

# SPORTS MANAGEMENT

VOLUME 16 Q4 2012

## SPORTING CHANCE

The success of the 2010  
FIFA World Cup legacy

## OLYMPIC BOUNCE

LESSONS LEARNED  
DURING 2012

## TAKING PART

How important will  
the 2012 Games  
effect be for driving  
up participation?

## ON THE COVER:

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# EDITOR'S LETTER



**Andy Murray: The successes of 2012 have inspired the new Gold Event Series**

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## Gold events

**T**he UK will play to its proven strengths in sports administration and major event management to bid for a large number of international events over the next few years. The initiative – called the Gold Event Series – will be delivered by UK Sport in partnership with the Department for Culture, Media and Sport. It's part of the government's wider plan to continue the momentum generated by London 2012 and could see up to 70 more events coming to the UK by 2018.

The continued hosting of major sporting occasions is part of the UK's long-term strategy for sport and the aim is to use the catalyst of London 2012 and the upcoming Commonwealth Games in Glasgow in 2014 to attract events that deliver both sporting and economic benefits.

The Gold Event Series is being funded by £27m of National Lottery money as part of its good causes fund and will aim to attract events to all parts of the UK, including 36 World and European Championships. Flagship international events have been identified for eight London 2012 and five Glasgow 2014 venues, helping to spread the value and impact across the UK.

This is great news for sport in every way. Being regularly exposed to world class sports performances will continue to inspire our sports stars of the future, while current champions will have the opportunity to compete in world class events on home soil – with all the at home advantages this brings – making this cycle of events great preparation for future Olympic and Paralympic Games.

### The UK's sporting infrastructure has never been better and attracting world class events to the UK will help secure their future funding and maintenance at a time when both are under threat

In addition, the Gold Event Series will continue to engage the public who've been so delighted by their exposure to world class sport during London 2012 and have been left with a thirst for more.

Many questions are being asked about how the UK can continue to foster the spirit of volunteering which shone so brightly during the Olympic and Paralympic Games. Although it's unlikely we'll ever see volunteers mobilised on quite such a breathtaking scale again, having opportunities to get involved with world class events on shorter timescales is likely to be attractive to both the Games Makers and those (like me) who weren't lucky enough to have been chosen to volunteer during 2012.

We have a valuable resource in the Games Makers who must be encouraged to take their newly learned skills and experiences back into their communities to help the UK raise its game when it comes to sports volunteering and this new cycle of events will reinforce this work.

On the facilities side, the UK's sporting infrastructure has never been better and we're ideally placed to optimise the great sports buildings which have been developed over the last 20 years and to deploy them for this purpose. Doing so will help secure their future funding and maintenance at a time when both are under threat from budget cuts.

The Gold Event Series is expected to attract 250,000 overseas visitors and help inject £287m into the host cities and regions where competitions are held.

Other sectors can also get involved – the UK's sports scientists, for example, are world renowned and can play a part in delivery.

I read recently that London 2012 produced such a sense of euphoria among the population that we'll be getting a huge baby boom around April time and if being exposed to world class sports events can generate that kind of excitement, then arranging more of the same seems a grand idea.



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## INDUSTRY EXPERTS SHARE THEIR VIEWS ON THE CURRENT ISSUES AFFECTING SPORT

### A SUMMER OF SPORT WE'LL NEVER FORGET

HUGH ROBERTSON

The London 2012 Olympic and Paralympic Games gave us a summer of world-class sport that we will never forget. It surpassed expectations – my own included – and much of its success can be put down to the fact that these were Games that put the athletes and sport at its heart from the outset.

The Olympic Delivery Authority built venues that were truly world-class. This was reflected by the number of world records broken in the Velodrome, Aquatics Centre and Olympic Stadium.

The venues were fantastic for the spectators too, with good sight lines and acoustics that helped generate electric atmospheres. Team GB and Paralympics GB fans were always going to get right behind our athletes but the noise in the Velodrome, for example, made it sound like there were 20,000 people in there rather than the 6,000 it held.

LOCOG deserves credit for how it built in plans to look after athletes every step of the way – from food from every corner of the globe in the Athletes Village to the excellent warm-up and training facilities used ahead of competition.

They had an Athletes Committee from the start, led by Jonathan Edwards, who sat on the LOCOG board, which meant they had invaluable input from those who had competed at the highest level in sport who knew what athletes wanted.

We have also been clear and consistent about the sports legacy we want to leave behind. No one can argue that the Games did not live up to its motto and 'Inspired a Generation' and it is now up to all those involved in sports administration to make sure that we play our part to keep up the momentum.

In the last two years we have been doing all we can to ensure that the

foundations of a strong sports legacy were in place before the Games began which we can now build on.

Sport England's £135m 'Places, People, Play' initiative has already made a big impact since it launched in November 2010. Hundreds of facilities up and down the country have been improved and it has encouraged hundreds of thousands of people to get involved in sport.

London 2012 may be over but the wealth of major sporting events we have secured for the coming decade will also help inspire people through sport and consolidate Britain's status as one of the leading destinations for major sports events in the world.

*Hugh Robertson  
Minister for Sport  
@DCMS*



### GETTING READY FOR THE GLASGOW GAMES

DAVID GREVEMBERG

The London 2012 Olympic and Paralympic Games were truly inspirational events and we are beginning to see their positive impact in terms of how people are now looking towards the Glasgow 2014 Commonwealth Games.

Already we have seen an increase in interest not just on a Scotland-wide basis, but UK-wide. The simple fact is that people want more of this. London 2012 has created a buzz.

The baton has been passed and it is our responsibility to deliver on our promises and ambitions and put on an outstanding Commonwealth Games.

We want people to be excited about our event and they should be because the Commonwealth Games is a fantastic competition, but at the same time, it is up to us to manage expectations.

That is not to say the major sporting event will be any less significant and

special than London 2012 – we will be just the same on those fronts. Yet alongside that there must be an awareness that the Commonwealth Games is different with a character of its own.

It is not on the same scale but it has these fantastic, distinctive elements that we can really capitalise on – such as the fact the home nations compete individually in their own right.

We have a very special sporting event that we will be staging in a great city, but it is important for us to be responsible with the resources we have and find creative ways to get the most out of the budget we have.

We know from our research that London 2012 has made people more excited about Glasgow 2014. The amount of people who said they would definitely or probably buy tickets for the Commonwealth Games doubled during the Olympics.

Now the challenge for us is to capitalise on that bounce. Ensuring that our Commonwealth Games are inclusive and accessible for people of all backgrounds is at the core of what we are all about. That means having good policies, good principles and, in terms of ticketing, good pricing methods.

