in preparing grant funding bids to secure an additional £900,000 worth of funding.



The centre will be used by a number of clubs and colleges

Chris Bevan, Sports Solutions GB's managing director, said: "We are delighted that planning permission for these much needed sports facilities has been granted. Our team is looking forward to working closely with Hadley Wood Youth Trust and the stakeholders involved in this important project and to delivering high quality community sports facilities on time and on budget."

SAQ completes Ronaldo project

UK-based sports training company Speed Agility and Quickness (SAQ) recently completed the development and delivery of a training programme involving FIFA World Player of the Year Cristiano Ronaldo.

SAQ was appointed by advertising agency MC Saatchi&Saatchi to produce a high-profile exercise and skills programme for oil giant Castrol – one of the major sponsors of the 2010 World Cup.

The brief for Castrol: Challenge Ronaldo was to draw up a programme which would see members of the public enter a competition to take on the Portuguese international in a one-off skills challenge. SAQ's international managing director, Alan Pearson, was in Madrid to launch the programme at the Real Madrid training ground with Cristiano



Ronaldo goes through his SAQ paces

PHOTO: GETTY IMAGES

Ronaldo and members of press and film crews from around the world.

SAQ has previously worked with a number of leading football and rugby clubs and also provides training programmes and nationally recognised awards for schools and coaches.

INDUSTRY COMMENT



Brigid Simmonds, Chair of the CCPR

To coincide with our national conference which took place early this month, we launched the results of a survey on fairness in sport.

In this survey we described how unfairness in professional sports can take many forms – cheating, diving, failing to walk, arguing with officials – and it seems that much of this is creeping into the amateur game.

Nearly two-thirds of those people involved in community sport in the UK that we polled believe that this type of unfair play is appearing in amateur sport.

Although we did not prove any causal link between the two – and it would take some pretty smart social scientists to do so – it seems that some of the responsibility lies at the door of our elite sportsmen and women.

Almost everyone we asked agreed that the behaviour of our elite athletes influences young people in sport. While most believed that sports people were a good influence, only one in four thought they made exclusively good role models for young people.

That's a shame, because the vast majority of our sportspersons are fine examples – look at the likes of Ryan Giggs, Jonny Wilkinson or Paula Radcliffe. These people who completely dedicated to their sports and do great work outside of them too. But it seems that their actions can be overshadowed by those of a few high profile individuals.

So the question is, do we expect too much of our athletes – both in elite and amateur sports – or do they deliver too little?

Small Project Fund unveiled for Scotland

Sportscotland has announced the launch of a new funding stream for capital projects worth up to £100,000 as part of its wider Sports Facilities Fund strategy.

The Small Project Fund aims to make it easier for smaller projects to access funding through a one-stage application process, which is available to clubs, community hubs and local authorities.

Community-based groups will also have the opportunity to apply for 100 per cent of their project costs, worth up to £50,000 in some cases, subject to there being a "clear financial need".

A sportscotland spokesperson said: "This new funding stream will be based on a one-stage application process – a move which will make the process easier and quicker for applicants to apply."

FA CHIEF VOICES CLUB FINANCES CONCERN

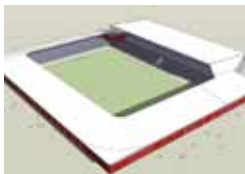
A leaked report compiled by former Football Association (FA) chief executive Ian Watmore has warned that more clubs may be on the verge of financial difficulties.

According to BBC Radio 4's *The Report* programme, Watmore wrote the report before resigning from the FA and suggested more clubs could be facing ruin. Efforts to introduce increased scrutiny over clubs' financial affairs have been met with opposition from both the Premier League and the

Football League. An FA source told the programme: "The Premier League did not need the FA interfering with the financial side. It saw its role as the financial governing body of football."

The FA, however, responded by saying that there was "no evidence" that either competition had opposed plans to introduce new checks that aim to increase clubs' financial security.

It comes as administrators at Portsmouth Football Club revealed the club's debt had increased to £135m.



Rotherham United unveils stadium plans

Rotherham United Football Club (RUFC) has revealed initial plans for its new multi-million pound stadium to be built in the heart of the South Yorkshire town.

In January, the Coca-Cola League Two club announced that it had acquired Rotherham's former Guest and Chimes Foundry site for the proposed 12,000-seat development.

RUFC, which left its former Millmoor home in 2008, is now set for a return to Rotherham after being forced to play home fixtures at the Don Valley Stadium in Sheffield.



Exhibits include historic pieces of sports equipment

Our Sporting Life scheme launched

Our Sporting Life – a nationwide programme of 100 events designed to explore the UK's sporting heritage – has launched with the unveiling of a new exhibition in Henley-on-Thames, Oxfordshire.

Jonny Wilkinson's Rugby World Cup-winning ball, a football used in the first Olympic final and details of 1930s football etiquette are among artefacts that have been put on display as part of

Our Sporting Life Henley, located at the town's River and Rowing Museum.

The British Olympic Association and the British Paralympic Association have contributed objects to the exhibition, which forms part of the wider Museums, Libraries and Archives initiative.

Highlights from each UK-wide exhibition will help to form one of the largest ever collections of sporting memorabilia, to be held in London for the 2012 Games.

New sports facilities for Yorkshire Dales

Reeth and District Community Sports Club (RDCSC) has received the green light to move forward with plans to develop new sports facilities for rural communities in Yorkshire. Residents in Swaledale and Arkengethdale are in line to benefit from a new floodlit multi-use games area, which can be used for basketball, netball, five-a-side football, hockey and tennis.

A pavilion equipped with changing rooms and showers, storage areas and improvements to the existing playing surface also form part of the RDCSC project. The total cost of the scheme is estimated to be more than £600,000.

The Football Foundation has contributed £344,444 towards the project, while Sport England has invested nearly £152,000.

2012 budget concerns raised

Concerns have been raised by a House of Commons committee over the "worrying" position of the budget for delivering the 2012 Olympics in London.

The public accounts committee (PAC) revealed that, although it was encouraged by progress on construction projects, contingency funds had been left with "only £194m headroom" by unforeseen problems.

According to the committee, the majority of the remaining £1.27bn of the £2.747bn contingency fund has been earmarked for "known risks" and may not be able to cover any unplanned work that is required.

PAC chair Edward Leigh said: "Of the sum left within the Olympic budget for contingencies, £1.27bn, most is currently earmarked for known risks. But unforeseen problems continue to emerge to place fresh demands on the contingency. As we have seen, the economic down-



The 2012 aquatics centre, currently under construction in East London

turn has already led to the Olympic Village and Media Centre having to be funded by the taxpayer.

"The unplanned work to secure and maintain the Olympic Park after construction could require a further £160m of the contingency."



Chris Hespe

Karen Maxwell talks to the head of sport, leisure and the 2012 Games at Kent County Council

What does your role entail?

I was the first leisure professional appointed to an urban development corporation and the first county director of sport in the country when I joined Kent County Council 20 years ago. Currently, I head a team that provides Kent's strategic lead for sport, leisure and the London 2012 Games. Within this role I founded the County Sports Development Unit (KentSport) and the Kent Campaign for the 2012 Games, which I chair.

What sports services does Kent County Council offer?

Kent County Council takes great interest in sport, providing specialist services in facility development, strategic planning, coach and leadership development, disability sport, major events, school sport, raising levels of sports performance and excellence, and securing funding for sport in the county.

Kent County Council has achieved Beacon status for its work to secure a legacy from the London 2012 Games. One key element of our work has been the developing of services to enhance the levels of sports performance and excellence. This has involved supporting 800 talented athletes over the last three years with sport science services, free access to facilities for their training, subsidised purchase of clothing and equipment, and mentoring and education services.

We have upgraded many facilities into specialist training areas and agreed to host a number of nations for their pre-Olympic and Paralympic Games Training. Already, since the beginning of 2007, we have constructed or upgraded 14 specialist facilities, accommodated 89 national squads or teams training in Kent, staged 14 national or international sports events in the county and supported 20 coaches and officials to work at national level as well as within the county.

Regarding school sport, the county hosted the inaugural Kent Games in 2008, with 500 schools and 30,000 children



Local authorities are well placed to deliver legacy, as they're the biggest provider of facilities in the UK

taking part – and it promises to be even bigger this year. There may be plans to deliver this model across the country as part of a national schools Olympic programme.

How is Kent working towards 2012 Olympic legacy?

Kent is the only Olympic borough that doesn't have an Olympic or Paralympic venue, so the legacy process we're going through is probably relevant to many local authorities up and down the country.

Not only does this event offer the potential to inspire the Kent community to be more physically active, but it also offers a platform for businesses, tourism and regeneration plans in the area.

I produced a document with ISPAL and the Local Government Association for use by local authorities, which defines what could be meant by the term 'sports legacy' and suggests actions that need to be taken to achieve it. This legacy agenda provides a menu of options and key actions and states the support required from partner organisations to ensure delivery of a lasting legacy from the 2012 Olympic and Paralympic Games.

Why do you think local government has an important role to play in creating an Olympic legacy?

I believe legacy should be about more than increasing participation. It's also about raising performance levels, supporting

talented performers, offering more speculating opportunities, developing club links and inspiring more volunteers.

The role for local government in helping to achieve this legacy has not been laid out in national policy, yet local authorities are well placed to deliver due to the fact that they are already the biggest single provider of sports facilities in the UK.

About Chris Hespe

A Loughborough-trained teacher, Hespe holds Masters degrees in international law and leisure management, a degree in sports science and diplomas in management and sport and recreation.

He's a fellow of the Chartered Management Institute, a member of the Quest Industry Board and a company director and trustee of ISPAL (the Institute for Sport, Parks and Leisure), for which he's the industry representative for local government in the UK and the Olympic and Paralympic Games.

Hespe represent the South East on the Regional 2012 Partnership and has been a member of the London 2012 Sports Legacy Commission.

He's also worked for the London Docklands Development Corporation and three district councils, the British Olympic Association and the Department for Culture, Media and Sport (DCMS).



REDDISH APPOINTED DISABILITY CHIEF

Tim Reddish has been announced as the new executive director of British Disability Swimming.

A Paralympic medallist, Reddish has been the national performance director since 2003 and took over his new role at the beginning of May. He has been tasked with placing British Swimming in a strong position within the national and international Paralympic movement.

The appointment is part of a strategic restructure to help meet the challenge of the London 2012 Paralympics while also looking beyond to 2016.

Reddish also took the role of chair of ParalympicsGB in November 2008.

ECB welcomes women on board

The England and Wales Cricket Board (ECB) has announced the appointment of Rachael Heyhoe-Flint (pictured) and Jane Stithbury to its board.

Heyhoe-Flint, the former England women's cricket captain and Stithbury, the former chief constable of Dorset, have joined an enlarged board at the national governing body for cricket.

Yorkshire CCC chair Colin Graves has also been appointed, while Essex CCC chair Nigel Hilliard has been re-appointed to the board, which has increased in size from 12 to 14 members.



PHOTO: GUY LAWRENCE

ECB chair Giles Clarke said: "Rachael was an outstanding captain of England women and has worked tirelessly on behalf of cricket for many years, particularly for the Lady Taverners."



OLYMPIC ICON SAMARANCH DIES

Juan Antonio Samaranch, the inspirational honorary life president of the International Olympic Committee (IOC) has died aged 89.

Having stepped down as IOC president in 2001, Samaranch steered the Olympic movement through 21 years that were marked by boycotts, bribery, drug scandals and a greater emphasis on commercialism.

Jacques Rogge, the current IOC president said: "We have lost a great man, a mentor and a friend who dedicated his life to Olympism."

Samaranch suffered a number of health problems since his retirement and died of cardio-respiratory failure.



BARLOW TO LEAD GLL ATHLETICS

London-based sports and leisure trust Greenwich Leisure (GLL) has appointed Mick Barlow as its new athletics development manager.

The 44-year-old will be responsible for helping the organisation plan and deliver a lasting legacy from the 2012 Olympic Games at its sport and leisure centres across the capital.

Barlow, who has in the past created sports development initiatives for the London Youth Games and the London Active Partnership, will devise athletics programmes for people of all abilities in a bid to encourage increased participation.

An athlete with Kent, Tonbridge and Vets athletics clubs, Barlow will also see corporate strategy and disability provision form part of his brief in the run-up to the 2012 Games.

"Greenwich Leisure is committed to developing a sustainable legacy and to the continual improvement of athletics in London: the condition of facilities, the coaching structure and the importance of support mechanisms and partnerships," he says.

"Now I find myself in a position that can really make a difference and with the 2012 Olympiad on the horizon, it's a fantastic opportunity."

SAPCA exhibition dates announced

The Sports and Play Construction Association (SAPCA) will present three Sports Facility Construction events in 2010. The free, one-day seminars provide expert guidance on a variety of key topics relating to the funding, planning, design, construction and maintenance of sports facility projects, together with an exhibition of specialist companies.

The dates and venues are: The Royal Armouries, Leeds – 15 June; The King's Hall, Belfast – 19 October and Twickenham Stadium, London – 23 November. Event details, seminar programmes and on-line registration are available on www.sapca.org.uk



The one-day Sports Facility Construction events include informative seminars

New standard for natural sports turf

SAPCA's new Code of Practice for the *Design, Construction and Improvement of Natural Sports Turf* has been published and is available to download free of charge from the Technical Guidance section of the SAPCA website: www.sapca.org.uk

The code of practice provides much

needed guidelines for the provision of natural turf sports facilities, focusing on requirements for winter games pitches, fine-turf cricket facilities and lawn tennis courts.

Like SAPCA's other codes of practice, the publication represents a consensus view from across the industry and

is set to make a significant contribution to standards of both newly-built and upgraded facilities.

The code of practice emphasises the specialist technical nature of sports turf and the need to engage suitably qualified and experienced consultants and contractors.

Enhanced quality assurance system

A fundamental part of SAPCA's role in raising standards within the sports and play industry has always been the vetting of applicants to ensure that members of the association fully comply with the necessary criteria for technical expertise, business experience and customer service.

As part of the association's drive for continual improvement, a new Quality Assurance system has been launched that also monitors standards of construction and workmanship. Through a programme of regular technical audits, SAPCA now makes project inspections, undertaken by existing member companies.

As the new Technical Audit programme is rolled out, it will encompass all disciplines within the

association's membership, although the initial phase of inspections has focused on the design and construction of synthetic turf pitches.



SAPCA scrutinises synthetic turf installation

Industry qualification proves a success

The new National Vocational Qualification (NVQ) for sports and play surfaces, launched by SAPCA in October 2008, has already seen significant take-up across the industry. The qualification, which recognises professional competency in the essential skills required for sports and play construction, has been achieved by more than 70 candidates in its first year, with another 120 already having registered for 2010.

As the NVQ increasingly becomes more established within the sports and play marketplace, as the benchmark qualification for construction operatives, it will inevitably be seen by clients as an important measure of a contractor's expertise.

Sir Craig Reddie

The UK's most senior Olympic official shares his views on Olympic bidding, legacy and keeping sport clean with Karen Maxwell

When Sir Craig Reddie was elected to the International Olympic Committee's (IOC) executive board in October last year, he became the first Briton to hold such a senior position within world sport for almost 50 years.

A statesman-like figure, whose understanding of and dedication to the Olympic movement is, to quote London 2012 chair Lord Sebastian Coe, "second to none," Reddie is certainly well placed to ensure that London's voice stays strong within the organisation in the run up to 2012.

His character fits the role perfectly – warmly amicable, combined with a sharp intellect and disarming diplomacy – there's no doubt that with Reddie on board, London 2012 is in good hands.

Olympic track record

Formerly president of both the Scottish Badminton Union and the International Badminton Federation and chair of the British Olympic Association (BOA), Reddie was a leading force in the London 2012 bid pre-2005 and was knighted after its subsequent success.

"My Olympic experience dates back to 1985 when I managed to get badminton admitted into the Olympic programme and scheduled into the 1992 Barcelona Olympic Games, but bidding for host city status proved to be much more complex," Reddie reveals.

"As the newly-appointed chair of the BOA, I was involved with the two Manchester bids. The second one was serious because it actually delivered things, such as the Manchester Velodrome and the basic infrastructure for the 2002 Manchester Commonwealth Games. However, having lost to Sydney in 1993 with only 13 votes, we took a management decision that if we went back into the bidding game we

couldn't have any national contests – we had to go with London," he says.

With this change of tack he admits that the BOA was unprepared to bid for the 2004 Games and said he refused to bid against Beijing because in his opinion, "the sheer power of the political effort behind the city was unbeatable", so 2012 was the next available date.

"We looked at the potential of both East and West London sites for the

PHOTO: CLOUILLIET, RICHARD

Right: London's Olympic Stadium and Aquatics Centre under construction

Games. Ken Livingstone, who was London Mayor at the time, put us on the right track pretty quickly by insisting that the East End was our only option. So that's when we got involved with the whole regeneration of the Olympic Park. Of course, it takes more than a national Olympic committee to get the ball rolling; the Greater London Authority and the government all got behind the bid and the rest, as they say, is history."

Bidding for success

As a member of the IOC, by constitution, Reddie is also a BOA executive and by his own admission, the "most senior non-exec" of the London Organising Committee of the Olympic Games (LOCOG).

If it's evaluation experience that's needed to make sure LOCOG remains on track, Reddie has plenty. His international work since becoming a member of the IOC in 1994 has seen him serve on various IOC commissions, including the Evaluation Commissions of Beijing in 2001 and Rio in 2009, the Coordination Commissions for Athens 2000 and Beijing 2008 and he's also been actively

involved in the organisation's Marketing, Programme and Ethics Commission.

So what does the IOC expect from a successful host nation?

"The IOC takes the view, quite rightly, that if a city is successful in its bid to host the Games, it should use this firstly as a catalyst to raise people's interest in sport. Then secondly as a means of improving infrastructure around the facilities that may need to be built to host the Games to ensure a long-lasting benefit to the city and the nation thereafter," he explains.

"Nowadays sustainability and environmentally-friendly commitments also come into the mix and these questions are asked during the bidding process. When we sign a host city contract, the host city is duty bound to deliver on these promises seven years later."

"Take London for example. We know all the promises we made during our bid and we tick them off as and when we fulfil them. However, it's quite clear that as far as legacy is concerned – both the hard and soft meaning of that word – that it's entirely wrong that it should be left to Seb Coe and myself – it's not the organising committee's job.

Every time I fly over the Olympic Park site on my way back to Glasgow, I literally punch the air

The city and the country have to have a view as major investors in the bricks and mortar. There's no reason why the Olympic movement should, say, build swimming pools in London. The city can build them. LOCOG wants London to use the winning of the Games as a catalyst for progressive change. As a major investor it should have a very clear idea of how its investment is going to be used over the next 40 or 50 years and in my view we've got it about right.

"I remember standing in the disused Hackney Greyhound stadium on a wet day in November before we'd won the bid, looking around and thinking that there needs to be some serious imagination to make this work. Just look at the Olympic Park area today. Every time I fly over the site on my way back to Glasgow, I literally punch the air – and I'm not even a London resident!"

Forward thinking

Reddie says the IOC sets out 17 themes that bidding cities have to complete to force them to address certain issues.

"We start with vision and motivation and end up with cultural Olympiad. We touch on sport, accommodation security, the legal situation, access to and from the country. Then there's the necessary marketing and of course the finance. The completion of these themes then leads to a period of four days of pretty intense examination.

"The winning city, or franchise holder, is given a selection of technical manuals, which advise the city on how to achieve the agreed objective. This doesn't mean ➔

PHOTO: ANTHONY CHARLTON



► that every Games is identical, but it gives advice on, for example, the expected number of buses, cars and hotel rooms required. The IOC Coordination Committee then visits the city twice a year, with project reviews in between. I'd say there have been about 20 phone calls a day between LOCOG and the IOC in different departments just to move things forward.

"The contribution made by the IOC to London's share of international TV rights and sponsorship is probably in excess of £750m, about 40 per cent of the organising committee costs, which isn't bad," he says.

Clean sheet

Separate from his Olympic commitments, Reddie is also heavily involved with the World Anti-Doping Agency (WADA). He's a member of the Executive Committee and has run its finances since it was set up in 2000. In addition, he helped establish the new UK Anti-Doping agency (UKAD) and was recently appointed an advisor.

"UK Sport used to handle the anti-doping work in Britain and in fact handled it very well," he explains. "But there was a perceived conflict of interest in that they couldn't or shouldn't be granting funds to national governing bodies (NGBs) and their athletes and then sanctioning them at the same time. Consequently an independent UK anti-doping agency was set up with government money in the run up to 2012.

An artist's impression of the expected experience inside the Olympic stadium



PHOTO: JOURNALIST/REUTERS

We tell our athletes that if you test positive then you're not going to the Games – simple as that

Reddie explains that over the period of the London 2012 Games WADA will probably conduct in excess of 5,000 tests on Olympic athletes. "There'll be a new laboratory created to ensure overnight results of these tests," he says. But he stresses the importance that no British athlete should be testing positive in the run up to the Games.

"We need to make sure that kids don't believe that winning an Olympic gold medal is such an important thing that they are prepared to cheat to do so. Education is vital to deter people from wanting to win at all costs. We're winning the occasional battle – just look at Vancouver. There were two very minor issues which were dealt with and one Swedish Paralympic curler whose doctor gave him a substance that he wasn't aware was on the banned list so it's

reasonable to assume that perhaps the deterrents are beginning to work.

"The '100 per cent me' campaign run by the previous anti-doping outfit set up at UK Sport will continue to be used by the UKAD. We tell our athletes what the issues are, which basically means if you test positive you're not going to go to the Games – simple as that – and we have relatively few people who transgress."

What's next?

So what does Reddie think the future holds for sport in this country, particularly after the General Election?

"I think whatever party comes into power is going to have to stop spending money and sport is likely to be a soft target," he says. "Funding for NGBs through 2012 is in place and will not be taken away, but where I think sport may find extra funding is through the Lottery, which is holding up pretty well. I also believe that the key politicians should be encouraged to enjoy the Games to help them understand clearly what inspiration through sport is all about.

"My job as a senior British Olympic official is of course to promote sport both here and abroad," Reddie concludes. "I see my role as helping to develop the Olympic movement, helping to fund the world of sport and see that it continues to grow." ●

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We look at how architectural design company Populous helped to transform the home of South African football into one of the most impressive stadiums in the world

Due to host both the opening match and the final of the South Africa 2010 FIFA World Cup in June this year, the newly renovated, 92,000-seat Soccercity Stadium incorporates cutting edge technology – in terms of its structural architecture and the materials used – and is now ranked as one of the world's most striking and well-equipped stadiums.

Setting up the project

The existing structure, located north of Johannesburg's new Nasrec transportation hub and south of the redeveloped Expo Centre, was first constructed in 1987. The original design consisted of a playing field surrounded by embankment seating, two levels of corporate hospitality suites and an elevated seating tier on the western side.

Built with original construction costs estimated at R3.2bn (US\$500m, £332m), the stadium's new design is based on the calabash – an African pot – and now offers three tiers of seating instead of the original two.

Populous principal Damon Lavelle headed up the Populous architectural team on the project, in partnership with Boogertman Urban Edge + Partners. PD Naidoo and Associates (PDNA) were the principal structural engineers and appointed German company Schlaich Bergermann and Partners as specialist roof sub-consultants to help with the roof and façade structures. Izazi Consulting Engineers provided professional services for the design and contract supervision of the stadium's mechanical installations.

Due to the skills shortage in Johannesburg's construction industry, the Soccercity project team embarked upon an extensive training initiative to provide the necessary skills required and to contribute to the development of the local community. A self-sustaining training centre was established near the construction site, in conjunction with a black economic empowerment (BEE) training provider.

Training included crane and shutterhand operation, concrete handling, construction supervision, foreman skills and construction plant operation.



SOCERCITY JOHANNESBURG



The stadium's new design is based on the calabash – an African pot



All trainees were assessed through a non-discriminatory Learner Ability Battery test – used to determine literacy, numeracy and development potential. Employees were offered the opportunity for additional training and development to further their construction careers. The training centre assessed 907 unemployed learners and trained 798.

Structural design

To extending the stadium from a two- to a three-tiered venue, the structural profile of the existing suite levels and upper-tier seating of the western grandstand were extended to encircle the pitch. The existing lower embankments were built to improve the view lines and comfort of the most popular seats in the house. The upper third of the existing embankment was raised to form a secondary tier, thus turning the stadium into a 3-tiered, rather than a 2-tiered, stadium.

The calabash pot shape was achieved by forming a circular structure that enveloped the upgraded triple-tiered concrete seating bowl. The façade was made of fibre-reinforced concrete panels in eight colours and two textures to reflect the shades and textures of the calabash. Open or glazed panels around the pot further suggest this pattern when illuminated from the inside.

The calabash façade is supported by 120 inclined concrete columns, which rise 16.3m. The top of each column has a horizontal eccentricity of 6.5m in relation to its base. Due to the large movements and forces in these slender

STADIUM ACCESS CONTROL

Turnstar Systems, which supplied turnstiles for the 2003 Cricket World Cup and the 2008 African Cup of Nations, manufactured and supplied a total of 170 turnstiles for the Soccercity Stadium. These comprised 154 Triumph 4 full-height turnstiles and 16 Trident waist-height turnstiles.

The Triumph 4 full-height turnstiles were supplied with a hot dip galvanised finish according to architectural specification. A corrosive resistant finish was required due to the close proximity of a mine dump, containing corrosive chemicals, to the stadium. The Triumph 4 turnstile was also chosen due to its durability in mass access applications.

Following consultation with the engineers and architects, the Triumph 4 full-height turnstile was modified, in terms of aesthetics and function, to meet the needs of the stadium. The standard turnstile operates on a 90° rotation cycle. This was changed to a 180° rotation cycle which allows additional walkway width for the spectators. It also provides higher speed access.

The turnstiles are fitted with a low energy fluorescent light for night-time events and also have LED indicator lights (red cross and green arrow) to provide indication to spectators whether the turnstile is open or closed. The LED lights are fitted to the turnstile and are visible from up to 50m. The turnstiles are also fitted with LCD transaction counters, which count the number of entries through the turnstile. The counters are reset after each event by means of a reset key switch.

The Trident waist-height turnstile was selected for use in the VIP areas because of its visual appeal, durability and functionality. The turnstile is fitted with a hydraulic damper for ultra-quiet operation, even under conditions of high traffic.

Both of the turnstiles were supplied with special mounting brackets and chassis plates, for the mounting of the ticket readers and access control systems. These brackets were also custom-designed for this specific application.



columns, the reinforcing steel is extremely dense (860 kg/m³), which made the use of a vibration poker extremely difficult. GLTA/Interbeton opted to use self-compacting concrete to construct these columns, which are connected with tie beams. These act in ring tension to limit long term deflection of the columns and façade structure. The design

each game at each venue will be pre-cast in concrete panels on the podium.

The upper roof, which is cantilevered from a triangular spatial ring truss, is covered by a PTFE membrane, while the bottom trusses are covered by a perforated mesh membrane – giving the appearance of a smooth under-slung ceiling. The triangular spatial ring truss

“The calabash pot shape was achieved by forming a circular structure that enveloped the triple-tiered seating bowl”

and construction of the façade columns was planned and executed very carefully, with temporary propping and bracing, to prevent deflection during construction.

The façade also features 10 vertical slots, aligned geographically with the nine other 2010 stadiums across the country as well as the Berlin Stadium (where the 2006 FIFA World Cup took place). These represent the road to the final and it's planned that the scores from

is supported by 12 40m concrete shafts which are anchored in the bedrock.

The concrete for the bulk of the structure matches the existing structural profile to enable all pre-cast units to be made on site and improve on the costs and lead times of a structural steel framework.

Eight pedestrian ramps, designed for efficient movement of spectator traffic to and from the upper levels of the stadium, also provide vehicular access to all ▶



The façade is supported by inclined concrete columns around the stadium



“The Soccercity project team embarked on an extensive training initiative to provide the necessary skills required.”

► levels. The ramps follow the shape of the façade bowl – changing position from one level to the next. In addition to the sloped façade columns, the other columns supporting the ramps are inclined and required intricate design analysis and construction techniques.

Water and drainage systems

The domestic water supply to the stadium consists of a potable water system to supply to basins, sinks and showers and a separate water supply system that serves flush valves on toilets.

Water is stored in two separate storage tanks, located at basement level, and each with a usable capacity of approximately 600 cubic meters. One tank is filled from the municipal water supply, (potable supply) and the other is filled with rainwater run-off from the interior of the stadium, which is harvested and stored in the moat which surrounded the original playing field.

This moat, which was constructed to prevent spectators from reaching the field, was covered with a concrete slab resulting in a water storage facility of approximately 3,000 cubic metres. In times of plentiful rainfall, water is pumped from the moat to the basement storage tank to serve the toilets, maintaining a minimum supply of rainwater in the moat for irrigation of the playing field. The pumps used for this also double as playing field irrigation water supply pumps.

In times of limited rainfall, municipal water is used to irrigate the playing field and fill the water tank feeding the toilets. Control of the system is automatic, based on water levels sensed at various locations.

Domestic hot water is generated through nine separate systems: eight of which are in plant rooms located in four quadrants of the stadium at hospitality suite level and one at basement

level. Water is heated by low power in line electrical heaters and stored in tanks with large hot water storage capacity.

In view of the large number of toilets on the site, (approximately 1,100) with peak use over short periods during breaks in events, pipe sizes had to be carefully designed.

In order to reduce demand on the system during peak periods and also to conserve water, flushing of urinals is carried out on a programmed basis. Urinals are flushed in groups of up to seven units by means of solenoid valves in their water supply, which are activated through the building management system. The flushing takes place in sequence, with only one bank flushing at a time, thus reducing peaks in the water flow rate.

The drainage from the stadium consists of two separate systems operating in parallel. One system serves general sanitary fittings such as toilets, basins, hospitality suite sinks and urinals. The other serves all the food kiosks and kitchens, where the risk of grease and oil exists. This system takes the discharge through three grease traps, which are situated at the main outflows from the stadium, after which it joins the main sewer outflows to the external sewers.

Transportation systems

A total of 12 elevators have been provided, six being dedicated passenger elevators and six dedicated goods elevators. A passenger elevator and a goods elevator are located at each quadrant of the stadium and two passenger elevators serve the VIP and admin areas on the western side of the stadium.

The kitchen goods elevators were designed to allow one elevator to move prepared foods from the main kitchen at basement level to supply a number of reheat kitchens at hospitality suite levels, where, on event days, the food is stored at low temperature, reheated and transported to the suites.

To prevent cross contamination between prepared foods and waste, a separate refuse elevator transports waste and dirty containers to the kitchen wash-up area and waste handling section of the stadium.

All passenger elevators are capable of transporting stretcher-bound occupants to the concourse level for evacuation.

Where required, hoists for disabled spectators have also been provided to ensure that everybody, whatever their needs, will have full access to all parts of the stadium. ●



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HOCKEY

With the Women's Samsung Hockey Champions Trophy in Nottingham on 10-18 July fast approaching, the EHB highlights its strategic plan for the sport up to 2013 and beyond

Hockey is now prepared for the once in a lifetime opportunity that the next four years will bring. The England Hockey Board's (EHB) 2009-2013 strategic plan *Uniting the Hockey Family* demonstrates that through the research it's undertaken and the changes it's making to the sport's infrastructure, the national governing body is working towards Sport England's objectives of grow, sustain and excel and has gained £2.7m in funding to take this plan forward.

Schools

Most hockey players' first exposure to the game tends to be through school sport and the EHB has dedicated significant time and energy to developing a range of products and services designed to drive its development and encourage more young people into the sport.

Much of the focus over the past 18 months has been on the promotion and roll-out of the new version of the game – Quicksticks. This is an introductory game developed specifically for primary school children. It's aimed at 7- to 11-year-olds and features a number of adaptations which make the sport more enjoyable and rewarding for children and easier for schools and teachers to deliver – even if they have little or no hockey knowledge.

The key features of Quicksticks are:

- Specially designed equipment including a larger, lighter and safer ball and different-sized sticks – all featuring teaching aids on the artwork
- No goalkeeper equipment or hockey goals are required
- No sophisticated facilities are required. It can be played on a variety of surfaces – including playgrounds, netball courts, synthetic turf, grass and on indoor sports hall floors
- Educational resources can be accessed which include 49 illustrated challenge cards, the rules of Quicksticks and a curriculum resource which gives six weeks of lesson plans for years three, four, five and six to save teachers time in lesson planning
- The game is playable by boys and girls of all ages and abilities. As no goalkeepers are required, it offers all players full involvement in the game and increased playing time
- Smaller sides and simpler rules reduce stoppages, minimise danger and maximise ball contact

and player involvement

- All players are given a chance to manage and umpire
- These adaptations have helped to overcome the barriers that previously prevented hockey being delivered to school children at primary school level and so the development of Quicksticks has provided a fun and engaging way for both young people and teachers to experience the sport.

Last year, the EHB ran 120 Quicksticks INSET training courses for clubs and schools – training 2,000 teachers and coaches in how to deliver the game. The target is now to accelerate the rollout of Quicksticks to reach more schools and clubs, with the ultimate aim of seeing Quicksticks being played in 75 per cent of primary schools across the country.