Later this year we will launch our own volunteering programme and will seek to build on the goodwill generated by the London 2012 Games Makers as we recruit 15,000 of our own.

With less than two years to go, the pace is quickening, but we're up to speed and looking forward to sharing the next stage of our journey.

*David Greverberg, CEO,  
Glasgow 2014 Commonwealth Games  
@Glasgow2014*





Jessica Ennis shows off her Olympic gold medal to London crowds during TeamGB's victory parade

PHOTO: GUY LAWRENCE/GETTY IMAGES

## 2012 GAMES ONLY MID-POINT OF 12-YEAR PLAN

JOHN GOODBODY

The legacy from the London Olympics and Paralympics is taking many forms. Not the least significant will be Britain's reputation for hosting successful international sports events, already enviable before the Games, but now probably the highest it has ever been. For UK Sport, the quango funded with public money, the Games were the mid-point of its 12 year plan of investment in world and European Championships, with the newest tranche of £27m for the 'decade of sport' being announced in November to help stage what it is terming 'The Gold Events Series'.

Simon Morton, the director of Major Events and International Relations at UK Sport, says: "In the six-year build-up to London, we funded 118 world and European events with £21m. This included competitions such as the Track Cycling World Cup, the Diving World Series and several Olympic test events, which also helped competitors and officials prepare for the Games themselves.

"Now the emphasis is on fewer but bigger events. The public has been enthused by seeing Olympic sport and so should be excited at coming to these future competitions."

They include: the 2013 World Triathlon Championships Grand Final, with Alistair Brownlee racing on the Hyde Park circuit where he took the Olympic

title in August – with his brother Jonny in third place; the 2015 World Gymnastics Championships in Glasgow and the 2015 European Hockey Championships at the Lee Valley Centre.

Morton explained: "Engaging people with sport is one of our objectives but there are also performance benefits for Britons for some of the competitions, which we are supporting and will be acting for qualification for Rio in 2016.

**UK Sport is putting 14 distinctive support programmes into action to help NGBs in Britain**

"In addition, there are economic benefits with visitors bringing in an estimated total of £250m-300m over the next six years.

"Many of these events had already been allocated to Britain even before the Olympics but, because of the success of London 2012, the International Federations have been blown away by the enthusiasm of the British public and the smooth running of the events."

Morton explained that there were 14 distinctive support programmes that UK Sport was putting into action to help

national governing bodies in Britain.

These included feasibility studies, knowledge transfer and a bidding support service.

Probably the most prestigious event it will be helping will be the World Athletics Championships, which will be staged in the Olympic Stadium in 2017. However, there are still worries about the long-term use of the venue, the most favoured scenario being a combination of West Ham using the stadium during the winter and the track available for 20 days of athletics during the summer.

Negotiations are going on between the Premiership club and the London Legacy Development Corporation but it is feared that a reshaped 60,000 seat venue will not be opening until 2016, two years later than originally planned.

There are also concerns about where the money will come from for installing retractable seating. It is only a pity that this was not put in when the stadium was originally built, but West Ham, then under different management, did not commit to that scenario and the Olympic organisers had an immovable deadline. There are certainly problems ahead if this issue is to be resolved.

*John Goodbody has covered 12 successive Olympic Games for the Sunday Times @thesundaytimes*







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# NEWS UPDATE

## Olympics help pull the UK out of recession

The UK is officially out of recession – partly thanks to the economic boost provided by the London 2012 Olympics.

Figures from the Office for National Statistics (ONS) show that the UK economy grew by 1 per cent in Q3 2012 (July to September) – much more than economists had expected. Among the sectors showing growth during the period was hospitality – hotels showed greater activity, with higher output in July and August being attributed to the Olympics.

Details: <http://lei.sr?a=M6b4f>



The club includes studios and a 60-station gym

## Barnet FC opens community health club

Barnet Football Club (BFC) has launched a new £1m health club which will be used by both professional footballers and local residents. Facilities at The Hive Fitness Centre include a 60-station gym equipped by Pulse Fitness, two group exercise classes, an indoor group cycling space with 30 bikes and wet areas including a sauna. Personal training services will also be on offer.

The club will be open to the public seven days a week and will offer memberships from £29.99 per month. Details: <http://lei.sr?a=C7j7k>

## £20m leisure centre for Elephant and Castle

Plans for a new £20m leisure centre in Elephant and Castle, London, have been given the go-ahead by Southwark Council. The new centre will replace an existing centre and will house the area's first swimming pool for more than 15 years.

S&P Architects will be responsible for designing the centre, in partnership with John McAslan and Partners. The leisure centre will form part of a regeneration programme being developed by 4 Futures, a partnership between Southwark Council and Balfour Beatty.

## £113m Emirates Arena opens

Glasgow's new Emirates Arena has opened to the public with more than 100,000 visitors attending the opening weekend in October.

The 10.5-hectare venue will play host to the Glasgow 2014 Commonwealth Games and is located beside the Commonwealth Games Athletes' Village.

Facilities include an indoor sports arena with a capacity of up to 7,000, three sports halls with 12 badminton courts, four outdoor five-a-side football pitches, an outdoor 1km cycle circuit, a Glasgow Club health and fitness centre and a spa.

The Emirates Arena, which was named under a £5m sponsorship deal with Emirates airline, will host the badminton and track cycling events during the Commonwealth Games. Glasgow City Council and SportScotland funded the £113m project.



Facilities at the centre include a large indoor sports arena and velodrome

The venue also includes the Sir Chris Hoy Velodrome named in honour of the six time Olympic gold medalist and designed by Ralf Schuermann. Schuermann was also responsible for the 2008 Beijing Olympic Games cycling venue.

The venue - Glasgow's first indoor velodrome - has a seated capacity of 4,000 seated. Details: <http://lei.sr?a=c8o6r>

## Don't waste Olympic legacy, says WSFF

Major changes are needed in sport in order to maximise the Olympic legacy opportunity for women. That was the message the Women's Sport and Fitness Foundation (WSFF) gave MPs at the All-Party Parliamentary Group on Women's Sport and Fitness, which met last month for the first time since the 2012 London Olympics.

British women had their best ever Games, with 11 gold, eight silver and six bronze medals, however, the WSFF claims there needs to be a cultural change in sport in order to capitalise on this success.

Currently only 5 per cent of sports media coverage and 0.5 per cent of commercial investment is directed at women's sport.

At grassroots level, only 12 per cent of 14-year-old girls are doing sufficient physical activity, half the figure of boys of the same age. This is partly because of a culture which prizes being thin over being healthy.

WSFF is proposing a strategy which would see greater media coverage of women in sport, a rethink of school sport to encourage more female participation and more female leadership at the highest levels.



Team GB women won more medals during London 2012 than ever before

"The issues are endemic and chronic," says WSFF chief executive Sue Tibbals. "The achievements of Jessica Ennis, Sarah Storey, Kath Grainger and so many others have taken support for women's sport to new heights.

"But we cannot rely on goodwill alone to overcome the obstacles to women's sport taking its proper place in public life.

"This has to change or the Olympic legacy will have failed for women."

The WSFF wants the government to scrutinise how public money is being spent on sport to see how much funding is reaching women. Details: <http://lei.sr?a=q3d7h>

## Rugby reveals £26m legacy plans

The Rugby Football Union (RFU) will invest £26m in developing the sport's grassroots as part of a strategy to create a lasting legacy from the 2015 World Cup in England.

The RFU predicts an increase in interest in rugby both during the run up to and after the World Cup and is keen to capitalise on it. Announcing the plans, RFU chief executive Ian Ritchie outlined seven areas of focus for the RFU in the lead up to 2015 and beyond.

The seven areas include a £10m facility fund to improve club equipment and facilities at more than 500 clubs across the country and a new £1m training fund which will deliver more than 6,500 newly qualified referees and coaches. Elsewhere, RFU's All Schools programme will ensure that more schools offer rugby while a target has been set to encourage



Plans include encouraging young players to return to the sport

15,000 new players to take up touch rugby. There will also be increased efforts to work with colleges, universities and employers to encourage 'returning players' - people aged between 16-24 who might have played rugby at school but aren't currently active - back into the game.

Details: <http://lei.sr?a=voa5t>

## Game changing plans for women's football

The Football Association (FA) has launched plans to transform the future of women's football in England.

Entitled Game Changer, the strategy looks to harness the momentum of the 2012 Olympics and drive the game forward at every level.

The plans are based on four key elements - creating an Elite Performance Unit (EPU); delivering a new commercial strategy for women's football; expanding the FA Women's Super League (WSL); and to grow participation at grassroots level.

The EPU will be tasked with developing the best young players via the talent development pathway of 31 Centres of Excellence, 29 player development centres and elite performance camps.



EPU will be tasked with developing young players via a talent pathway

For the first time in FA history, a distinct commercial programme for women's football will be created to help the game have a clear identity and become financially more sustainable.

Details: <http://lei.sr?a=D4Gie>

## £2m lottery grant brings School Games to Sheffield

Sport England has earmarked £2m of National Lottery funding to bring the Sainsbury's School Games finals to the city of Sheffield in September 2013. The four-day multi-sport event will take place between 12-15 September

2013 and will be organised by the Youth Sport Trust, which Sport England has commissioned to provide development support across all elements of the Sainsbury's School Games.

Details: <http://lei.sr?a=v5Qa2>

## Culture secretary Miller: school sport is "vital"

Culture secretary Maria Miller has underlined the government's support for school sport by describing it as a "vital" part of efforts to encourage children to get more involved in sport. Speaking at the School Sport Conference in Kettering, Miller said: "The people who teach children sport know what a positive influence it can be in a child's development and how it can stay with them throughout their lives.

"We want to inspire children to participate; great school sport is key in achieving this. We're more determined than ever to leave a lasting legacy from 2012."

Details: <http://lei.sr?a=L5QsA>



One in six disabled adults take part in sport

## New £1m inclusive sports initiative launched

Sport England has launched a new £1m initiative designed to improve access to community sports facilities for disabled people. The scheme will fund free training courses to help coaches, leaders, assistants and parents to develop the skills and confidence to include disabled people in sporting activity. The courses will be run by the English Federation of Disability Sport and sports coach UK.

Clubs across the UK where disabled people play sport will also be able to join in the Sainsbury's Active Kids scheme, benefiting from free equipment and experiences through voucher collection. The number of disabled people playing sport at least once a week has increased by 160,000 over the past year and Sport England has been tasked with increasing participation levels further. One in six disabled adults play sport regularly, compared with one in three non-disabled adults.

Culture secretary Maria Miller said: "This is exactly the kind of legacy we want to see from the 2012 Paralympic Games.

"The Paralympics made the UK think about disability differently and I hope that it is the first of many public / private partnerships aimed at developing disability sport at the grassroots."

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

## Swansea's 360 Beach and Watersport centre opens

A multi-million pound watersport project has opened to the public in Swansea Marina, Wales. The project is made up of the new 360 Beach and Watersports Centre operated in partnership by Swansea University and Bay Leisure.

Olga, Swansea Council's historic 1911 Bristol Channel Pilot Cutter, has also been refitted as part of the scheme.

The vessel will provide a classical sailing experience for schoolchildren and community groups in future. The project has been funded by the Welsh Government through the European Regional Development Fund, Visit Wales and the Regeneration Area programme. *Details: <http://lei.sr?a=1zB8R>*



The closing ceremony of the 2012 Olympic Games

## London 2012 '£400m under budget'

The London 2012 Olympic and Paralympic Games are set to come in under budget, figures from the government's final quarterly economic report show.

The overall cost of the Games is forecast at £8.921bn, a saving of £377m on the £9.298bn budget. In addition, £103m of contingency is being held to cover the remaining risks in the programme, such as the retrofit of the Olympic Village for legacy use and closing out around 2,000 Olympic Delivery Authority (ODA) and LOCOG contracts. In total, £480m of uncommitted contingency still remains within the budget.

The anticipated final cost (AFC) of the ODA's construction and transport programme is £6.714bn – a decrease of £47m on the previous figure. Savings made by the ODA on its programme have now reached £1.032bn. Additional finance was released to LOCOG from the funding package, including £26m for capital works with legacy benefits, £16m for government's share of the cost of the Paralympic Games, and £14m for Olympic Park venues and infrastructure. These costs are all contained within the overall forecast cost of the programme. *Details: <http://lei.sr?a=c8Z9k>*

## Football grant scheme launches

The Football Foundation has launched a new grant scheme that will invest in the development of new and enhanced local sports facilities across England and Wales.

Funded by the Premier League and delivered by the Football Foundation, The Premier League Community Facility Fund (PLCFF) will invest £18m into new or refurbished sports facilities over the next three years.

It is open to all football club community-led organisations from the Premier League, Football League, Football Conference, and the Conference's North and South divisions.