Following on from the Quicksticks programme is mini hockey – a seven-a-side game that aims to bridge the gap with the full 11-a-side game. Mini hockey has been in existence for more than 20 years and a review of the game is planned





The EHB assists clubs that aspire to be well-run and community friendly



over the next 12 months. This will ensure that teachers, coaches and young people in secondary schools have the support they require to continue a positive hockey playing experience following on from their introduction to hockey via Quicksticks in primary schools.

The club-school link

After school, the EHB's Club School Link (CSL) programme aims to provide young people with the opportunity to continue their participation out of school hours and in a club setting. The programme links ClubsFirst accredited clubs with their local School Sport Partnership (SSP) and the two parties work together to develop and deliver more hockey activity within schools and to ensure a pathway from school to club that's safe, effective and child friendly.

The EHB offers a support package to its CSLs to help improve coach/teacher education for both club and school staff and to improve opportunities and education for pupils and staff in umpiring,

“The EHB will review it's approach towards young people by providing programmes and resources that meet their needs”

officiating and leadership. This package is a key retention tool with 166 formal CSLs currently in operation.

Although there is a successful and well-structured schools programme in place, this year, the EHB will review how it approaches its work with young people and students, by ensuring that it understands the attitudes of young people towards hockey and provides programmes and resources that meet their needs. A review of the entire school offer will take place and the findings from this review will then be used as the basis for developing and shaping the scheme moving forwards.

Clubs

The EHB intends to encourage, support and nurture all hockey clubs in England; to recruit, retain and reward their volunteers, staff and players and to take pride in their facilities and surroundings in the lead up to 2012 and beyond. This will create a home-grown sustainable group of people, who are able to flourish in their club environment. The EHB aims to assist clubs which aspire to be well run, welcoming and successful and to be proud to promote themselves to the local community.

With a regional network of more than 20 people supporting clubs on the ground and the recent appointment of the first clubs manager in three years, the governing body understands that each club varies in size and has different aims and priorities. Some may encounter more restrictions or barriers than others

whether these are in terms of facilities, volunteers, or funding.

Hockey in England has seen a 12 per cent increase in ClubsFirst accredited clubs in March 2010 alone, and now nearly 100 per cent of its clubs have a junior section either accredited or working towards accreditation. The take-up has been exceptional, with clubs being more proactive than ever before and really seeing the benefits of the scheme.

The clubs with ClubsFirst accreditation are quality clubs which support the grassroots and performance pathway of the sport and are driven to ensure that they are safe, effective and child friendly. Junior participation is rising and the sport is also beginning to see an increase in support from young people. More people are attending coaching courses, more umpires and young leaders have qualifications and clubs are starting to see the benefits of working with the local community to not only offer opportunities to volunteers, but to be able to engage with previously



Quicksticks can be played on many surfaces

► unreachable parts of the community.

The EHB plans to conduct as many face-to-face club visits as possible by 2013 and establish a more structured two-way dialogue through its Club Engagement programme to determine what clubs want from the national governing body (NGB). The information gathered will be analysed and used to help the clubs progress.

During the upcoming season, the EHB is focusing on two key areas for clubs, the first of which is the integration of volunteers from volunteer centres and the local community into the clubs. Investment at this level will see a sustainable, efficient group of people feed into other areas of the sport. Programmes are also in place to support hockey volunteers, including the revamped leadership award, and work is underway to develop a robust volunteering pathway.

The second area of focus is helping clubs to become more commercially aware by offering business support and guidance to help them reach their commercial potential. Leading by example, the governing body has recently undertaken its own branding exercise. It's now known as the England Hockey Board, which places a clearer separation between the administrative governing body and the England hockey teams representing the country on the pitch. The principal driver of the changes has been a determination to ensure that the product presentation is relevant, competitive and appealing to the multitude of key stakeholders in the sport.

Facilities

The majority of hockey activity takes place within an organised environment and facilities are paramount for the development of the



“ The EHB is working to ensure that artificial turf installations suit the sporting needs of the community ”

sport in the future. The largest threat to hockey at present is the increasing development of third generation pitches for football and rugby. High-level hockey does not lend itself to a 3G surface and the increased installation of such surfaces is a significant threat. The EHB is working with Sport England and the other pitch sports to ensure that in the future, artificial turf facilities are installed that take into account the sporting needs of the community as a whole, as opposed to being influenced financially. Further information regarding suitability of 3G pitches for hockey can be found on the EHB website.

The EHB is currently developing its pitch strategy, based around its Single System. This is the development pathway for players, coaches and officials of all ages and abilities to reach their full potential. It's based on a set of principles that puts the participant at the centre

and uses scientific research that has been widely accepted by the majority of other major sports within England.

The EHB has been awarded £2.7m by Sport England for capital investment, which will be distributed between 2010 and 2013. The investment will be made around the Single System. The process has allowed for an audit of Single System facilities to take place and for the governing body to interact with the county and regional hockey associations regarding facility plans in their area.

The launch of a pitch strategy is expected to be released later in the year. In the meantime, the EHB is working closely with other key stakeholders, such as the National Hockey Foundation, Sport England and Building Schools for the Future to secure appropriate facilities in appropriate places for hockey. ●
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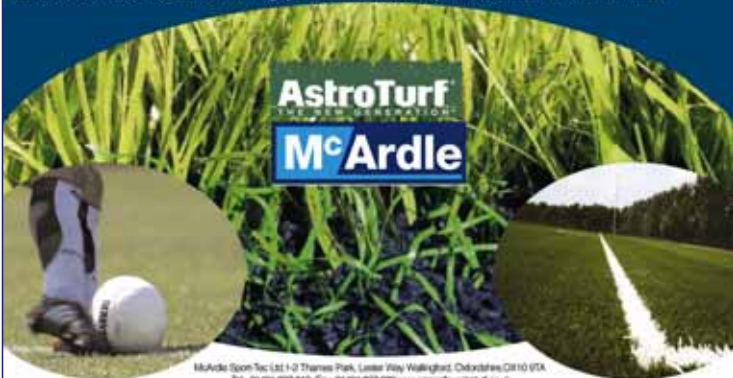


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SportSURF

Sports surface research update

Loughborough University/SportSURF's Dr Paul Fleming and SAPCA's Dr Colin Young discuss the current activity and future challenges for SportSURF and highlight the groundbreaking research presented at the recent STARSS event

The sport surfaces research network, SportSURF was founded in 2005 by Dr Paul Fleming of Loughborough University and a group of like-minded researchers from leading UK institutions and the Sports and Play Construction Association (SAPCA). Its objective: to bring together those engaged in sport surfaces – from research to manufacturing to construction to end users and governing bodies. After three years of government-supported research council funding, the network is now self-funding and covers a wide range of scientific research disciplines, including engineering, materials, biomechanics, sport medicine and sport psychology to name a few.

SportSURF hosts seminars and workshops that cover specific topics generated by the membership and stages a flagship international conference every few years called Science, Technology and Research into Sports Surfaces or STARSS. The first STARSS event was in 2007 and the second conference was hosted by Loughborough University last month (most presentations are viewable at <http://sportsurf.lboro.ac.uk>).

Sport surfaces form vital assets at leisure facilities across the world. In England alone it's estimated that there are approximately 84,000 sports surfaces in regular use (Sport England – Active Places Database, November 2009) – from natural turf and synthetic turf to ice rinks and indoor sports halls. The quality of these sports surfaces can have a significant impact on the user experience – from a performance perspective – for both elite and casual users. Poor quality surfaces can disenchant users and significantly reduce participation or, at worse, lead to potential injury. Therefore, research and development is necessary to ensure the surface meets the needs and expectations of the user – regardless of their ability.

There are many different techniques that can be used to research sport surfaces and numerous factors that need to be considered, which makes the topic truly multi-disciplinary and the findings relevant to many stakeholders.

The interactions of the user with the surface or the ball with the surface are vital to many sports and cover disciplines as varied as biomechanics, physics and materials science. In addition, the design and build quality of the surface includes many complex materials and processes that need to take into account a number of other disciplines such as geotechnical engineering, structural engineering and increasingly, sustainability and recycling.

The conference focus was aimed at performance and injury risk and included sessions on research and developments in natural turf, synthetic turf, environmental effects, new test methods for player shoe-surface interactions and the risk of injury.

Synthetic turf developments:

In the UK, there has been a real momentum behind the development of better synthetic surfaces for football and rugby – termed third generation (3G). Since its introduction into the market in the late 1990s, these systems have become very popular with both sports due to the fact they are more akin to natural turf than previous sand-based



The STARSS conference disseminates SportSURF research

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Research looks into boot and ball behaviour on sports surfaces

systems – due to the longer grass-like synthetic fibres and rubber infill that takes studs and offers a less abrasive surface when players slide or fall.

However, manufacturers are currently pushing the boundaries by looking at innovative infills (including natural materials), or no infill at all, by utilising new synthetic yarn fibre technologies and carpet-making systems to provide good fibre, stability and durability. So far, these products have met with mixed success, but many novel innovations are just around the corner. Several papers reviewed developments in natural turf and artificial turf to meet the demands of increased durability and climate change.

Currently, elite level field hockey is played on water-based surfaces, but these present a sustainability issue with regard to water usage. Consequently the International

can significantly increase life expectancy, whereas poor maintenance will considerably reduce it. To date, the benefits of maintenance have been experience-based and developed over many years of practical knowledge. However, several papers presented at the conference illustrated the influence of maintenance with good-quality research data to help reinforce the known benefits.

Safety:

The safety of a sport surface is of vast importance, due to the massive differences between users. What is safe for one person might be unsafe for another. Therefore, the sport surface needs to be designed to accommodate a range of user groups and provide a safe environment in which to perform. Injury can be acute via a sudden impact with the surface, or chronic as a result of repeated use over a long period of time. During the conference, several papers used injury monitoring methodologies to highlight the risk associated with playing sport on different surfaces and subsequently assessed safety.

Often little or no attention is given to the ongoing performance of the playing surface. Aftercare is essential to ensure it performs to the required standard

al Hockey Federation (FIH) and leading manufacturers are looking into water-free surfaces and water-efficient systems as synthetic yarn fibre and backing technologies continue to improve.

Performance Testing:

Any new development needs to meet the performance criteria set out by the governing bodies of each sport. For this, a series of mechanical test methods are used, some replicating player surface interaction in a very simplistic way. The efficacy of these methods were discussed and several papers were presented on their use. In particular, many papers focused on the interface between the sport shoe and surface in terms of friction or grip. In addition, the validity of test methods was discussed and their corresponding relevance to in-game action, which is key to their approval.

Maintenance:

All too often little or no attention is given to the ongoing performance of the playing surface. The main focus tends to be on the initial capital investment and specification, however, the need for ongoing aftercare is essential to ensure the surface performs to the required standard for the duration of its anticipated life. Good-quality maintenance

In Summary:

There are many ongoing questions and international research projects linked to sport surfaces. Some are focused specifically on this area and many more on peripheral but relevant areas – such as enhanced shoe design or all-weather ball design.

Those projects focused on surfaces are addressing questions regarding their science of behaviour, how studied boots interact to provide grip (often related to injury risk in some way), the differences in behaviour and response to play between artificial and natural turf, building up injury statistics, developing maintenance regimes and aspects of quality assurance and improving the suite of mechanical play-performance tests in use (to better replicate human motion/loading etc). The conference covered many of these topics with contributors from around the world.

The SportSURF network has a membership of 358 from many countries around the world. Membership is open to anyone with an interest in sport surfaces and it is free to join. Members receive discounted entry to SportSURF events and are kept informed of research in the area via updates and newsletters. More information can be found at <http://sportsurf.lboro.ac.uk>. ●

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- Pressure cleaning the track at Crystal Palace Stadium to ensure a safe, new-look for the 2008 London Grand Prix
- Surface cleaning, repairs and relining the track at the Birmingham Alexander Stadium in time for the GB selection trials for the 2008 Olympics
- Washed and remarked the track at Stoke Mandeville Stadium – the official training venue for athletes preparing for the 2012 Olympic and Paralympic Games
- Washed, red texture sprayed, surveyed and line painted Kirkwell Athletic Stadium in the Orkney Islands, Scotland

Recent news

- Surveyed and painted lines, at the Scotstoun Stadium, which will be part of the 2014 Commonwealth Games
- High pressure cleaned/Aqua-vaced, re-surfaced, set out and painted lines at Sutton Indoor Athletic Arena
- Repaired Carlisle Stadium Track in January 2010, ready for the track season
- Surveyed and painted the lines of the 2790m-high athletics track for the 16th Bolivarian Games in Sucre, Bolivia
- Provided a new surface, set out



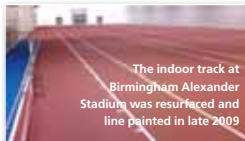
Above: New six lane track at Kirkby School, Liverpool on a Mondo track surface
Main pic: The 16th Bolivarian Games in Sucre, Bolivia

and painted lines for the indoor track at Birmingham Alexander Stadium for Olympic training

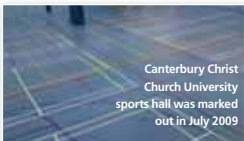
- 2009 Hutchesons Grammar School, Glasgow we surveyed and line painted a new 6 lane track with 8 lane sprint straight with a full size artificial Hockey pitch infield

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The indoor track at Birmingham Alexander Stadium was resurfaced and line painted in late 2009



Canterbury Christ Church University sports hall was marked out in July 2009

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SCOTSTOUN

More than 100 years after hosting its first athletics event, Pete Hayman finds out why the redeveloped Glasgow-based stadium is setting its sights firmly on the future

Situated on land originally donated to the local people of Glasgow by the Knights Templar, the Scotstoun Stadium sits in an area historically renowned as a hive of activity – from heavy horse shows to air displays, the first athletics event was hosted there in 1904 and it's been on the city's sporting map ever since.

Fast forward 106 years and the venue has reopened as a major multi-purpose sports facility after an £18m overhaul which forms part of the Scotstoun Sports Campus in the city's west end. With a leisure centre and the National Badminton Academy (NBA) located at the site, the new-look stadium is seen as the latest piece in the city's sporting jigsaw.

The scheme was led by Culture and Sport Glasgow (CSG), together with the Scottish Rugby Union and Glasgow City Council, with the successful bid to host the 2014 Commonwealth Games providing a catalyst for its redevelopment.

CSG head of sports and events Keith Russell says that the recent upgrade of the main leisure centre and the addition of the National Badminton Academy in 2003 meant the stadium was next in line for improvements. "The stadium was always seen as our next project in preparation for the city hosting the Commonwealth Games," he says.

Sportscotland contributed £4m to the project after identifying a need for a municipal stadium in Glasgow as part of its National and Regional Facilities Strategy. The remaining £14m was funded by Glasgow City Council. As a result, the city now boasts a 5,000-seat stadium that caters for both elite performers and members of the local community.

Facilities and demands

Watching a lone athlete pounding down the indoor 130m running straight, I'm witness to one of the opportunities Scotstoun provides across its multi-sport

platform. Athletics will form a key part of the venue's future, although Glasgow Warriors – the Magners League rugby union team – also plan to take up residence and use it as the team's main training base, from June this year.

Equipment is still arriving and some of the rooms will remain empty until the Warriors move in, but other parts of the venue are already in use. The first-floor concourses, which provide access for spectators on event days, are currently playing host to martial arts and dance clubs on a daily basis.

"You plan for multi-use opportunities during the design stage of facility development," says Russell, "but actually witnessing regular usage coming together is really positive. Out of event time, there's no function for these areas, so we really need to get them working as hard as possible."

The concourse areas – a consequence of the cantilever roof design of the main





Olympian David Hemery CBE delivers a coaching masterclass to Scottish athletes

championship, he says the additional space will prove invaluable.

From the other end of the physiotherapy room, there's direct access to the spacious changing facilities. These will feature specialist ice baths, rather than the common practice of using wheelie bins filled with cold water, which, as CSG operations manager Ben Stuart points out, "will allow for high-quality treatment for athletes".

“ A great deal of work has gone into ensuring that the venue's facilities benefit other sports ”

stand – will also be used for athletics and rugby coaching. With various vantage points overlooking the indoor running straight, there's scope for sprinting coaches to examine athletes' technique and Warriors coaches to see how line-outs, for example, come together from an aerial perspective.

Warriors' head coach Sean Lineen said the club's move to the venue "shows the players that we're serious about professional rugby in the west [of Scotland], with club training facilities now under one roof." Keith Russell is just as excited about how important Scotstoun could be for the Warriors.

"The head coach has re-signed a number of players off the back of Glasgow Warriors moving to this venue and I'm certain that Scotstoun's

extensive training facilities will help to develop the team," he says.

At the disposal of the Warriors' players and coaches will be a fully-equipped Pullum strength and conditioning suite, incorporating a stretching physio area, six platforms, dumb bells, force plate and standalone racks for single squats and light press. Plyometrics and other forms of training can also take place outside the suite by 'flooring over' the internal athletics surface and sand pit.