The first facility to benefit from the fund is Stretford High School in Lancashire, where a new, full-size floodlit third-generation artificial grass pitch has been built with the help of a £350,000 grant.



The £18m initiative will offer grants to both existing and new facilities

Located less than a mile from Old Trafford stadium, The Manchester United Foundation (MUF) is a key partner of the project. MUF will have 10 hours' free use of the facility each week and will see Kickz community project sessions being delivered at the site by the end of the first year. *Details: <http://lei.sr?a=M6K8i>*

## Sebastian Coe named new BOA chair

Lord Sebastian Coe has been named the new chair of the British Olympic Association (BOA). The former head of the London 2012 Olympic and Paralympic Games was voted to the role by 43 members of the National Olympic Committee. A double Olympic gold medalist, Lord Coe stood unopposed and will serve a four-year term as BOA chair.

He succeeds Lord Colin Moynihan, who announced in August this year his decision to step down from the position following seven years of leadership. As chair, Lord Coe will lead the BOA board in mapping out the future direction of the organisation and making certain that Team GB athletes have the resources,



Lord Coe, a former Olympic champion, was elected unopposed as chair

preparation and support they need to continue to excel in the forthcoming Sochi 2014 Olympic Winter Games and Rio 2016 Olympic Games. *Details: <http://lei.sr?a=B8g7Q>*

## Castleford Tigers stall on rugby stadium plans

Rugby team Castleford Tigers may be forced to shelve plans for a new stadium and look at redeveloping its current ground.

Last year Castleford signed a deal to sell its ground to a supermarket, which would fund the development of a 13,300 capacity stadium

at out of town entertainment and retail centre, Glasshoughton.

However, at a meeting with fans, Castleford chief executive, Steve Ferrer, described the team's financial situation as "precarious". *Details: <http://lei.sr?a=K1P5u>*

## 2014 Games legacy fund announced

A £10m grant scheme has been launched as part of the Scottish government's plans to create a lasting sporting legacy from the 2014 Commonwealth Games in Glasgow.

The Legacy 2014 Active Places Fund will make grants of between £10,000 and £100,000 available for projects which promise to upgrade local facilities – such as new bike or skate parks, outdoor adventure facilities, walking routes, or new projects within school estates.

Minister for Commonwealth Games and sport, Shona Robison, said: "The Commonwealth Games will be the biggest multi-sports event Scotland has ever hosted and provides a unique opportunity to create a positive and lasting legacy for Scotland.

"The Legacy 2014 Active Places Fund will help communities across Scotland improve



The 2014 Games will be Scotland's biggest ever multi-sports event

their facilities and will appeal to Scots young and old to get more active. I want as many people as possible to benefit and to be inspired by the Commonwealth Games to adopt healthier, more active lives."

The fund will be managed by sportscotland.  
Details: <http://lei.sr?a=K4N3L>

## Youth Sport Trust and YMCA join forces

Youth Sport Trust (YST) and YMCA announced a new partnership in October, designed to enhance both organisations' reach within schools and communities. The joint venture will see YST being able to access YMCA's extensive community network of clubs for young people.

YMCA will benefit from making its apprenticeship schemes, training courses and its awarding body more available for school leavers.

Speaking at the School Sport Conference at the Kettering Conference Centre today, John Steele, chief executive of YST said: "This new partnership with the YMCA allows us to extend our reach beyond the school gates and work with an organisation that is as driven as us to give every young person a positive



The partnership hopes to reach out into school and community sport

start in life. We want to capitalise on this remarkable year for sport and reach as many young people as possible through our work, which is why this partnership is so exciting."

Details: <http://lei.sr?a=X2b8G>

## FA officially opens St George's Park

The Football Association (FA) has officially launched its new £100m National Football Centre in Burton upon Trent, Staffordshire.

Named St. George's Park, the facility held its first full England national team training session on 9 October, which was attended

by the Duke of Cambridge, the Duchess of Cambridge and FA chair David Bernstein.

All 24 representative England squads will make use of the 330-acre complex and it will also be the new HQ for the League Managers Association. Details: <http://lei.sr?a=V2kgu>



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## Sport to play part in mental health in Northern Ireland

Northern Ireland's sport minister Carál Ni Chuilín has called on sports organisations to play their part in promoting positive mental health and to help combat suicide.

Chuilín made her plea during the launch of the Suicide Awareness Through Sport campaign which she has asked Sport Northern Ireland to take forward.

She said: "I'm eager to ensure that the Department for Culture, Arts and Leisure and the agencies with which it works play their full part in supporting wider government initiatives aimed at promoting mental wellbeing and, in particular, helping to combat suicide and self-harm."



The 25m pool will also feature a viewing gallery

## £7.8m swimming pool opens in Montrose

A new £7.8m swimming pool has opened in Montrose, Scotland. The new 25m, six-lane swimming pool will link to the existing Montrose Sports Centre and will also feature a viewing gallery and a studio pool which incorporates a moving floor to allow variation in pool depth.

The pool will be used both for competitive and community swimming.

The complex was designed by Angus Council architect Dave Smith while Ogilvie Construction was responsible for the construction. *Details: <http://lei.sr?a=gh8u>*

## Cornwall's mountain bike centre shaping up

Mountain biking in Cornwall is set to get a boost with the launch of a dedicated centre, the Cardinham Trail Centre, near Bodmin. A Forestry Commission initiative, the plan is to create a café, cycle hire centre and easy section at the National Trust's Lanhydrock House and a gnarly track in the nearby woods at Cardinham.

The first trail is set to open in November, while others are dependent on funding and sponsorship. The Forestry Commission is hoping volunteers will help run the centre. *Details: <http://lei.sr?a=d4K9h>*

## £11.7m centre of excellence for Derry

The Northern Ireland Executive has given a £656,000 grant towards the new regional centre of sports excellence in Londonderry.

The £11.7m St Columb's Park project is being managed by the City Council of Londonderry and will serve as a regional centre of excellence for judo, wrestling and mountaineering. The campus will also feature a swimming pool, fitness suite, multi-sports hall, office space, changing facilities and a 3rd Generation synthetic floodlit pitch complex.

Work is scheduled to start in March 2013 with an expected completion date of June 2014. The Mayor of the City, Kevin Campbell, said: "The North West Regional Sports Campus is one of Derry City Council's key strategic development projects for delivery. We are delighted that the Department of Social Development



St Columb's Park will act as a centre of excellence for judo and wrestling

has handed over the contract for funding so that we can progress with the next phase of the project. The campus is a significant capital project for the city which will not only see the development of additional outreach facilities but enable us to attract high profile events for the benefit of the city and region." *Details: <http://lei.sr?a=d403M>*

## Lottery funding to create 165 playing fields

More than 165 playing fields will be created across the UK as Sport England rolls out its latest round of grants.

The Protecting Playing Fields fund selected 50 areas to share a £2.4m pot of National Lottery funding that will create 165 high-quality sports pitches.

The fund is part of the £150m Places People Play Olympic legacy programme, and the pitches will be protected from developers for

at least 25 years. The projects that receive the funding will carry the London 2012 Inspire mark, celebrating the link to the Olympic and Paralympic Games. Almost £8m has been invested in playing fields to date, with 504 pitches and nearly 1,900 acres protected and improved.



The funding is part of the £150m Places People Play Olympic initiative

Another £4m will be invested in grassroots facilities over two future funding rounds.

Sport England chair Richard Lewis said: "Thanks to these investments, generations of young people all over the country can look forward to playing sport on great sports pitches." *Details: <http://lei.sr?a=m7c1C>*

## Troon Community Sport Hub launches in Ayrshire

The new Troon Community Sport Hub has been launched at Marr College School Campus in South Ayrshire.

Designed to support community sport and to increase the numbers of sports on offer locally, the centre is the latest to have been

launched under sportscotland's community sport hub initiative – which forms part of the Scottish Government's 2014 legacy plan.

The hub initiative is designed to increase the number of people of all ages participating in sport in communities across Scotland.

## First-year success for HE scheme

More than 46,000 university students have got involved in sport in the first year of Sport England's Active Universities campaign. The three-year, £8m project is part of work to tackle the issue of drop-off in sports participation that sees many young people giving up sport in their late teens and early twenties.

The first results from 40 funded projects across 49 universities have now been revealed and show how a range of sports have benefited from an increase in people taking part. Lacrosse is one of the sports to see a radical increase in playing numbers - 2,424 students in 39 universities have taken up the sport through the initiative.

Paddleboarding and softball were other less-known sports to benefit. Katherine Clarke from the Coventry University project,



Active Universities has attracted more than 46,000 students into sport

where korfbal was among the sports on offer, said: "Generally the participants in alternative sports have been more committed and more regularly.

"We feel this is down to more committed participants of traditional sports already playing the sport in a more structured environment, such as the university sports clubs." Details: <http://lei.sr?a=N5c7X>

## £17m invested in College Sport Makers

The new College Sport Makers (CSM) initiative - a five-year programme aimed at improving sporting opportunities for students in further education - has had its official launch. A £17m investment using Lottery money will fund 150 new jobs for full-time sports professionals at colleges across the UK. So far, 117 colleges have successfully bid for the funding.

CSM will help individual sports to market their opportunities to students as well as linking colleges with community sports clubs, running leagues and sports groups and offering coaching for certain sports. Every sports professional employed under the scheme will be expected to help hundreds of students to make sport a bigger part of their lives. Sport England, which will operate the scheme, has



So far, 117 colleges have been approved for funding

also invited colleges across the country to bid for a share of £3m of additional funding to improve the sport they are able to offer. Grants of between £30,000 and £150,000 will be offered to help colleges to run new sport projects. Details: <http://lei.sr?a=N8v4y>

## Board Members for Sport initiative announced

The Sport and Recreation Alliance has launched its new initiative, Board Members for Sport (BMS).

The scheme has been set up to allow business people - who are looking to become independent board directors within the sport sector - to talk to key representatives of governing bodies and other sports organisations to discuss potential development and career opportunities at board level. More than 60 people from sport and recreational bodies attended the launch of BMS at Lord's Cricket Ground in October. Details: <http://lei.sr?a=N5c7X>



Kelly Holmes launched the new elite initiative

## Isle of Man launches athletes excellence scheme

Double Olympic champion Dame Kelly Holmes has launched Isle of Man Sporting Excellence programme ahead of the 2014 Commonwealth games.

Delivered by Kelly Holmes Education, the programme brings together the Isle of Man Sport, the Isle of Man Coaches Association and the Isle of Man Commonwealth Games Association. A workforce of specialist tutors, mentors and speakers will deliver a series of educational workshops designed to help athletes improve their performances at Glasgow 2014. Details: <http://lei.sr?a=V9H8r>

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# MARK SESNAN

The London 2012 Aquatics Centre and Multi-Use Arena saw history being made during the Olympics and Paralympics. GLL's managing director talks to Ian Freeman about the challenges of operating the venues in legacy mode

**M**ark Sesnan, the charismatic managing director of GLL, has come a long way since I first interviewed him in 2005 for *Sports Management*. GLL (formerly Greenwich Leisure) has grown into the UK's leading operator of local authority leisure facilities, with a turnover of £111m and management of more than 100 facilities.

A lot has been happening at GLL's late-Georgian, Grade II-listed headquarters in London's Woolwich Arsenal. As well as growing the number of leisure centres the team manages in London – the company's traditional heartland – a carefully-judged growth plan has taken them as far north as York and into the Chilterns and Surrey.

Add to this expansion into library and play-centre management and wholly-owned businesses such as budget gyms, the creation of local operating

partnerships and winning the contract to run two London 2012 venues post-Olympics, and you can see why it may have been a considerable challenge for Sesnan to maintain his deceptively laid-back persona.

"As a charitable social enterprise, we're showing that it isn't all about profit – we're on a mission," Sesnan says. "Currently, about a third of UK leisure centres are still run by the public sector, even in big cities like Liverpool, Newcastle and Leeds." When I ask why, he pauses. "I could be provocative and say it's about self-interest or trade-union influence, but I'm much more generous than that – I think it's just local choice," he says.

## WORKING IN PARTNERSHIP

The way forward for GLL's core leisure centre business includes forming operating partnerships with smaller local leisure trusts, such as Freedom Leisure

in southern England and the Hereford-based Halo Leisure Trust.

Sesnan says: "Local authorities outside London were asking us to bid to operate their centres. We said that if we could find a way of doing it and help other trusts to get business it'd make sense. We work with the trusts to win the business, but they deliver the services and staff the centres themselves, which provides a local feel. We give councils security that they wouldn't get from a smaller organisation and we can influence what goes on in the centres.

"We're open to discussion with anyone once contracts go to market," he continues. "Because of our reputation, we can get on shortlists, which smaller trusts often can't. We do the bid work for them, which we charge for, but the bigger game – and my vision – is to have an affinity community of customers, a block that has some muscle with sponsors and suppliers. But that's some years away yet."