Self-contained access from the suite links directly to the adjacent physiotherapy area, which is, by Russell's admission, slightly larger than would normally be provided. But with an anticipated increase in the Warriors' squad size due to the expansion of the Magners League and possible overlap with the Six Nations

The run-up to success

Long-term the plan is to cater for events capable of attracting up to 12,000 spectators through the use of temporary seating. Where Glasgow Warriors will use the venue as a training facility, Russell reveals that Scottish athletes could also be doing the same in the not too distant future.

"We've just concluded an agreement with Scottish Athletics in terms of their training squads' requirements," says Russell. "The national governing body (NGB) doesn't operate in the same way as Glasgow Warriors in having 30-40 guys doing the same thing. The athletes are based all over Scotland and England. However, as they train towards Delhi 2010, London 2012 and Glasgow 2014, the national coaches will be working together more often so this venue could be witness to the development of national and regional athletics squads."

A sporting future

Rugby union and athletics are not to be the exclusive inhabitants of the stadium however. A great deal of work has gone into ensuring the venue maximises its

Athletics is a key element of Scotstoun Stadium. The indoor track was supplied by Mondo Sport, the outdoor 400m track has been revamped by Thornton Sports and Conica Sport Surfaces, with White Line Services International marking both tracks. Stadia Sports and Newitts were two of the athletic equipment suppliers and Greenfields Allsports supplied and installed the synthetic sports pitch.





“If you don’t offer spectators a good environment and exciting atmosphere, they won’t come back”

→ facilities to the benefit of other sports. Table tennis and badminton will be staged at the campus during the 2014 Games and Russell believes other sports could be accommodated. Even cricket has been mooted.

“This potential interest is indicative of the quality facilities at this site,” he says. “If NGBs think they can make their sport work here at Scotstoun, we’re certainly up for working with them to try and accommodate their needs.

“There’s the possibility of a national table tennis squad based here, in addition to a badminton squad at the adjacent National Badminton Academy. All the facilities in this development have been planned on a multi-sport basis that’s not just a focus for rugby or athletics.”

Although the London Olympic Games is fast approaching, it’s the 2014 Commonwealth Games that dominates the outlook for Scotstoun. The facility is set to be a pre-Games training camp for 2012, but Russell explains that 2014 could influence what the venue looks to do.

“We’re looking to attract national teams to train here for the 2012 Olympics,” he says. “Our focus is on Commonwealth countries, particularly

The indoor sprint straight is supplied by Mondo and marked by White Line Services



the smaller ones. Part of Glasgow’s bid for 2014 and the city’s commitment to the Commonwealth, is that we want to work with the smaller countries to look at how we can offer help and support.

“For example, we’re looking to work with Zambia at the moment; not just to offer them a training base in Glasgow but how we can form a closer relationship with the country. We’re also looking at long-term developmental initiatives with Zambia so our relations reach further than a training camp host in 2012.”

Community care

Regarding the sporting legacy that surrounds major events such as 2012 and 2014, there’s a desire at Scotstoun Stadium to work as hard for the local community as it does for the elite athletes. Stuart says the wider levels of engagement with local groups and organisations is a key part of what the city is looking to achieve.

“As a city, we’re working week in week out with different sectors of the community as part of our key performance indicators in sport and activity provision and Scotstoun has opened new opportunities to get these sectors more involved,” he says. “Before the redevelopment, facilities at the stadium were used, but on a smaller scale. Now, for example, we are actively working with a disability group of 100-150 people on a regular basis so we’re boosting the number of users already.”

Room with a view

The effort taken to ensure both elite and grassroots athletes have the best possible facilities at the stadium is indicative of high hopes for future sporting success and increased participation. However, thought has also been given



to people who enjoy watching the spectacle of sport within the stadium.

The 3,500-seat main stand provides an unrestricted view for all spectators due to the cantilever design, with disabled and media facilities located higher up to offer a finer perspective. According to Russell, spectator accommodation is an important part of the stadium’s success.

“If you don’t offer spectators a good environment in which to watch the sport and help to create an exciting atmosphere, they’re not going to keep coming back,” Russell says. “We’ve got to give a great live sport experience so that spectators will keep coming and commercial supporters get the best showcase opportunity possible.”

Eyes on the prize

Innovative use of space and the multi-purpose approach to the stadium’s design means that Glasgow now boasts a high-quality sports complex. Early indications based on the stadium’s popularity is that it is already generating a great deal of interest among local clubs and organisations, as well as sports NGBs. Acting as a standalone facility, as well as forming part of the wider Scotstoun campus, the venue’s redevelopment is reaping its rewards.

“The facility has generated more income in its first eight weeks since opening its doors than it ever did in any financial year before,” reveals Stuart. “The expectation is to produce over £250,000 in income a year. That’s the business strategy for the next three years and it’s achievable, as witnessed so far.” ●

Pete Hayman is a Leisure Media Journalist

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FREE SWIMMING

Kath Hudson takes a look at the Free Swimming Initiative a year after its launch

Many thought the idea of offering free swimming to people over the age of 60 and under the age of 16 sounded too good to be true when the government first announced its plans in 2008. However, despite critics saying it would just get existing swimmers to swim more, there has been overwhelming support from local authorities and the public since the initiative launched in April last year.

Since then, 80 per cent of councils across England have subscribed to the scheme and government figures show that 8.5 million swims have been enjoyed by the under-16s and five million by senior citizens.

The Free Swimming Initiative is part of the government's bid to get an extra two million people physically active before the London 2012 Olympic and Paralympic Games. Running hand in hand with the programme, and acting as a further incentive for councils to take part, is the Capital Modernisation Programme, which made £60m worth of funding available for upgrades to participating pools.

PARTNERSHIP APPROACH

Five government departments have worked together on funding the scheme: the Department of Culture, Media and Sport; the Department of Health; the Department for Work and Pensions; the Department for Children, Schools and Families and the Department for Communities and Local Government.

The money from central government made a substantial contribution to the costs, but local authorities had to find additional funding to make up the shortfall. Most were prepared to do this,

either by using their own budgets, or securing money from other partners – such as the health service.

This gap in funding stopped some councils from embracing the scheme. Brentwood Council rejected the offer, saying it would leave a financial shortfall, since Brentwood Centre makes up to £67,000 a year from swimmers in the 60-plus category and more than £200,000 from young people. Basildon Council leader, Malcolm Buckley, branded it an "early election gimmick," highlighting the fact that government funding would only last for two years before the scheme was either stopped or funding found from other areas.

The vast majority of English councils however, decided it was an opportunity worth investing in and many have made it the centrepiece of their active lifestyle

programmes. On 1 April 2009, 258 local authorities joined the scheme and in September they were given another chance to join, or extend the scheme. To date, an impressive 261 local authorities out of an eligible 326, have joined. All of these local authorities are offering it for the over-60s and 199 offer the scheme to both age groups.

FREE SWIMMING FOR ALL

Wigan Leisure and Culture Trust was ahead of the free swimming uptake – having become the first borough to offer it to the over-60s and the under-16s in 2005. When the offer of funding was announced, the trust took the opportunity to offer free swimming to everyone to help tackle obesity and get Wigan active. Additional funding has been provided by Wigan Council; the trust itself and NHS Ashton, Leigh and Wigan as its contribution to the Change4Life national campaign.

"Price had been a barrier to people swimming before this initiative," says Dianne Yates, Wigan Leisure and Culture Trust's senior active living officer, "so when we offered free sessions the usage shot up – with some families using the parent and toddler sessions up to three times a week."

The trust also witnessed a growing trend in parents of children who were old enough to swim unsupervised deciding to swim themselves – rather than watch. Once the price issue was removed those who swam for fitness visited the pools much more often, which helped to make a positive impact on their health. Free swimming lessons have also been offered to five- to eight-year-olds and this programme will be more widespread during the coming year.

“Once the price issue was removed, those that swam for fitness benefits visited the pools much more often”





So far, 8.5 million under 16s and five million over 60s have swum for free

Part of Yates' brief is to work with deprived groups within the community to encourage them into the pools. According to Yates, this approach has been very successful, with one pool in a deprived area of Wigan seeing a 48 per cent rise in the take-up of swimming. One in five people in Wigan and Leigh are now swimming for free.

TARGETING HARD TO REACH GROUPS

Birmingham City Council is another local authority that's ahead of the game, having introduced free swimming to children under the age of 16 living in, or attending school in, Birmingham in 2004. In April 2009, the opportunity was extended to non-residents, 16-year-olds and the over-60s and thanks to extra Primary Care Trust funding, all Birmingham residents can now swim and use gym facilities for free during off peak periods. Free swimming figures for the over-60s and under-16s in Birmingham were the highest in the country from October to December 2009, at 86,319.

However, according to Sue Hodgkinson, Birmingham City Council's free swimming project co-ordinator, these

schemes came with their own challenges, particularly with the over-60s. "Not only did we want to give easier access to current customers, but we were challenged with encouraging new customers into the pool – whose previous experience with swimming lessons many years ago may have been no more than being pushed into the deep end and made to swim back to the side."

Hodgkinson explains that the targeted marketing used to get this group back into the activity encourages them to take their grandchildren swimming. Once enticed back into the pool, swimming teachers have also been available during the over-60s sessions to offer some basic skills and build confidence.

People from ethnic groups that do not encourage swimming are also being targeted and the council is working with women's groups to introduce single sex swimming sessions. Free swimming lessons for weak and non swimmers over the age of 11 are also being offered.

Barnsley Council, in conjunction with local leisure operator, Barnsley Premier Leisure, is offering free swimming lessons to families, where at least two members of the family, over 11 years

old, are unable to swim. Leeds has run one of the most successful schemes, with 290,000 free swims having been taken since the programme started. Junior swims were up 34 per cent on the year before and the amount of over-60s who enjoyed a swim is 12 per cent above the national average.

Swimming is the UK's most frequently participated sport, with 7.63 per cent of the population taking regular dips. According to Sport England's Active People Survey 3, the number of people participating in swimming increased by 57,500 in the last quarter of 2009, however, those targeted by the Free Swimming Initiative fall outside the remit of the survey.

The Free Swimming Initiative will run until the end of March 2011, the end of the government's current spending programme. For those who have learned to swim, or have seen health improvements via the programme, a funding extension would be welcomed. However, whether or not councils will be able to keep plugging the financial shortfall, especially if no more grants become available, remains to be seen. ●

Kath Hudson is a freelance journalist



The Benefits of Hosting Major Sports Events

Sheffield Hallam University's Chris Gratton analyses Deloitte's report 'A lasting legacy: How major sporting events can drive positive change for host communities and economies'

The economic benefits of hosting major sports events has become an increasingly controversial part of event literature. A new report from Deloitte, 'A lasting legacy: How major sporting events can drive positive change for host communities and economies' by Greg Pellegrino and Heather Hancock, in my opinion, takes a remarkably positive view of the benefits of hosting major sports events.

Many governments around the world have adopted national sports policies which specify that hosting large sports events is a major objective. A broad range of benefits has been suggested for both the country and the host city from staging major sports events including economic impact, urban regeneration legacy benefits, sporting legacy benefits, tourism and image benefits, social and cultural benefits. It is well known that cities and countries compete fiercely to host the Olympic and Paralympic Games or the FIFA World Cup.

Maximising benefits

Given the ongoing debate in academic literature over the costs and benefits of hosting major sports events, it's surprising that this report has clearly taken the very positive view that: 'These events can be a significant catalyst for change, elevating the host's global stature and turbocharging its economic, political and social development'.

The report acts as a guidebook on how to maximise the benefits of hosting a major sports event right through from the initial bid to the legacy. The two

pivotal chapters are 'Types of change' and 'How to create a lasting legacy'.

In the 'Types of change' chapter the authors look at what host cities hope to achieve by hosting an event.

The list includes:

- Improved stature in the global business market
- Increased appeal as a tourist destination
- Improved infrastructure
- Long-term economic development
- Increased local pride and self-image
- More sustainable behaviour changes

Examples are given from recent Olympic and Paralympic Games or FIFA World Cups. For instance, under tourism, the authors use the case of Germany's hosting of the World Cup in 2006 to show how the image of Germans abroad changed as a result of adopting the motto 'time to make friends' and the TV pictures of German fans dancing in the fanfest sites. The festival atmosphere generated during the tournament contrasted sharply with Germany's global reputation for no-nonsense efficiency and mechanical precision.

The authors do not mention, however, that there were less foreign tourists in Sydney during the Olympic and Paralympic Games in 2000, in Athens in 2004 and in Beijing in 2008 than in the same period the year before each event. Hosting major sports events may have a long-term effect on tourism appeal, but for cities which already have an established tourist market, the event can have a detrimental effect on that market during the time



it takes place – not least because of substantial rises in hotel prices.

Legacy potential

In the chapter 'How to create a lasting legacy', the authors concentrate on what cities must do in order to generate a real legacy. Their suggestions have been well discussed in previous academic literature but include:

- Focus on the postevent legacy, not just the event
- Don't assume the desired legacy will happen automatically
- Promote the legacy vision, but be realistic
- Build a broad base of support
- Reach across political boundaries
- Get an early start on planning the city's infrastructure
- Create a broad economic footprint
- Partner with the private sector on major infrastructure projects
- Expect the unexpected

These messages are quite bland and the legacy chapter is perhaps the most disappointing of the document, not least because no concrete examples are given of the legacy benefits generated by major sports events. This is not entirely surprising. The problem is that it takes



15 to 20 years to measure the true legacy of an event such as the Olympic Games or a football World Cup and so far nobody has been prepared to commit the research resources required to measure such legacy benefits.

Some ad-hoc evidence exists to suggest that the 1992 Barcelona Olympic Games generated the largest legacy benefits, with tourism in Barcelona more than doubling since 1992 and at the same time, Barcelona becoming the most important European business centre in Spain.

that much of the infrastructure investment is still being used productively.

The success of the GB cycling team at the Beijing Olympics, which has its elite squad based at the Manchester Velodrome, also emphasised the continued role of Manchester as a city of sport. Since much of the investment in the new sporting infrastructure came from the National Lottery or central government, this is a clear economic boost for the area.

Commercial investment also flowed into East Manchester as a direct result of



Above left: Sydney 2000 and Barcelona 1992 Olympic Games (above)

facilities: the Birdsnest Stadium and the Water Cube. On the other hand, these facilities have become major tourist attractions for Beijing.

There is little evidence that any Winter Olympics has ever left a lasting legacy.

Deloitte's report does indicate clearly the potential for cities to benefit substantially from hosting major sports events. It claims: it 'offers practical and proven insights to help cities and countries capture and host a successful event that delivers a legacy of positive and lasting change'. It does not, however, offer a balanced view. The cost side of the debate is left out completely. ●

Professor Chris Gratton is director of the Sport Industry Research Centre at Sheffield Hallam University

“The report acts as a sort of guidebook for host cities to maximise the benefits of hosting a major sports event”

Similarly, the Commonwealth Games in Manchester in 2002 was the first event in Britain to actually plan for a legacy. Since it was only held eight years ago it is still too soon to assess the true legacy. However, the fact that Manchester City Football Club now uses the Manchester Commonwealth Stadium as its home ground and other sporting venues in East Manchester have become the English Institute of Sport and are used for the training of elite athletes, means

the Commonwealth Games. One example is an Asda-Walmart superstore, which occupies 180,000sq ft and employs over 760 members of staff.

Although there are examples of positive legacies from specific events, this is not always the case. Both Sydney and Athens were left with largely unused sporting infrastructure following the Olympic Games of 2000 and 2004. Beijing has staged no major sporting competitions since 2008 in its flagship

Women's Cricket GOING LARGE

Tom Walker looks at the rise in popularity of women's and girls' cricket and how the success of the national team has created a new, but welcome set of challenges for the England and Wales Cricket Board



When asked to compare the current state of women's cricket with that of a decade ago, former England captain Clare Connor says: "It is unrecognisable, at all levels". And no wonder – the statistical evidence shows phenomenal increases in the amount of women's cricket being played all across the country.

In 1999 there was no organised age group cricket at county level for girls anywhere in the country. By 2009, the England and Wales Cricket Board (ECB) staged more than 390 county age group cricket matches.

At the highest level, the women's national team played just six one day internationals (ODIs) and two Tests in 2001. In 2009, the team played 16 ODIs (including a World Cup campaign), contested the Ashes with Australia and took part in the Twenty20 World Cup playing seven games. The pace of development isn't showing any signs of slowing down.

The number of clubs offering women and girls' sections has nearly doubled in the past few years. There were 327 clubs with girls' cricket in 2007. By the end of 2009 that figure had grown to 505. The

increase in quantity at the grassroots levels coupled with improvements in quality at the elite level – the England women's national team is universally recognised as the best in the world. It conquered all during 2009, securing the Ashes after winning the World Cup in both the 50-over format as well as the Twenty20 mode.