With expansion usually comes the thirst to branch out, and Sesnan has his heart set firmly on organic growth. "We need to diversify so we're not reliant on any one particular income source", he says. He has a desire to own, as well as operate, leisure facilities, with budget gyms top of the list – their first, at Bexleyheath, Kent, is, says Sesnan, "flying".

"Our plan is to extend the wholly-owned estate and, as a charitable operator rather than a commercial one, we would be looking to see where there are socio-demographic reasons for putting in a gym," he says. "We can do rich and poor areas so there's a much wider matrix of sites that we'd consider. We want our gyms to be accessible and have the right look and feel for all



The London 2012 Aquatics Centre will open to the public in 2014



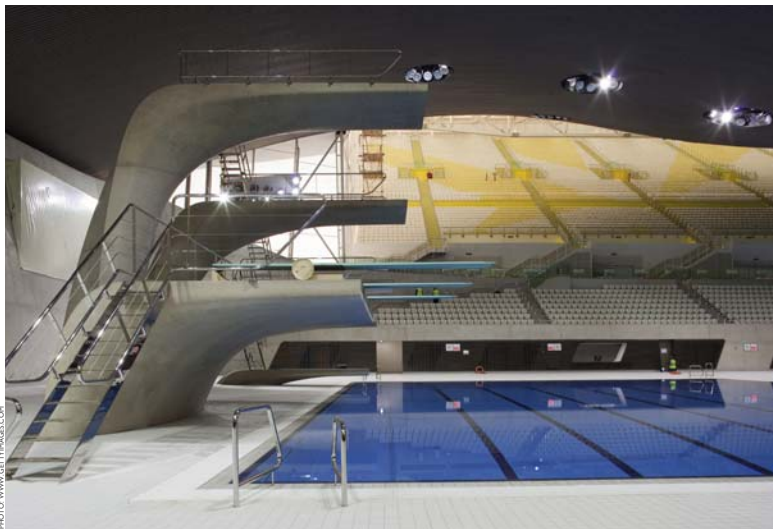


PHOTO: WWW.GETTYIMAGES.COM

The 2012 Aquatics Centre will cater for community and competitive events

sections of the community, including children." GLL gyms will be 800 – 1,200sq m, with online sign-up only, self-admission and what Sesnan calls "lightly staffed".

### WINNING OLYMPIC GOLD

With legacy at the core of the Olympic mission, Sesnan is justly proud to have won the bid, which he spent most of 2011 spearheading, to operate two Olympic Park venues – the Aquatics Centre and the Multi-Use Arena (better known as the Copper Box). "We bid for both", he says, "as we believe you need one to subsidise the other."

After the Paralympic Games, when the London Legacy Development Corporation (LLDC) got the keys to the park, builders began to transform the venues. If it all goes to Sesnan's plans, the arena will open on 27 July 2013 – a year to the day after the Olympics opening ceremony. The Aquatics centre, where seating will be reduced from 17,500 to 2,500, is scheduled to open at Easter in 2014. Sesnan is naturally enthusiastic about

"To have these venues is coming of age for us and changes us from local to national. It ups the ante and increases the challenge"

winning Olympic gold. The Aquatics Centre boasts not one, but two, 50m pools – the one that saw the likes of Michael Phelps make Olympic history and the hidden practice pool. Both, along with the 25m diving pool, were designed with moveable floors to enable the depth to be reconfigured at the touch of a button.

"The legacy brief for the Aquatics Centre was to provide community use and cater for schools, clubs and people with kids at the weekends, as well as to be a tourist attraction and a site for international sporting events," says Sesnan. "This way, we can make the dive pool 2ft deep and use it for swimming lessons and have an international event going on in the main pools.

"We'll be working with British Swimming and the synchro-swimming, diving and water-polo bodies."

The Multi-Use Arena is the size of three sports halls and will be home to the British Basketball League's London Lions. "It can be used to host rock concerts, community sport and corporate events," Sesnan explains. "The bleachers are electric-powered and can be moved back and forth to adjust spectator capacity.

"Originally we were looking to partner with AEG [US-based owner of the O2 Arena] for this venue," he says. "But they got involved in the stadium bidding and things got confused. We want to work closely with AEG because a 7,000-seat rock venue seems to fit their family. And it's newer, shinier and easier to get to than Wembley Arena."

As operator of the Crystal Palace National Sports Centre, Sesnan is interested in the outcome of the Olympic stadium wrangle. "We have a 20,000-seat athletics stadium at Crystal Palace, which we



The GLL Sport Foundation provides funding for London athletes

believe is serviceable. But if you have one in east London, you don't need both.

"GLL's strategy for the Olympic venues is based on what you lose in one venue, you make in the other," he explains. "The pool has a mass of water which needs heating and treating and lifeguards. To keep swimming accessible, you have to keep the prices down – the real cost of swimming is between £7 and £9 per session, which people won't pay here.

"To have these venues is the coming of age for us," Sesnan says, "and changes us from local to national. It ups the ante and increases the challenge. We'd have loved the Velodrome, so eventually maybe we can talk to Lee Valley about that. We'd like to work with Rio 2016, too," he adds. "We met with the Brazilians during the Games when they were stabled up the road at Crystal Palace. No one's yet got legacy rights, so if we deliver it would be interesting to get involved."

As to the Games themselves, Sesnan

"My challenge to our marketing people was that we run 110 centres and no one's heard of us, but they know of David Lloyd"

says: "I don't think we could have wished for better. It exposed people to a wide range of sports, not just the usual suspects. To see women's boxing, for example, was fantastic. The organisers, the construction people, the athletes – everyone did us proud."

He also hails the focus on sport inspired by the Games. "Because we are in so many London boroughs we've noticed things getting done that wouldn't have normally. In Greenwich, for instance, there are two completely new school sports centres, much bigger than any school would previously have had. There will now be seven 50m pools in London, up from only two 10 years ago. Applications for everything for the under-14s is up, especially gymnastics. And you only have to go out on the street to see how

many more cyclists and runners there are now – that's good for us. We call it 'the Less effect'."

#### BRANCHING OUT

GLL is branching out into other areas of service provision, most notably library management. It currently operates all Greenwich libraries, including those at Belmarsh prison, hospitals and a mobile facility. When I suggest this to be a significant diversion, Sesnan disagrees. "Libraries are a part of the cultural block within local authorities," he says. "We're open to talk to any council where we already have an interest about integrating their other cultural operations. You'd want your library to be open seven days a week, to be accessible, to have a crèche, a café, a car park and to be friendly and bright – which is the same specification as for a leisure centre.

"Apart from a few shining examples, libraries tend not to be like that," he continues. "They're suffering from cutbacks and the people who run them aren't building managers. We need between two and five library contracts in London to get the savings in the back office in book purchasing and so on.

"About 80 per cent of book purchasing can be centralised, which is in the local authorities' interest."

Sesnan views early-age customers as so vital – both to his business and in the war on child obesity – that children over 11 can use GLL centres' adult facilities from 3.30pm until 6pm for free. "Getting kids to enjoy activity will deal with obesity – they'll do it because they want to, not

#### A SELECTION OF GLL'S CORE LEGACY COMMITMENTS FOR 2012-2016

- To support 52 community sports events across GLL's 27 partner regions per annum
- To increase the number of young athletes supported by the GLL Sport Foundation by 5 per cent per annum
- To offer the GLL 'Kids For A Quid' initiative to promote young people's participation in swimming
- To hold the GLL Senior Games each year as a dedicated sports and activity tournament for over 55 year olds
- To provide a GP referral/health programme in all GLL partner regions
- To deliver professional

qualification skills training to 2,000 students per annum through GLL's vocational training college

- To have support agreements in place to promote and sponsor key disability sports clubs
- To invest an average of £4m per annum into GLL-managed services to improve service and standards
- To reduce gas and electricity consumption for each venue annually to reduce GLL's carbon footprint by an annual average of 2 per cent
- To trial and review two alternative forms of energy generation

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because they've been told to," he says, though he admits that "no one has yet got their head around pricing for kids."

By virtue of operating more swimming pools in the UK than anyone else, Sesnan finds that getting the balance between safety and fun is difficult. "Kids want to enjoy swimming, but the insurers and health and safety people tell us not to let them run, shout or dive," he says. "But if they're not having fun, they'll go back to playing computer games."

#### A CHANGE OF IMAGE

GLL has recently undergone a major re-branding. The public face of the business now operates under the Better brand. "Our advertising and publicity material had become a big logo-fest," says Sesnan. "There was a need for something distinct and recognisable – we wanted to brighten it up. My challenge to our marketing people was that we run 110 centres and yet no one has heard of us,

**GLL has won the bid to operate the Multi Use Arena, or Copper Box**

but they know of David Lloyd. Better is different, striking and positive. We want it to be recognisable."

With rebranding costing tens of thousands per venue, Sesnan has invested in changing the interiors of just two as a try-out – Hackney's Clissold Centre and the Waterfront in Woolwich (which, coincidentally, he used to manage). The process will be gradual says Sesnan – "we've got 10,000 staff polo shirts, for example. We won't be throwing those out overnight!"

Anxious to ensure, at a time when transparency and compliance has never been more important, that GLL is doing all it can to meet expectations, Sesnan has brought in some autonomous assistance. "Salaries, for example, are overseen by an independent sub-committee of non-executive directors", he

says. "Our compliance level is much higher as we seek to converge with traditional charities."

Of the issues facing GLL going forward, Sesnan immediately refers to the management of expansion while retaining GLL's core values. "The challenge all the way through for us," he says, "has been to remind people all the way up and down the chain that we have values they have to live up to. There's a mass of people out there, particularly in the health and safety field, who are empowered to batter businesses and make our job as difficult as possible, so the true challenge is about our people's skill-sets. We have run graduate trainee schemes for 15 years, without which we would never have been able to expand.

"As for the sector, we still have much to do, such as sorting out the qualifications structure. We're on the cusp of change and I'm one of many people working on that – and I've got the bruises to prove it!"

# THE BEYOND SPORT AWARDS

A major element of Beyond Sport's work is the Beyond Sport Awards, which recognise projects around the world that are actively using sport for positive social change. We highlight four of the winners for 2012



Engaging youngsters via skateboarding

## SKATEISTAN

INNOVATION THROUGH SPORT  
AWARD, SUPPORTED BY STUBHUB!

Skateistan uses sport as a tool for empowerment in Afghanistan and, more recently, Cambodia: countries that are rocked by conflict and poverty.

The project uses skateboarding to engage young people facing major issues such as sex tourism, gender-based violence or homelessness. However, this is only the initial hook, as the programme also provides access to education and offers the opportunity to develop tangible skills and platforms for self-expression.

Working with more than 600 participants on a weekly basis, Skateistan seeks to develop self-respect and an identity beyond the young participants' socio-economic status.

For many Afghan girls especially, Skateistan has offered their first opportunity into education – as well as a rare chance for girls and boys to play together.

**T**his year, more than 350 entries were submitted from social enterprises, federations, corporations, professional sports teams and grassroots initiatives that reach 135 territories and countries.

Shortlisted through an intensive selection process by the Beyond Sport Advisory Panel, projects were selected

for meeting the specific criteria for their category as well as meeting Beyond Sport's four main principles: model, impact, sustainability and replicability.

The winning projects received US\$2m (£1.6m) of annual funding and specialist business support.

Highlighted below are some of this year's stand out projects.



The Grizzlies Read to Achieve project

## MEMPHIS GRIZZLIES

SPORT TEAM OF THE YEAR

The Memphis Grizzlies Charitable Foundation and the Grizzlies Community Investment department, in the USA, provide tools for young people to succeed in school, value their health and prepare for their future, through a number of programmes centered around mentoring.

Grizzlies Read to Achieve challenges elementary school students to read books and offers rewards to students whose former struggles to read have

led to disengagement in school while Grizzlies TEAM UP Youth Mentoring gives at-risk youths access to adult mentors and helps young people build social connections and life-skills.

Combating the obesity epidemic in Memphis, the Grizzlies Healthy Home Court provides resources to empower families to stay active, with Grizzlies players, coaches and corporate partners investing time, talent and resources to expand the initiative's reach.



## STREET LEAGUE

THE P&G UK IMPACT AWARD, IN ASSOCIATION WITH THE DAILY TELEGRAPH

Street League uses football to reach and improve the lives of 16-25 year-old NEET (Not Employed, in Education or Training) young people across the UK.

The programme has impacted on more than 20,000 hard-to-reach young people, many of whom have offending and/or substance-misuse backgrounds.

By combining soft-skills training with accredited courses – including CV writing, interview training and Football Association (FA) coaching – Street League has been providing participants with routes to employment, training or schooling since its inception in 2001. Currently, 72 per cent of academy

graduates go on to make a positive change in their lives by getting a job or going back into education – all because of the power of football!