ONWARDS AND UPWARDS

Connor, who received her OBE after guiding England to an historic victory against Australia in 2005, is in a unique position to comment on the development of the women's game at elite level. She made her England debut in 1995 and, after a record breaking 93 ODIs and 16 Test matches, retired as an Ashes-winning captain a decade later. She was appointed head of women's cricket shortly after her retirement and is currently responsible for women's elite cricket – from county cricket up through to the ECB Academy and the full national team.

"The sport is incredibly healthy and is keeping us very busy – in a really good way," Connor says. "The success of the full England side in 2009 (winning the

Ashes and both World Cups) was truly exceptional and unparalleled."

Connor says that the success of the national team has now created a set of entirely new challenges for the back-ground staff. "At the elite level we are now under pressure to sustain that level of success and keep finding new ways of challenging the players and retaining our best players. After all, it is an amateur sport, so we are constantly looking at how we can best support the elite players so they can keep on playing for England. Through the Academy, we are also in the position to do this for the players outside the England squad – the younger girls who are knocking on the national team door and are showing real talent for the game."

As part of plans to support the elite players financially and allow them to concentrate on their cricket, in 2008 the ECB launched the Chance to Shine Coaching Ambassador contracts. Operated by the Cricket Foundation, the Chance to Shine scheme aims to regenerate competitive cricket in a third of all primary and secondary state schools in England and Wales and bring the educational benefits of competitive cricket to two million state schoolchildren by 2015. As part of the programme, eight national team players have been offered contracts to deliver regular, paid coaching sessions under the Chance to Shine umbrella.

"These contracts have supported our elite players over the last couple of years, giving them a balanced, structured lifestyle," Connor says. "It allows them to work and train and tour and really eases the pressures on normal life." It's not just the elite players that benefit. What

EXCELLENCE IN THE MAKING

STAFFORDSHIRE

In 2006 a single volunteer in Staffordshire provided the region's first girls' age group competition for cricket clubs, when four teams took part in a softball competition. There are now more than 16 clubs involved in three age group competitions for the clubs – hardball and softball – strengthening their talent pool for selection into county squads.

FINCHAMPSTEAD CC

The Berkshire-based club runs a successful girls' section. Current England captain Charlotte Edwards (pictured above) is the region's Chance to Shine Ambassador and girls' cricket has been made sustainable in part by schools buying into extra sessions offered by club coach Dave Taylor. Girls' cricket has become a core priority for linking the club with the community.

The women's national teams won two World Cups and retained the Ashes in 2009. Left: England captain Charlotte Edwards and Chance to Shine ambassadors working with children (below)

“If girls have a cricketing role model to aspire to, then the sport immediately becomes a natural choice for them”

KEY STATS

Women's and girls' cricket

- There is currently one women's or girls' club for every 12 cricket clubs.
- The south west has the best ratio for women's and girls' cricket – with one in nine clubs offering girls' cricket
- There are currently 505 clubs involved in women's or girls' cricket – an increase of 20 per cent on 2008 and 54 per cent on 2007
- The ECB has recorded increases in overall participation for the past three years – 2009 saw women's and girls' cricket rise by 15 per cent (24 per cent in girls' cricket alone)



better way for a young cricketer to learn and be inspired than by being coached by an international star?

“The contracts have had a massive impact on grassroots development in terms of the number of girls that have been coached through Chance to Shine. It is fantastic for young girls to have these amazing role models coming into classrooms and playgrounds, inspiring them to pick up a bat and a ball. We're really pleased with how it's worked out.”

GRASSROOTS

While finding new ways to test and stimulate the all-conquering national team might be the biggest task faced by Connor and her team at elite level, the increased popularity has created fresh

challenges at grassroots level too. Sue Redfern, head of development for women's and girls' cricket, lists four issues that she sees as crucial to get right if the girls' game is to further develop and improve.

“Firstly, we still need to create more opportunities for girls who are interested in cricket – such as the ones involved in Chance to Shine classes – to actually play the game,” says Redfern. “At the moment we have 505 clubs offering girls' and women's cricket, but if you take into account that there are more than 6,000 cricket clubs in the country, then you'll realise that the figure 505 is still less than 10 per cent of all clubs.”

“Secondly, there's no point in linking the girls to the clubs if the counties do not provide them with age and stage

appropriate competitions. Without suitable competition, you are unlikely to retain the girls' interest and are in danger of losing players.”

Redfern repeatedly emphasises the importance of providing “age and stage appropriate” cricket at grassroots level. She says that a lot of thought must go into when to introduce hard ball cricket to girls and when to keep playing some of the more inclusive forms of the game.

“Traditional 11-a-side cricket might not be that appealing for all girls, so we need to think how we keep everyone involved. Do we use indoor cricket? Or offer eight-a-side Kwik cricket in a more mature format? Twenty20 cricket has a role to play to keep it short too, because time can often be an issue for the girls,





The Chance to Shine scheme aims to increase participation at grassroots level



PUTTING A FACE ON IT GRACE GIBBS

Grace's first taste of cricket, at eight years of age, was at an MCC Spirit of Cricket programme at her school, St Winifred's RC Primary in Lee, Lewisham. Already a keen footballer, she quickly found that she was a better cricketer than many boys of her own age.

None of the Lewisham-based clubs offered girls' cricket, so initially she attended cricket camps organised by sports delivery company Teachsport.

She now attends sessions at Bromley Common Cricket Club's top talent net, alongside 14- and 15-year-old boys, and also travels to Canterbury on Saturday afternoons for net sessions with Kent County Cricket Club.

She is now a member of Old Coeliensis Cricket Club, as they run a girls' section, and also plays for Blackheath Ladies.

Q. How much cricket do you play in a typical week?

I train every Tuesday or Wednesday and have Kent matches on Saturdays. I also play for Blackheath Ladies on Sundays.

Q. Would you like to play more cricket than you do at the moment?

In some ways I do think I get enough cricket but it would be good if my school also did cricket so it could give other girls a chance to play as well.

Q. How would you get more girls in the UK to play more cricket?

I would like to see cricket in every school and every girl would have to have a taster session. This would give girls more of an opportunity to see if they are good at the sport. Sometimes girls think cricket is just for boys.

➔ especially if they are forced to play their cricket on a week night or on a Saturday morning before boys' games. In short, we need to make sure there are a number of opportunities to change the structure and the format of traditional cricket to make it more accessible for girls."

The two remaining areas on Redfern's list are the demand for facilities and the need for even more role models.

"If we haven't got anywhere to play and grounds are not accessible then it's unlikely that we're going to retain the players, no matter how successful our Chance to Shine and school programmes are. So we need to make sure that our cricket grounds are available to girls. Also, we need to create and retain role models in the game. If girls have got something to aspire to, it becomes a natural choice – rather than it being a case of 'that's a bit funny, that girl's playing cricket'.

FACILITIES

The ECB's national funding and facilities manager, Bruce Cruse is responsible for the implementation of the ECB's facilities strategy, which was first devised in 2000. Since then, each county has had an updated, individual facilities strategy drawn up, identifying their

particular needs and requirements. The most recent county-wide revision of the facilities strategy was signed off in January 2009 so all 39 counties currently have a strategy which is, in Cruse's words, "fairly fresh".

He adds that the increase in cricket's popularity – among girls and boys – has created extra pressures on facilities, but that recent funding decisions show just how important women's and girls' cricket has become when devising action plans.

"To show the level of importance that cricket places on the development of women's and girls' cricket, you only have to look at the way we plan to distribute our Sport England money," he says. "A total of £12m in the Sport England contract will be used to execute and invest directly and exclusively into the women's and girls' game over the next three years. Half (£6m) of that will be capital expenditure, so that's something my facilities team is working on with the women's and girls' department.

"The first 40 of those contracts will be executed later this year. The remaining £6m has been allocated to revenue and to generate further activity and infrastructural support. So in total, a third of our Sport England funding has been earmarked to go directly into women's and girls' cricket."

One of the flagship projects which Cruse and his team are currently working on is the Harrogate Cricket Club in Yorkshire. The plan is to build a brand new two-storey facility, which will serve as a regional centre of excellence for women's cricket.

"The aim is to have the centre up and running by early 2011," Cruse says. "We've been working with the Yorkshire Cricket Board and the club on the scheme and the hope is that the Harrogate facility, which will be developed as a two-ground site, will develop into an international site for women's cricket."

FUTURE

So what of the future of the sport?

Women's cricket has grown exponentially but there is still plenty of room for future growth. Connor believes that the nature of cricket is perfectly suited to girls of all abilities and sees further improvements at all levels.

"The strength of cricket is that you can play loads of it during the summer holiday and the cricket club environments are family places. They are safe, welcoming, embracing, sociable and the cricket culture environment in this country is, for me, a fantastic place to grow up." ●

Tom Walker is a Leisure Media journalist



Vicky Kiermader talks to sports scientist Ben Langdown at the PGA and exercise professionals about how to help golf enthusiasts raise their game

GOLF

BEN LANGDOWN – head of sports science at the PGA



The Professional Golfers' Association (PGA) trains and serves golfing professionals. Ben Langdown is respon-

sible for sports science on the PGA's Foundation Degree in Professional Golf, BA Hons Degree in Applied Golf Management Studies and Sports Science Continuing Professional Development for PGA members.

"Golfers on tour realised several years ago that the myths about strength training being bad for flexibility and their golf swing were simply not true. You only have to look at Tiger Woods to see the impact of fitness and conditioning. Golfers began to understand that to gain an edge over their opponents they needed a tailored training/nutrition/psychology programme. Once elite golfers started to change and the game became a power sport, this thinking began to filter down to amateurs.

"Sports science is now an integral aspect of any PGA professional's training and will continue to grow and integrate with other subject areas. Having an understanding of how the body works and being able to test for flexibility, strength, power, balance, stability and range of movement is essential for any

PGA professional who wants to achieve the most effective improvements in their players. Without a full understanding of what their clients can achieve physically, it's impossible to know what to work on and could result in a coach trying to get a player into positions they can't achieve.

"As part of the sports science modules, we work with students in the gym to learn anatomy and physiology, biomechanics, fitness, strength and conditioning, nutrition, psychology, skill acquisition and motor control. All of these fitness aspects are applied to coaching and playing situations.

"All golfers need to think about fitness and conditioning. No one has a perfect body and there are always going to be limitations that impact upon the golf swing. A golfer who wants to be the very best they can needs to embrace this change in golf fitness. Junior golfers are no exception. They should be exposed to fitness for golf as soon as possible to establish good habits. Youngsters don't always understand how their lifestyle can impact on their ambitions in golf. Sitting at home on the sofa or at a computer encourages poor posture and with poor posture comes limited rotation in the swing. But with corrective exercises and body resistance work, any junior can gain advantages on the course.

"At the PGA we are not using sports science to train people to become fitness instructors, we are giving them the tools to identify when a player could benefit from another expert's services. Working with a physiotherapist, fitness expert or strength and conditioning coach will help golfers get better results from their lessons and make them less susceptible to injury. Offering these services is therefore a good business opportunity for golf clubs."

Langdown works with PGA professional Tim Cooper on his strength and flexibility



CASE STUDY 1

Chartered physiotherapist Emma Ross has run pilates classes at Southampton's Hedge End Golf Centre for four years. The registered Stott Pilates studio runs 12 mat and equipment classes a week, as well as a number of private sessions.

"Since pilates builds core strength and stability, increases flexibility and improves posture, alignment, strength and muscular balance, it's a good option for golfers," says Ross. "Golf is a rotational sport, so we include a lot of spinal, shoulder and hip rotation exercises in the classes. Golfers who attend regularly often find they have a more consistent swing with a better back swing and follow through position because they have more freedom of movement. Developing a stronger core can also add distance to their shots – the strength of the core muscles can be used to generate more power into their swing."

Details: www.physioflex.co.uk



Pilates exercises offer golfers more freedom of movement

SHAY BRENNAN – co-founder, Yourgolfmatters



Shay Brennan is a PGA golf professional and one of only a handful in the UK to hold the TPI Level 2 qualification

from the Titleist Performance Institute in the US, considered the leading experts in golf fitness. Brennan works with golfers of all ages and abilities, as well as golf clubs and 19 schools.

"Some people think that golf is a slow sport. The golf swing may start from a stationary position, but just over a second later, the golfer has rotated away from the target and turned back again striking the golf ball with club head speeds reaching 140mph with the golf ball travelling at 200mph. Research has shown that rotational forces during the swing are more than eight times body weight.

"The body is the power source of the golf swing and with physical conditioning, the potential for improvement is vast. The key areas to work on are agility, balance and co-ordination and from here, client-specific programmes are developed to ensure efficient progression.

The vast majority of clients have issues with balance. This restricts their

ability to stabilise efficiently, rotation is limited and clients are then plagued by loss of power and accuracy. As a result, habits form using incorrect muscles and technique, which leads to injuries and breakdown of technique over time.

"All sessions start with a thorough screening process to identify every client's fundamental movement patterns and physical literacy. This includes a pelvic tilt test, pelvic rotation test, torso rotation, overhead deep squat, toe touch, external shoulder rotation test, single leg balance, bridge with leg extension, half squat eversion test and ankle inversion/eversion test.

"I use a lot of commercial fitness equipment including the York STS Cable Crossover, which is great for all rotational exercises. Combine this with unstable surfaces such as wobble boards and swiss balls and you have lots of progressions. The seated wood chop on a swiss ball for example, is a great move for core activation and rotation.

"Medicine balls, kettlebells and tornado balls are also fantastic for developing core, rotation, speed and power. Swiss balls and balance boards are perfect for improving stability and for progressing

more advanced clients. The York Fitness Core Board allows full development of critical core muscles while developing rotation, power and endurance. Olympic lifting sets are also ideal for more advanced clients.

"Today's elite players can see how conditioned the successful professional golfers are and know they must be physically prepared to compete. This preparation and conditioning is filtering down to players of all abilities.

"My role is to produce more physically literate golf athletes. By the time my current clients progress to more elite levels, their agility, balance and co-ordination will be outstanding and much of the initial correction work I'm doing now will progress to developing speed, power and even greater performance.

"Golf is a highly technical sport with complex full-body movements. General improvements to a golfer's conditioning will definitely help optimise performance and improve their enjoyment of the game, which is good news for golf clubs and facilities. However, it's imperative that any golf conditioning is done in consultation with a suitably qualified PGA golf professional."

Strength and flexibility helps professional golfers such as Dan Greenwood gain advantage



CASE STUDY 2

Yourgolfmatters, founded by Aaron Shepherd and Shay Brennan, works with 19 schools running pre-school, lunchtime and after-school classes, seeing 300 juniors a week. It also holds weekend classes and three- to six-hour workshops during the summer holidays.

Brennan says junior golf conditioning could provide a valuable source of revenue for golf clubs helping to encourage future club members. Despite the potential, few clubs offer this service, says Brennan. "Most clubs and golf pros don't do any specific conditioning for juniors, they just treat youngsters like mini adults."

Yourgolfmatters assesses each of its young players and develops a personal programme accordingly. "We start with fundamental movement skills and progress to fundamental sport skills to improve all-round physical literacy. The type of exercises depends on the developmental and chronological age of the youngster." Details: enjoygolfflessions.co.uk

CASE STUDY 3

Hole in One Pilates International offers instructor training for golf professionals, fitness trainers, pilates instructors and medical professionals. The company's Pilates for Golf and Hole in One Fitness programmes are designed to help golfers hit the ball consistently further and straighter with a reduced risk of injury and back pain.

Pilates for Golf was initially created for Pilates instructors and studios and Hole in One Fitness has been developed as a natural extension of that training. The programme combines pilates principles with anatomy workshops and motion capture technology to develop core strength, improve posture, alignment and stability – all the elements needed for a good swing.

"Staying fit and preventing injury have become as important as club selection and which ball you play with, regardless of whether you are young or old, male or female," says Deanna Zenger, executive director of Hole in One Pilates International. "Golf is an athletic sport that requires physical conditioning. Most golfers just can't do what a

good swing requires them to do."

The company's workshops and courses run throughout the world, recently including the Magnolia Golf and Country Club in Aylesbury. The focus is providing interactive and practical education, says Zenger.

Details: www.hiopi.com



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Upskilling the Workforce

Crispin Andrews looks at some of the different routes young people can take towards a rewarding career within the sports industry

In years gone by, young sporting professionals learned their trade as apprentices; just being around established sportspeople seemed to give them insights into their game and how to be successful. It seems the sports industry is now heading back to this hands-on way of learning, by engaging with talented and enthusiastic young people not only seeking careers in top level sport but in the various other roles available within the sport and leisure sector.

Sporting apprentices

Many young people in the UK play sport, even more watch it and sports-talk is never far away from our playgrounds, streets and living rooms. The sports industry is now helping them follow their dreams through the government's vocational apprenticeship programme.

"For some people university is the right path, but others are more suited to vocational routes," says SkillsActive's strategic lead for national governing bodies and 2012 legacy, Steve Mitchell. "There's an alternative to doing a sports-science degree at university and then training at your own expense to make yourself more employable; you can train for free as an apprentice."

The National Apprenticeship Service was set up in April last year, armed with a government pledge that every suitably qualified young person has the right to an apprenticeship by 2013. Today, 180 apprenticeships are available within 80 different industries.

Just like the original trainee plumbers, electricians and builders, Active Leisure and Learning apprentices are now learning about major industry roles in a hands-on way. From coaching, sports development and spectator safety to

activity leadership and fitness instruction; training providers and employers have got together to give young people the practical knowledge they need to get the job they are looking for.

Within 12 to 24 months, young people can work towards an NVQ Level 2 in their chosen area and then progress to an Advanced Apprenticeship at Level 3 in sports development, leisure management, play work, instructing physical activity and exercise, coaching or activity.

Fourteen- to 16-year-olds taking the Young Apprenticeship in Sports Management, Leadership and Coaching spend three days a week doing GCSEs, one on vocational learning, usually the BTEC sport, and one at their work placement. Mitchell explains that placements have to be flexible. "There's no point somebody turning up every week if there's nothing for them to do," he says, "so we ask employers to tell us when they need help. A School Sport Partnership might run a series of after school festivals to run in June that the young apprentice could be involved with, or on afternoons when his gym is quiet, a fitness manager may be available to provide some mentoring."

However, apprenticeships aren't just for young people – Mitchell says that adults





Left: Dame Kelly Holmes with sporting youngsters. Below and bottom left: Apprentices with children in Trowbridge



can benefit too. "An adult returning to work, unemployed or looking for a career change might also want to do a sports apprenticeship to obtain knowledge, experience and a qualification," he says.

Smaller organisations are also realising the benefits of apprenticeships and devising bespoke programmes to suit. Trowbridge Town Council, for example, has employed young apprentices as sports coaches after completing their NVQ in sports development or activity leadership. For the past two years, Trowbridge has funded its own programme, although it has recently benefited from government funding, which has enabled the council to employ 20 apprentice coaches.

Advanced apprenticeships

Approximately 3,000 athletes aged 16 to 19 years old are currently on the Advanced Apprenticeships in Sporting Excellence (AASE) Scheme. However, unlike their 1980s counterparts, these aspiring athletes tend to watch video analysis of first team games rather than speak to an older professional while cleaning their boots.

This programme sees youngsters who might otherwise drop out of top level sport to focus on academic or work

commitments, receive more quality coaching hours, better access to modern, well-equipped facilities and work towards an NVQ in Achieving Excellence in Sport, while taking four A levels, or equivalent at a local school or college.

Saracens rugby club has 20 apprentices this year. The lads play as a team in the Rugby Football Union-run AASE League, train and prepare at the club and attend Oaklands College in St Albans. In the past four years, seven apprentices have won professional contracts at the club.

Jobs for the future

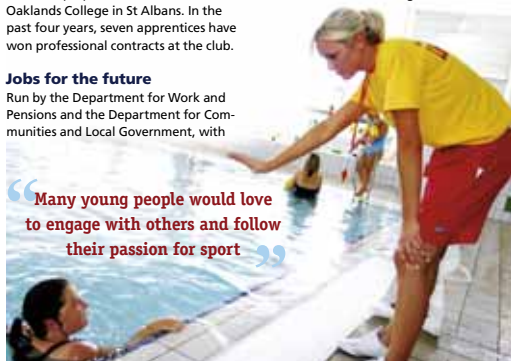
Run by the Department for Work and Pensions and the Department for Communities and Local Government, with

input from regional jobcentres, the £1bn Future Jobs Fund (FJF) will create a minimum of 2,500 new jobs for unemployed 18 to 24 year olds within the sport and active leisure industry over the next 12 months. At the very least, these jobs offer 25 hours of work for six months and include skills training.

It's part of the FJF to support the creation of 200,000 jobs for the long-term unemployed and young people who face disadvantage in the labour market.

The National Skills Academy for Sport and Active Leisure co-ordinates the programme that brings together quality assured training providers, national governing bodies of sport (NGBs), industry employers – such as Fit for Sport – local authorities, clubs and community sports organisations. "Many young people would love to work outside, engage with others and follow their passion for sport," says Florence Orban, CEO of the National Skills Academy, one of 11 sector-specific employer-led centres of excellence for skills development. "They just need the right training and stepping stones into employment."

Armed with funding from this initiative, the Amateur Boxing Association of





Above: A young sport leader. Right: Successful Active Trowbridge apprentices



► England (ABAE) has just employed its first boxing apprentices, to work alongside ABAE boxing development officers in hard to reach communities. Eventually the boxing apprentices will take coaching, judging, refereeing and sports development awards, on six-month placements.

"Young people have been a real casualty of the recession," says Jack Shakespeare, training manager, at Fit for Sport, which took on 180 youngsters last month. "While employers recognise the benefits of bringing on the next generation of the workforce, for many the cost of training new staff in those first few months before they can actively contribute to the business can be prohibitive."

The National Skills Academy has secured funding from the National Apprenticeship Service to fund the first three months wages of 1,400 young people, but the FJF is not the only mechanism by which young people are being encouraged into the workplace through sport.

In Aylesbury, the Mandeville Sports College has set up and funded a project with the local authority and a nearby healthy living centre to get unemployed 18- to 24-year-olds learning, volunteering and working through sport. Seven young people in Tyne and Wear have already found employment in the sports industry after completing a similar three-month rugby and working course, and Get on Track, run by the Dame Kelly Holmes Legacy Trust with Comic Relief funding, works with Connexions teams to identify youngsters who could benefit from sports industry placements and advice from elite sports mentors.

"These youngsters have a huge amount of potential, I can see it in their eyes," says Dame Kelly, "they just haven't had the right opening yet. They might not have academic qualifications, but they have all the other skills to succeed. Give them the opportunity to gain constructive experience and who knows where they could go."

Leaders in Sport

Vocational and leadership courses have been offering a practical and technical introduction to working in the sports industry, while children over the age of 16 can take coaching and activity leadership awards that give them a start in the industry.

Sports Leaders UK trains thousands of young sports leaders every year and in the run up to the Olympics, the Dame Kelly Holmes Legacy Trust and LOCOG's London 2012 Young Leaders programme will encourage sporty youngsters to volunteer in their communities and at the Games itself.

Organisations like crime reduction charity Nacro and Cricket for Change, a charity that delivers cricket in disadvantaged London communities, have long encouraged young people to train as leaders and coaches to sustain activity. Young catering, construction, IT and sports development volunteers are helping cricket clubs thanks to the England and Wales Cricket Board's V-Cricket project.

So the next generation of young sport stars are earning their place in the sports industry, but the need to look to all sections of society for talent is best illustrated by Australian cricket captain Ricky Ponting. After leaving school at 16, he worked as an assistant groundsman at a school in Launceston and on the scoreboard during Tasmania's Sheffield Shield games. Then after graduating from the Australian Institute of Sport's Cricket Academy, he played for the state and finally the national team.

When veteran skipper Steve Waugh retired in 2004, Ponting was chosen as the first Tasmanian cricket captain of Australia, and is known as an intelligent and thoughtful cricketer, who would make an excellent coach or commentator.

With the new pathways in place, many others can now take the vocational route to reach their potential. ●

Crispin Andrews is a freelance writer

“With new pathways in place many young people can take the vocational route to reach their potential”



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What does this mean for Sport and Active Leisure?

With over 663,000 paid employees working across the UK, a further two million volunteers, and an annual contribution on average of £8.6billion to the economy, the qualification reform is going to have a real impact on sport and active leisure. A sector this vital deserves the best qualifications system in the world, and this is why SkillsActive has been working with employers to overhaul the current system and make new qualifications work for sport and active leisure. **Make sure you know how these changes will impact on your organisation.**

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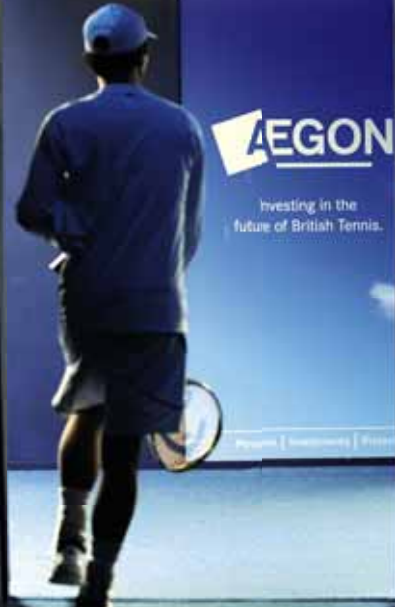
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SELLING TENNIS

Making its name synonymous with tennis in this country has proved an ace for financial services company, AEGON. Kath Hudson finds out more about the mutually-beneficial deal



Sport sponsorship is up there with advertising, sales promotion and PR as a way of creating awareness and building a brand. In fact, AEGON's head of brand, sponsorship and communications, Jayne Ponzio, argues that it might be more effective.

Now in the second year of AEGON's sponsorship agreement with British Tennis, Ponzio has been delighted with the way the partnership is helping to build AEGON's brand, which, despite being one of the world's leading insurance groups, was not widely recognised by the public before its link-up with the sport.

"When we were looking to raise the brand's profile, we looked into all the traditional marketing routes," she says. "Looking back, in order to bring the level of name awareness to our preferred peer group would have cost three times as much as what the Lawn Tennis Association (LTA) sponsorship has achieved."

"Both the LTA and AEGON were at a stage where we were repositioning our individual brands, so there were huge amounts of synergy and we could really relate to each other," Ponzio explains. "Our partnership is continually evolving into a mutual beneficial situation."

SWEATING THE ASSETS

The LTA signed a five-year 'blanket' sponsorship deal with AEGON in September 2008 – an emerging trend among sports bodies. Elsewhere British Gas is the main sponsor for British Swimming and Sky is starting to hold a prominent position with British Cycling.

The LTA's commercial director, Bruce Philipps, explains the thinking behind the decision to redirect the commercial programme to dealing with just one sponsor: "Financially we felt that we weren't achieving as much as we could. We were selling off bits and pieces of the sport, so the costs of servicing that were high. With all the changes we had made to British Tennis we wanted a partner who could bring all that together and this is where AEGON has played a huge part. We wanted to attract a lead partner across the whole sport – including community tennis and our junior programmes – not just individual elements, such as the Queen's Club Tournament."

Although it was obviously more of a challenge to attract one lead sponsor, Philipps acknowledges there was some luck with the timing of the sponsorship deal. "Fortunately we started the sales drive a good period before the economic downturn – although we made the announcement on the day that Lehman



Helping to draw talent through grassroots into the development system



Andy Murray (above) and
Laura Robson (below)
highlight British Tennis
success. (Insert) Jayne Pozio

“Our most recent series of research showed that 60 per cent of tennis enthusiasts would consider AEGON products”



► Brothers collapsed. If we had tried to do this a year later I'm sure it would have been much tougher. Although, that said, we're very confident about our product and the benefit we can offer to sponsors," he says.

The new British Tennis commercial package is like a pyramid, with AEGON as the lead partner. BNP Paribas and Highland Spring (Andy Murray's sponsor), are the two supporters and benefit from branding and hospitality at the Queen's Club Tournament. Nike, Intercontinental

Hotel Group and Lucozade are official suppliers and also have rights.

BRAND ASSOCIATION

Although the financial details of the sponsorship deal have not been publicly disclosed, it is believed to be worth in the region of £25m – the biggest deal in tennis history. This funding offers a huge benefit to the sport, but what does the sponsor get for this level of investment?

According to Pozio it was definitely money well spent. "We needed to identify a property which would appeal to our target market of 45- to 60-year-olds, and there were some specific sports we knew this age group were interested in," she explains. "We moved fast when we heard the LTA was changing its sponsorship strategy because we knew there would be other interested brands. The deal was signed just four weeks after the negotiations began."

It isn't just getting the name out there which has been of benefit to AEGON. The association with tennis, especially at grassroots level is good for the company's image. "We wanted to get the

point across that we were a brand that could be trusted and so our involvement with tennis at grassroots level helps this. There's the warm feeling in helping people and drawing talent through the system," says Pozio. "It has certainly helped in getting higher levels of awareness for our brand, because the tennis enthusiast is a mirror image of our target market. Our most recent series of research showed that 60 per cent of tennis enthusiasts would now consider AEGON products."

In sports sponsorship, this brand association is just as important as the financial underpinning and is partly what makes sponsorship such a powerful tool. According to Karen Earl, chair of Synergy Sponsorship and chair of the European Sponsorship Association, when positioned in the right deal, the sponsor will use its marketing muscle to help promote the sport: "Getting the right brand, or company, to associate with your sport and then joining forces in terms of who you want to market to, how you want to market and using a lot of their marketing expertise and their



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► marketing budget to push the sport, is one of the single biggest things which a sport can aspire to."

AEGON is using its link with tennis to push across its messages in its campaigns. Last year, the campaign was built around the message "from grassroots to centre court", introducing the partnership. This year tennis is being used as financial messaging for the campaign. "We're showing the planning which British Tennis is putting into its future stars and pushing the fact that you need to put just as much planning into your finances," says Ponzio.

WORKING TOGETHER

Earl says that sponsorship agreements work best when they are mutually beneficial: "There is always the feeling that getting the money in is the priority, and of course that is fundamentally important, but I think sports also need to think carefully about the value of what they are offering, rather than the budget they have to find. For longer term success, they need to consider how the value and benefits can work together with the brand to maximum effect," Earl explains.

"In the past, many sports have made the mistake of just grabbing the money and running, but there is now a growing realisation within the industry that what is needed is a partnership with a brand that's going to help market the brand, the sport and the association."



Although the recession has made it harder, and some sports have in fact lost sponsorship, Earl thinks that some of these lost deals may have been ill advised in the first place. "One of the things the recession has done is to make sports think harder about their product, about their offer to sponsors and how they can help sponsors reach the desired audiences which are otherwise difficult to access," she says.

Philipps agrees: "It's really about understanding your assets. You have to know what you have to offer and implement proper programmes associated with the sport. Everything which AEGON is linked to, we would've done anyway, which makes the programme seem all very real and a genuine part of tennis."

A recent campaign was built around the message 'from grassroots to centre court'

THE WAY FORWARD

The figures for the sponsorship industry as a whole have held up well despite the recession, with a small increase last year over the year before. Earl says this is because marketing directors are now realising how cost effective sponsorship is. "The sports market is growing as a way of successfully marketing products, because it engages with consumers through their passions," she says. "The most successful sponsorships are those that place their sponsorship properties centrally within their marketing activities."

Whereas advertising, sales promotion and PR were the three most recognised pillars of marketing, sponsorship is now being recognised as the fourth, and possibly the more effective, pillar. It's the glue which links all the other marketing disciplines together."

Clearly the timing and the partnership was right for both AEGON and British Tennis. The LTA was fortunate to find a large global company that needed to get a new identity across, had the same audience and was keen to get involved in all aspects of British tennis – not just the high-profile tournaments. Having the sport underwritten by one sponsor allows consistency of the look and the brand and takes away the pressure of continually selling its properties. Likewise, AEGON's strategy of choosing to dominate British Tennis means that its name will be synonymous with the sport until at least 2013 – resulting in a win-win situation. ●

Kath Hudson is a freelance writer

BRITISH TENNIS SPONSORS

AEGON is the first lead partner of British Tennis and plays an integral part within the four pillars of the commercial programme that makes up British Tennis. This includes: community – the parks and schools programme; competition – both national and international tournaments; performance – including elite and matrix-funded players; and events – including the ATP, WTA and ITF tournaments.

BNP Paribas is the official sponsor of British Tennis, Highland Spring is official supporter and official water supplier of British Tennis. Lucozade Sport is official sports nutrition supplier to the LTA and InterContinental Hotels Group is the official supplier to British Tennis.








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BUILDING SCHOOLS FOR THE FUTURE

A technical guidance update

SAPCA's Dr Colin Young looks at some of the technical guidance available for schools and local education authorities who enter the Building Schools for the Future (BSF) investment programme

Building Schools for the Future – the investment initiative to rebuild secondary school buildings in England – is a very ambitious programme of development with a multi-billion pound budget to deliver a new generation of schools. Overseen by Partnerships for Schools (PFS), a non departmental public body, the first wave of the BSF programme commenced in the fiscal year 2005/6 and it is anticipated to continue for at least another decade.

Background

The BSF process can be complicated and it's difficult to estimate the amount of money that will be directly spent on

sport facilities within each new and upgraded school. However, most Local Education Authorities (LEA) will receive in excess of £100m for their BSF programme. If only a small fraction of that budget is spent on sport and PE provision it still equates to a substantial investment not only for the school, but potentially for the local community. In addition, further revenue could be available via sports national governing bodies (NGBs) that may be willing to spend some of their capital investment funds to upgrade facilities to meet their strategic goals (such as increasing participation) and are happy to work within the BSF framework.

Obviously this level of investment is a once in a generation opportunity and it's important to ensure that the new facilities meet and exceed the expectations of the end users and provide a strong legacy for the future. Going through the design process within BSF can be a very complex procedure, which includes many stakeholders.

Each LEA is expected to form a BSF PE and Sport Stakeholder Group which is responsible for the development of their sports and PE facilities strategy.

Elm Court (above) and Allerton (below left) are two of the £55bn BSF projects

PFS, via its Design Steering Group for PE and Sport, has developed a series of guidance tools to simplify the process for the stakeholder group. The guidance information is also relevant for organisations wishing to engage with the BSF investment programme.

Fit for the Future

The Fit for the Future guide aims to challenge current thinking, provoke discussion and provide advice. It's particularly relevant to BSF PE and Sport Stakeholder Groups in their role of supporting schools in translating their vision for PE and sport into a design brief.

The document consists of four parts:

- Part 1** From Vision to Design
- Part 2** The BSF Design Journey
- Part 3** Sample Design Solutions for four Imaginary Learning Centres
- Part 4** Summary of Key Points

Fit for the Future is now available to download in pdf and film format from the Partnerships for Schools website (http://www.partnershipsforschools.org.uk/programme/Fit_for_the_Future.jsp). ➔





Most LEAs will receive in excess of £100m for their BSF programmes



➔ Area Data Sheets

The PE and Sport Area Data Sheets will form a useful starting point for developing detailed technical specifications for each individual space used for PE and sport in schools. Most sport facilities have very specific requirements, which are related to safety or performance to ensure the area is suitable. Each sport will have slightly different requirements and, so, designing an appropriate space can be very complex, which is compounded in many circumstances by the need for multi-sport areas.

The area data sheets include specifications and standards from all leading sports, combined with construction guidance from The Sport and Play Construction Association (SAPCA) and additional technical information from Sport England. The area data sheets can be adapted for specific requirements, however, where appropriate, the minimum recommended specifications have been set out and can't be altered.

The specifications cover indoor and outdoor facilities and include factors such as dimensions (length, width and height); lighting levels; acoustics; player and surface interactions; ball and surface interactions; changing room requirements and minimum construction depths.

“Each LEA has to form a BSF PE and Sport Stakeholder Group responsible for the facility strategy”

Within the area data sheets PFS has, for the first time, collated a series of complex requirements from many different sources into a single database. The area data sheets are currently under review and will probably be made available to the appropriate organisations and individuals in the near future. More information will be made available on the PFS website (<http://www.partnershipsfor schools.org.uk>).

Design Guidance Notes

Sport England has a series of design guidance notes which provide generic best practice design advice and requirements for building types and sporting activities for a wide range of sports. All of these guidance notes are currently available to download free of charge from the Sport England website (http://www.sportengland.org/facilities_planning/design_guidance_notes.aspx).

Construction Codes of Practice

SAPCA has Codes of Practice for the construction of many sports-related

facilities. These provide comprehensive construction standards for a number of different sports facilities. All of these documents are available to download for free from the SAPCA website (<http://www.sapca.org.uk/index.htm>)

In Summary

The information contained within the documents outlined above provides a wealth of useful data that, if followed, will ensure that new schools facilities are built to the right standards and specifications. However, it should also be noted that specialist contractors and designers with suitable qualifications and experience should be used for the successful delivery of sports facilities due to the complex requirements highlighted. ●

Details of competent companies can be found on the SAPCA website (www.sapca.org.uk). If you would like further information contact Dr Colin Young of SAPCA at colin@sapca.org.uk or 024 7641 6316

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Modular sports hall for Isle of Wight college

Christ the King College on the Isle of Wight is currently undergoing a major redevelopment, including the delivery of a modular, multi-use sports hall from Spaciotempo.

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sealing an old composite floors can be expensive and, it does nothing by way of improving the shock absorbency of the surface. Our fast track method can be an affordable alternative and significantly improves the look and more importantly the performance of the floor!"

When the Badminton England's National Sports Centre in Milton Keynes decided to upgrade their playing surface in

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"The installation of the Gerflor surface improves the quality of our training environment" said Ian Moss, Badminton England Performance Director, "It mimics the types of floors used at International competitions and will also help reduce impact injuries and foot traction problems compared with a wooden floor".

Mark Burbidge pointed out that the facility also has 17 clubs and 150 individual players from the local community he explained "It will greatly benefit the many young players that regularly play here".

A recent community facility to take advantage of the fast track solution by Gerflor was Batley Sports and Tennis Centre in West Yorkshire managed by Kirklees Active Leisure. "The feedback we have had from customers has been very positive and they certainly prefer the new surface to the old hard wooden tile" commented Grace Barmforth, Duty Manager at the facility "We now have a proper sports floor which is much better suited to playing sport."

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For further information please contact Darren Wood

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email: contactuk@gerflor.com or visit www.gerflor.co.uk

Gerflor
the flooring group



Maintaining

INDOOR SPORTS FLOORING

Cleaning and maintenance can be an important consideration when specifying a sports floor. Karen Maxwell finds out what's involved

When determining the flooring requirements within a sports facility the major factor to take into consideration is the primary sport played at the venue, but another key issue is how regular maintenance fits into the Whole Life Cost Analysis (WLCA) of the project, which accounts the whole cost of a building – not just the construction outlay.

According to Darren Wood, Gerflor national sales manager, facility owners need to understand how long a floor is expected to last within the asset plan of the building, then take account of the costs for design, installation, maintenance and planned major works right through to disposal and re-installation.

"All these costs can be added together and a square metre WLCA can be calculated," Wood explains. "The capital cost of a sports floor only represents a small part of the pie, so it's worth looking at regular maintenance costs too, as the 'lowest cost now' culture is incompatible with long-term profitability, operational efficiency and consumer satisfaction."

Different sports require different types of flooring surfaces, for example,

sprung timber is best for basketball and synthetic is more suited to badminton. However, the majority of sports floors in the UK are specified as multi-sport surfaces that can cope with a multitude of sporting disciplines such as indoor hockey, tennis, badminton, netball, volleyball, basketball and cricket, so a sensible compromise in flooring is called for.

To achieve value from a sports floor, Wood recommends that the end use or client needs to be involved early in the

decision-making process. "Especially when a decision involves a compromise between the client's functional sporting requirements, the technical viability, the economic performance and the environmental impact," he explains. "It makes sense to understand what's required from the type of sports hall surface chosen and the impact maintenance will have over the short, medium and long-term."

Depending on the flooring chosen, some surfaces may cost more in the



Junckers flooring was chosen for Knowsley schools in the Building Schools for the Future programme

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Think about the impact maintenance will have over the short, medium and long-term on the chosen sports hall surface



“If the maintenance regime is not adhered to and slip resistance is lost, the facility could be liable”

► initial stages of purchase and installation but save money over time. Taraflex sports floors by Gerflor, for example, have a patented treatment called ‘protectol’ – an AV curved surface treatment applied at manufacturing stage, which doesn’t need polishing and, therefore, also reduces downtime. In contrast, timber surfaces need re-sanding, re-sealing and line marking every three to five years. However, a timber floor has a 25-year life span compared with the seven-year life span of a synthetic floor.

Floor care

According to Tom Revitt, sales manager at floor maintenance specialist Sports FM, a timber floor, such as Boen or Junckers as well as composite tile floor such as Granwood need a daily mop with a 6-foot v-shaped mop to collect dust, grit and debris in order to prevent the floor becoming slippery.

This is followed by a regular application of manufacturer-approved maintenance products via a scrubber drier rotary machine – either daily or weekly. Some manufacturers also suggest an application of a secondary chemical to remove the waxy build-up of the primary chemical once a month.

A mechanical abrasion of the floor is performed every 12 to 24 months, which removes body fats, grease and keys up the lacquer so another layer can be applied.

“A guideline for lifetime maintenance costs on a typical 594sq m, four-badminton-court sports hall will be about £3,500 to £5,000,” Revitt explains. “Once you’ve keyed back three times (every four and a half to six years) you need to sand the floor back to bare wood or tile and prime the wood, put the finishing lacquer down then reapply the game lines.

To save on man hours, Sports FM offers a Marob Giant which does the mopping and scrubber drier role in just 15 minutes.”

Regarding synthetic floors, Revitt says that apart from keeping the dust and grit out of the hall on a daily basis, a neutral detergent can be used once a week. Games lines are already applied but because this type of floor can’t be sealed they could break down. The cost of having the lines reapplied is approximately £3,000.

“All sports floors are slip-resistance tested by various laboratories. If the cleaning and maintenance regime is not adhered to and slip resistance is lost, the owner of the sports facility could be liable for any injury caused,” Revitt warns.

EXPERT ADVICE...

JUNCKERS

There are three aspects to caring and maintaining Junckers sports flooring: Slipperiness is dealt with by the daily removal of dust; weekly use of a scrubber drier machine prevents the build up of slippery body fats; and, depending on the quality, the sacrificial finish (seal), should be topped up every two years to protect the wood and lines. Sealing costs £5 per sq m and sanding is recommended every seven to ten years at a cost of £15 per sq m.

FLOWCRETE FLOWSPORT

This flooring requires regular use of a scrubber drier and a mildly alkaline detergent is recommended to remove grime. No wax should be applied as this may cause slipperiness. When the top coat starts to deteriorate, the lower layer will start to show through to indicate that the floor needs re-coating. This prevents long-term damage to the soft, flexible underlayer.

TACTILES

This type of floor is slip resistant and can cope with wet conditions such as damp air or sweat.

Residual dust is held in the sprung-raised TactTile surface, which negates the need for daily cleaning. A vacuum cleaner is used to uplift any dust on the tile on a monthly basis (depending on usage) and a scrubber drier is used to clean the floor.

An annual deep-clean power wash is recommended and administered by Tact Enviro and damaged tiles can be replaced within 10 minutes by using the single tile lifting tool which is supplied with the sports hall fit out.

BASF CONICA

Initial maintenance with an alkaline cleaner, several times a year, protects Conica flooring from high usage.

Regular cleaning should be carried out daily by sweeping and damp-wiping. Intermediate cleaning is carried out by sweeping and soaking on a regular basis and intensive cleaning can be performed as necessary – depending on the degree of pollution. The removal of any polluted layer is carried out mechanically, using rubbing pads or brushes and an alkaline cleaner. However scrubbing and solvents should not be used.

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Play England's Susan Pape shares some of the highlights from the organisation's recent national conference at the British Museum, which saw the former Children's Secretary, Ed Balls, receive Play England's manifesto for children's play from local school children



Through the lessons learned after four years of unprecedented national investment in children's play, Play England's national conference, Playable Communities: Priorities for a New Decade, reviewed the impact of the investment from the government's Play Strategy and the Big Lottery Fund's Children's Play initiative and asked 'what next for play?'

Delegates from a range of professions across the play and wider children's services sector explored how play can retain its hard-won place as a policy priority and sustain the sector's growth and improvements, with presentations from high-profile speakers including the former Secretary of State for Children, Ed Balls.

Breakout sessions allowed delegates to dig deeper and covered issues such as the built environment, children's services, play provision and playwork, and the role of the voluntary and community sector.

BBC Radio 4 broadcaster Jenni Murray chaired the proceedings and set the tone for the day by recounting her children's own play experiences, the impact it had on their childhood development and how she sees play 'played out' in everyday life in England. From Murray's observations, she described play as something of national significance, but nurtured at the local level, that should not be taken for granted. The conference activities were also recorded by two artists who created a series of visual minutes (see above).

A manifesto for children's play

In his address, Play England director Adrian Voce explored the social, cultural and political aspects of play and the progress of the government's Play Strategy. He also launched Play England's manifesto for children's play.

The manifesto sets out three simple pledges that Play England wants all political parties to adopt as part of their policy ambitions for children and families. These are within the overarching aim that all children should have the freedom and space to play that was enjoyed by previous generations. It also sets out the broad policy measures the next government can undertake to make the manifesto a reality.

From left to right: Jenni Murray,
Adrian Voce and Ed Balls. (Below)
Children deliver the manifesto

Manifesto for children's play

The manifesto calls on the next government to make play a priority and is asking all political parties to make three simple pledges:

- To make all residential neighbourhoods child-friendly places where children can play outside
- To give all children the time and opportunity to play throughout their childhood years
- To give all children somewhere to play – in freedom and safety – after school and in the holidays

For it to have maximum impact, Play England is asking individuals and organisations, as well as candidates and political parties, to endorse the manifesto at www.playengland.org.uk

With political and economic uncertainties looming, Voce encouraged delegates to sign up to the manifesto and emphasised that the momentum for play must be sustained, especially in these times of economic and political uncertainty, to ensure the vision for England's playable communities becomes reality.

Keep the pressure on

In his keynote speech the former Children's Secretary, Ed Balls praised Play England's work as the government's delivery partner for the Play Strategy, saying that such a strong national champion was important to the future of play.

He acknowledged a move away from the 'no ball games' culture, but stressed that there was much more to do, particularly for local authorities and planners, highlighting the need to think about children, with play central to the way they provide for communities.

He challenged the play sector to redouble its efforts to present the evidence base of how play provision delivers value-for-money outcomes, saying "[The] constructive tough pressure you put on us to prioritise play is very important – we need to hear the voice, loud and clear, from parents, children and young people around the country: keep investing in decent play places for us to go in order that we can keep the focus on this important area."

After his keynote, Balls accepted questions from the floor, happily staying longer than planned to answer questions about the government's Play Strategy and local issues that delegates raised. On



“Without adventure play, civilisation is in full decay
Tony Kendle, Eden Project”



leaving the auditorium, a group of children from St Clement Danes CE Primary School formally presented the manifesto to the Secretary of State on the behalf of all children in England.

Working in partnership

Other speakers included Paul Williamson, head of extended services at the Royal Borough of Kensington and Chelsea, who discussed how staffed play provision and adventure play supports vulnerable children, engages the community and creates joint partnerships between all areas that have an impact on play.

Discussing the role of Children's Trusts in promoting and sustaining play provision, Kim Bromley-Derry, president of the Association of Directors of Children's Services, stressed that the decisions dictating future play provision will take effect through local leadership with top level support.

Raising issues of sustainable development, Dr Tony Kendle, foundation director of the Eden Project, connected the importance of play to the 'human, wired in' things that are critical in the movement towards sustainable societies. Kendle stressed that play is not a small adjunct to serious policy matters – its

investment and prioritisation is key to the cultural and social revolution needed to rediscover a culture based on sharing.

Play exhibitions

As a visual complement to the key themes of the conference, there was an exhibition of the achievements of Play England's third sector adventure playground funding programme. In addition, delegates could also view the photographic exhibition, *A String of Beads* by Penny Wilson, as part of the Play Association of Tower Hamlets (PATH) Play Times Project, which uses the power of nostalgia and narrative imagery to capture the memories of childhood play.

The conference made it clear that the play sector has made enormous strides; largely thanks to the investment from the government and the Big Lottery Fund. Importantly, the play sector has also successfully argued its case with a growing understanding of how embedding quality play opportunities contributes to a wide range of positive outcomes for the whole community.

To access the visual minutes, speaker presentations and endorse the manifesto, visit www.playengland.org.uk

We look at how 3D TV, digital pitch-side advertising and Club TV networks are changing the way sport is experienced and marketed to a wider audience

SPORT'S NEW

3D TV SPORTS BROADCAST FROM SKY

As part of the final preparations for the launch of Europe's first dedicated three dimensional (3D) TV channel in pubs across the UK, Sky previewed the new service with a world first on 31 January 2010, becoming the first TV company to broadcast a live 3D TV sports event to a public audience. The Premier League clash between Arsenal and Manchester United was filmed in 3D and broadcast over the Sky platform to selected pubs around the UK and Ireland.

The World Cup opening game between South Africa and Mexico and the World Cup final at Soccercity in Johannesburg will be among 25 matches at this year's tournament broadcast in 3D. This footage will be broadcast live to home viewers and dedicated public events.

Polarising glasses help direct the left or right screen image to the correct eye



Previously, only a single image could be delivered to a TV screen, through a single incoming feed to produce a 2D visual experience. However, 3D TV has become possible because of a series of major breakthroughs in camera post-production, encoding, set-top box and TV set technology.

Two images can now be merged and played out simultaneously on the same TV display and polarising glasses are used to help direct the correct left or right full-colour on-screen image to the corresponding eye. The brain can then process each feed to create a single image, providing a level of depth and focus, which means that the content is able to move to and from the foreground and therefore becomes 3D.

The most difficult part of the 3D TV production process is the fact that two separate images need to be captured simultaneously. The cameras used for this are HD but special camera rigs need to hold two cameras in specifically aligned positions.

One method uses cameras that sit directly next to one another (with lenses 6cm apart – approximately the difference separating a pair of eyes).

The two different feeds or recordings need to be exactly time-stamped from a single, synchronised clock to ensure that both images can be displayed simultaneously during playback. Post-production then requires the two images to be edited so that colours match exactly and focus and depth are consistent to ensure smooth transitions between scenes and any discrepancies of image position and scale are corrected. Depth can also be manually manipulated to enhance or control the 3D experience. These techniques avoid any rapid moves between different depths and focus points, which can cause a feeling of nausea for some viewers.

Sky's digital satellite network is well placed to distribute this content into venues and the current generation of Sky+ HD set top boxes already have the processing power to receive the 3D signals, store them and deliver them to a 3D-ready TV display.

As 3D TVs become more widely available Sky will roll out its 3D channel to hundreds of pubs, giving football fans across the country the opportunity to experience a live Premier League match in 3D each week.

“3D TV has become possible due to breakthroughs in camera, post-production, encoding, set-top box and TV technology”

MEDIA AGE

DIGITAL PITCH-SIDE ADVERTISING AND CLUB TV

The launch in February of Arsenal Matchday+ an interactive match-day service for fans at the Emirates Stadium – is a sign that times are changing in football stadia.

The venture with Sony, which allows fans to watch replays, player profiles and match statistics via their PSP console, is an indication of how new media is transforming football stadia and creating new revenue opportunities.

Another area in which this trend is obvious is in the stadia concourses, with many clubs installing high-definition networks to keep the fans informed and entertained, while generating revenue.

UK media rights owner Sports Revolution is reflecting this migration to digital. The company's business used to be based around advertising on 'static' media like posters, but today its focus is increasingly on digital pitch-side advertising and high-definition concourse TV networks. Earlier this year, the company worked with Sony to help launch Matchday+, with its on-site team demonstrating and signing fans up to the service.

Following its acquisition of the trading assets of Sports TV, which had networks in 45 grounds in the English leagues, Sports Revolution has invested £2m in HD concourse TV equipment and is now working with its technology partner BEKO to install them in grounds across

the country. Sheffield United's Bramall Lane, West Bromwich Albion's Hawthorns and Liverpool's Anfield are some of the stadia to benefit.

The system provides a bespoke 'Club TV' service, with content created and streamed remotely into the ground. As well as adding value for fans through up-to-date news, statistics and live score data, the system also allows for match-day marketing. The PC-based system can segment advertisements to different areas of the ground, and the content can also be linked with the stadium's jumbo screens (if it has them) allowing a seamless, integrated audio-visual package.

"While the commercial side of our concourse TV offering is compelling, it also brings huge benefits to the fans. It's imperative that the commercial benefits are balanced with ensuring the fans get the best match-day experience," Sports Revolution managing director Anthony Marcou explains.

Marcou predicts that new media will transform UK football clubs and the way they connect with fans and commercial partners. Digital pitch-side advertising is another example. Sports Revolution is working with advertisers like BEKO and Stanley on digital campaigns that connect them with TV audiences not only in the UK, but in Asia, the US and Eastern Europe – demonstrating the commercial



Advanced technology offers new ways of marketing and information transmission

reach of the English Premier League. Meanwhile, in the stadia, the company is also exploring the commercial opportunities of podcasts, with packages tailored to individual clubs.

"From the seat, to the concourse, to the pitch-side and to audiences on the other side of the world, new technology is changing the way sport is experienced and commercialised. Now that many clubs are searching for new revenue streams, media technology holds many of the answers," Marcou says.

Temporary LIGHTING SOLUTIONS

Karen Maxwell looks at how lighting rigs created an adrenalin-filled ambience at the Winter X Games in Tignes and why LED lighting encourages night time sports in Africa

Musco lights up the Winter X Games Europe

Five Musco team members were on site in Tignes, France, providing broadcast-quality lighting for the SuperPipe events at the first ever Winter X Games to take place in Europe in March this year (above).

A European extension of the annual ESPN-run event, which had traditionally been held in Aspen, Colorado, this three-day event saw thousands of free-style fans come to cheer their champions along the slope-style course.

Armed with a strong track record in providing broadcast-quality lighting rigs to sports events and TV productions,

Musco Lighting team members worked within strict time constraints and collaborated with event co-ordinators and other vendors to have the lights on where and when needed.

The company provided 96 Musco Sports Lighting fixtures on 14 35ft (10.6m) truss towers and also mounted to the control tower at the bottom to illuminate the SuperPipe at the games.

The Musco Light™ is a powerful mobile lighting tool. The system provides 15 remote-controlled 6K HMI lights mounted on a 150ft (45m) hydraulic boom to give 120 million candela of light on

wheels. Completely self-contained and self-sufficient, the light's range can flood up to 40,000sq ft (3,700sq m) with 25 footcandles up to half a mile away. Remote control changes the fixtures from spot to flood with a flick of a switch and fixtures can be turned on and off, focused or panned and tilted from over 1,000ft (304m) away.

"There were days when the temperature was a pleasant 1 degree Celsius and others when it was -18 degrees Celsius with high winds. But the mountain scenery was breathtaking," says Musco sales director Jerome Fynaard.

LED lighting in South Africa

Philips is enabling African communities with little or no access to electricity to enjoy playing or watching sport long into the night with a dedicated solar-powered LED floodlighting solution.

Energy-efficient LEDs, lasting up to 50,000 hours, require no maintenance and provide great quality light. They are instant-start and can withstand tough environments. They also run directly off low voltage batteries – making them ideal for solar lighting solutions.

The mini floodlighting system features eight LED floodlights on four portable poles. The power comes from batteries, powered from monocrystalline 80Wp solar panels per light mast, which have an expected lifetime of more than 20 years.

The system uses the Philips Fortimo LED module, which is energy efficient and uses a patented remote phosphor

technology, which maintains the quality of light. The total power consumption per floodlight is 25W (1,800 lumens RA>70). The silver coated high reflectance optics result in an 85 per cent light fitting efficiency.

Four hours of sunlight will provide eight hours of light per battery cell and illuminate areas up to 40x20m with 12,200 lumens, which means an average 15 lux of bright white light on a five-a-side football pitch measuring 30m x 15m.

The batteries will automatically stop once they have reached a 50 per cent discharge, which protects the battery and extends its life for up to five years.

Masts can be set up in less than two minutes by a couple of people and the connections to the batteries and the solar recharging unit are plug and play. The solar panel recharging unit can be safely stored away from the pitch.



The LED system is easy to use and offers hours of floodlighting for night activity



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Photograph courtesy of Cheshire County Sports Club

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Bernhard introduces new range of grinders

Bernhard and Company has introduced the new 3000MC range of Express Dual and Anglemaster grinders. Developed with the same quality standards as the company's 4000 counterparts, the new grinders are priced to fit any budget.

Fast and easy to use, the Express Dual 3000MC spin grinder has a hydraulic lift table fitted as standard. Meanwhile, the Anglemaster 3000MC comes with an auto-cue angle finder and auto-infeed mechanism.

sport-kit.net keyword
bernhard



PrecisionCut mower from John Deere

The new 7200 PrecisionCut mower from John Deere has a range of features included to increase productivity. Boasting the patented 'width on demand' cutting system that was first introduced on the company's 7400 rotary mower, the new 25hp Yanmar diesel model has been designed to maximise driver comfort and ease of use. The 7200 is also available with the new QA7 (Quick Adjust 7in) cutting units.

sport-kit.net keywords
john deere

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Wiedenmann UK's Terra Spike™ fleet

With regular deep spiking and aeration being prerequisites for healthy root growth, the Wiedenmann Terra Spike™ fleet of deep, fast aerators are the perfect solution for busy groundspeople.

Whether it is a football, rugby, polo or racecourse situation, the ground needs to be decompacted so roots can penetrate deeper, making better use of water and nutrients. The Terra Spike™ aerators have working widths from 1.35m-2.1m, simple controls and an anti-vibration system.



sport-kit.net keyword
wiedenmann

Wiedenmann also offers a trio of cost-effective artificial turf maintenance machines – the Terra Clean, Terra Top and Terra Brush.



Charterhouse's Verti-Drain solution

A Verti-Drain 7626 from Charterhouse is being put through its paces on the Isle of Wight, where contracts inspector Andrew Earley is using the powerful decompactor to tackle some extreme conditions.

Earley, who works for the parks and countryside division within the Isle of Wight Council, has an extensive brief that covers turf surfaces from sports pitches to parks. He endorses the Verti-Drain 7626 as nothing else could be found with the same specification, and the tough decompactor is ideal for the varied conditions that he faces.

sport-kit.net keyword
charterhouse



Planning ahead with British Seed Houses' support

According to British Seed Houses (BSH), this time of year is one of the busiest periods in a groundsperson's calendar and planning ahead is absolutely essential.

After winter has taken its toll on hard-worked pitches, it's time to think about your reseeding programme, says BSH's Richard Brown: "Think about your grass seed mixture selection well ahead of when you want to reseed.

"Look at the STRI list and check the qualities of each cultivar."

Choosing the exact mixture for your needs is important. One option is the BSH A20 Ryesport, a mixture of perennial ryegrasses Vesuvius, Lucius, Cadix and Carnac that offers outstanding cultivar performance, an attractive colour and excellent recovery after matches.

» sport-kit.net keywords
british seed

Toro's two new ranges of utility vehicles

Toro has introduced two new ranges of mid- and heavy duty utility vehicles to its portfolio.

With two-wheel and four-wheel drive diesel options, the new Workman HDX-D has a towing capacity of up to 1,588kg (3,500lb) and replaces its predecessors – the Workman 3300 and 4300.

Other key features include the i-beam shaped DeDion rear axle – which isolates the engine, transmission and mainframe from all load forces, eliminating potential overstress of those components.

The other new range from Toro is the Workman MD Series of mid-duty vehicles. Boasting a coil-over shock absorber suspension concept, the MD Series is said to offer increased operator comfort



and safety. The vehicle's In-Frame twister joint allows each axle to react independently to terrain, meaning all the wheels maintain constant contact with the ground, enabling better traction and stability and less potential turf damage.

» sport-kit.net keyword
toro



AER-AID from SIS speeds up aeration

The SIS AER-AID system enables greenkeepers to give turf a blast of air every time they aerate.

With a cam trigger system that ensures the air is always expelled at the bottom of the tine penetration, the system speeds up the aeration process and delivers the benefits of reduced compaction and healthier growth. Surface disturbance is minimal while the system moves air uniformly throughout the root zone for aeration of the entire area.

» sport-kit.net keyword
sis



Grass Group becomes RotaDairon importer

The Grass Group has been appointed by French company RotaDairon as its sole UK importer.

The company offers soil renovators and stone buriers to prepare the ideal seed bed and create a fine soil surface. RotaDairons' turf seeding and turf care machines have applications in almost every turf care situation, including local authorities, landscapers, sports grounds, golf courses and research centres.

» sport-kit.net keywords
grass group



SCH adds new budget-priced aerator to range

SCH has responded to requests for an aerator which could penetrate up to 7ins (180mm) in order to help control moss problems after winter with a new budget-priced aerator.

Boasting nine discs, each with eight specially-shaped spikes to aid penetration and keep surface plucking to a minimum, the aerator also has a free-floating roller to replace 'plucks' that might occur.

The unit has a working width of 63ins (1600mm) and weighs 218kg.

sport-kit.net keyword
sch



All change at St Mirren Football Club

St Mirren Football Club's stadium relocation to Greenhill Road provided a good opportunity to review the club's existing turf maintenance equipment. Dennis was quickly established as the first choice by the club's head groundskeeper, Thomas Docherty. Local Dennis dealer, Fraser Robb, was consulted at Scotsturf with a G860 being recommended because of the quick-change cassettes.

sport-kit.net keyword
dennis



Ransomes Jacobsen delivers World Cup kit

Turf equipment manufacturer Ransomes Jacobsen has delivered a selection of mowing equipment to help with South Africa's hosting duties at the FIFA World Cup.

The equipment will be used to help maintain both stadium and training facilities and has been supplied by Ransomes Jacobsen's South African distributor, CSE Equipment, which is based in Johannesburg.

Jacobsen mowers will be used at three of the six new stadia that have been specially constructed for the World Cup. They will also be used at one of the existing stadia and two of the training venues.

The new stadia are intended to provide a long-lasting legacy for SA football and other sports, after the World Cup ends.

sport-kit.net keyword
ransomes

Fleet's successful demo at San Siro

Fleet (Line Markers) recently demonstrated the BeamRider Laser Guided Marking System at the San Siro Stadium in Milan, Italy.

The invitation was extended by Matt Frost of the turnkey pitch construction company Grasstadia.

The February 2010 demonstration of both the BeamRider and the Binder paint (which was used by Frost for the Champions League final last year in Moscow, Russia) resulted in the stadium's management team ordering a BeamRider along with 1,000 litres of Binder.

Iain Courage of Fleet also flew to Milan to train the San Siro staff on the BeamRider prior to the first Inter Milan game against Chelsea in the Champions League on 24



sport-kit.net keywords
fleet line

February 2010. Courage was assisted by Alex from San Siro and Fleet's Italian distributor Marco Folletti of Veris.

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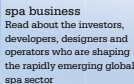
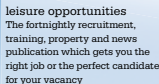
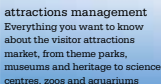
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DIARY DATES

2-4 JUNE 2010

Stadia and Arena ExCeL, London, UK

Now in its 11th year, this event attracts key international facility management delegates. Seminar topics will include 'Creating identity through bespoke design' and 'The future of the leisure and entertainment industry'.

Tel +44 (0)1732 459683
Email alan@aladltd.co.uk

4-6 JUNE 2010

Grassroots Football Live

The NEC, Birmingham, UK
Offering something for everyone involved in football – including players, managers, coaches, referees and volunteers – this event features a programme of coaching sessions, discussions and debates to help raise your game.

Tel +44 (0)1727 744236
Email cday@vcn.co.uk

16-17 JUNE 2010

CPFA National Conference

The Ramada Hotel, Kenilworth, UK
This event allows local authority delegates to get up to speed on current issues affecting county playing fields across the country – including the current political climate and environmental issues.

Email enquire@cpfas.org.uk

22-23 JUNE 2010

PlayFair 2010

Stoneleigh Park, Coventry, UK
Supported by the API (Association of Play Industries), this exhibition features some of the latest play equipment and invites 200 local schoolchildren to test it out during the two-day show. It also features a free seminar programme which covers consultation, procurement, design and build and maintenance.

Tel +44 (0)207 973 4695
Email r.baxter@hgluk.com
www.playfair.com

29-30 JUNE 2010

2010 UK Coaching Summit Central Cardiff, Wales

Co-hosted by sports coach UK and the Sports Council for Wales, this event brings together relevant people to review progress, share best practice and re-focus on the common agenda. Tel +44 (0)113 274 4802
www.sportscoachuk.org

30 JUNE 2010

The SAPCA Open Golf Day Staverton Park, Northamptonshire, UK

All SAPCA members are invited to compete at this annual event at the PGA-standard 18-hole golf course.
Tel +44 (0)24 7641 6316
www.sapca.org.uk

7-9 SEPTEMBER 2010

IOG SALTEx

Windsor Racecourse, UK
Hundreds of live working demonstrations will be featured at this outdoor event in addition to product launches, exhibits from 460 leading industry suppliers and an invaluable education programme.
Tel +44 (0)1962 736989
www.iogsaltex.org

21-23 SEPTEMBER 2010

Sport @ LIW

NEC Birmingham
Formerly known as Sport Development Week, this event will provide ideas and contacts to help develop sports facilities and programmes. Visitors can witness live demonstrations of the latest sports programmes, evaluate products and services and discover the business benefits of the latest innovations and emerging technologies. Industry experts will also impart their knowledge during the event's free seminar programme.
Tel +44 (0)20 7955 3972
www.liw.co.uk

3-4 NOVEMBER 2010

IOG Scotsturf

Royal Highland Centre, Edinburgh
This two-day, indoor exhibition, organised by IOG Scotland and Ireland region, is an ideal opportunity for people involved in the grounds care, sports amenities, landscaping and estate management sectors to meet and review materials and equipment.
www.iogscotsturf.co.uk

4-6 NOVEMBER 2009

Lausanne International Sports Management Conference

Cologne Exhibition Centre, Germany
Entitled Bridging Research and Practice, this event aims to create an international and integrated learning and net-working platform to present the latest findings in sports management.
www.worldeventsforum.com

SPORTS MANAGEMENT

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