Street League is currently Number 10 Downing Street's volunteering partner and has been a charity partner of The FA since 2010.

## CHILDREN IN HAITI CONTINUED TO PLAY SOCCER SURROUNDED BY THE RUBBLE OF DESTROYED BUILDINGS AND SHATTERED LIVES. DESPITE EVERYTHING THEY HAD LOST THEY FOUND HAPPINESS THROUGH THEIR LOVE OF THE GAME

## GOALS HAITI

BEST NEW PROJECT,  
SUPPORTED BY PWC



Community development through football

Following the January 2010 earthquake, GOALS Haiti founder Kona Shen was surprised that children in Haiti continued to play soccer surrounded by the rubble of destroyed buildings and shattered lives. Despite everything they had lost, people managed to find happiness through their love of the game.

Shen launched GOALS with the aim of harnessing the love of the sport to advance positive youth development with three simple philosophies. Firstly, in order to play soccer, kids need a safe, clean and healthy environment; GOALS responds by encouraging youngsters

to clean up litter in public areas, plant trees and recycle old materials by reusing them for new projects. Secondly, the kids need strong, healthy bodies; GOALS helps kids plant vegetable gardens, provides a daily meal and clean drinking water for families, hosts mobile clinics and health seminars and works with communities to construct public sanitation facilities. Thirdly, kids need communities with good leaders. GOALS mobilises communities, empowering young people and adults to organise and develop projects that improve shelter, leadership and infrastructure.

# SPORTING CHANCE

Despite the doubters, the 2010 FIFA World Cup was a massive success for South Africa. Two years on, Professor Terry Stevens looks at the World Cup legacy and finds out how the country is capitalising on its success

**B**efore 2010, South Africa already had a good track record in hosting major sporting events, including the 1995 Rugby World Cup and the African Cup of Nations in 1996. The successful hosting of the 2010 FIFA World Cup really strengthened its reputation as a global destination for sporting events though, and added momentum to the development of tourism, especially sports tourism, across the country.

The first World Cup to be held in Africa was widely seen as a huge success and ambitions and aspirations are now high. Will an African nation bid to host the 2020 or 2024 Olympics? Will South Africa be the first on the African continent to attract Formula 1? And what of the legacy? How will the country build on the success of the event and use it to boost tourism and attract further major international sporting events?

## Using the power of sport to boost tourism

The Tourism Strategy for South Africa for 2012-2020 predicts double digit annual growth, more than doubling the value of tourism from R190bn (£14.25bn) today to some R500bn (£37.5bn) in eight years time. At the heart of this strategy resides the continued use of bidding for, and hosting, major sporting events.

Since the early 1990s, South Africa has used its sporting credentials to attract major sporting events as a strategy for developing tourism.

The 1995 Rugby World Cup was followed by the hosting of the African Cup of Nations a year later. 2004, the year South Africa won the right to host the 2010 FIFA World Cup, was the year Cape Town had hoped to be the host city for the Olympics. Providing the temporary 'home' for the Indian Premier League (IPL) during the domestic crisis in the Indian Sub-Continent was a particularly interesting and innovative move.

The 2010 FIFA World Cup and the IPL cricket highlighted the ability of sport to capture new tourism markets. The appeal of soccer to consumers in Brazil, Russia, India, and China was clear from the analysis of the 32 billion television audiences for the World Cup, while the IPL finals perfectly targeted the Indian and – to a lesser extent – the Australasian markets.

The country is now re-organising its sports federations to maximise the potential to bid for a whole raft of international events. Professor Paul Singh, chief director of Client Services at Sport and Recreation South Africa – the national government department responsible for sport in South Africa – is overseeing the closer collaboration between sport and tourism within a national framework



The vuvuzela became the soundtrack to the 2010 FIFA World Cup in South Africa

for growing sports tourism in a proactive and sustainable way for the next 20 years.

## The effects of the World Cup

The incentive to take this bold, focused approach is fuelled by the measured success of the 2010 FIFA World Cup; an event that changed the country in many ways. After the World Cup, South African tourism minister Marthinus van Schalkwyk said: "2010 was never about just hosting a tournament but about building a legacy for our country and our continent. We, as South Africans, believed, and the world came to believe with us."

The boost to tourism was clearly evident. The World Cup attracted 310,000



**“Africa proved to the world that we can deliver excellence on time and in budget. Western Cape did its bit for sustaining the vision of what we can be as a country”**

international tourists, who spent a total of R3.64bn (£273m) in the country. Tourists visiting specifically for the event stayed longer (an average of 10.3 days) and spent more than other tourists. The average spend per person during their stay was R11,800 (£885) with 30 per cent of this being spent on shopping, 20 per cent on accommodation, 19 per cent on food and drink, 16 per cent on leisure and 11 per cent on transportation.

The origins of the international tourists visiting South Africa during the World Cup closely reflected the geography of the 32 participating teams; there was, however, a significant representation

of tourists from near neighbour African countries. Over one third of all international tourists were from African countries (especially Mozambique, Swaziland and Botswana), while 24 per cent were from European countries, notably England (24,000), Netherlands (9,000) and Germany (8,500) with 13 per cent from Central/South America and 12 per cent from North America.

Research by national tourism organisation South African Tourism has shown that the majority of the 310,000 international tourists whose primary reason for visiting was the World Cup had very positive experiences. Almost 70 per cent thought that South Africa was a great host country, and over a half of those who had attended previous World Cups said that South Africa was a better host

than the other host nations they had visited. Ninety per cent of international tourists visiting the country for the World Cup said that they planned to return to South Africa.

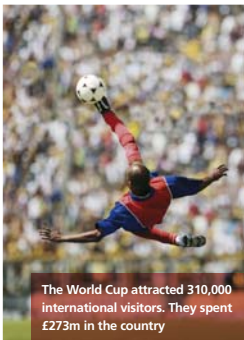
The 2010 World Cup took place in nine cities with Durban, Johannesburg and Cape Town being the most popular with international tourists. For Durban and Cape Town, already major centres of leisure tourism, the event has further bolstered their market awareness, stimulated investment in major infrastructure projects and encouraged the development of new tourism products including hotels, restaurants, entertainment facilities and stadia.

The total investment in stadia by the South African government and the provincial governments totalled R8.4bn (£630m), more than half of the R17.4bn (£1.3bn) total investment necessary to host the World Cup. Five new stadia were constructed for the event (at Cape Town, eThekweni, Nelson Mandela Bay, Mbombela and Pokowane) while five existing stadia were upgraded (two in Johannesburg, at Tshwane, Rustenberg and at Mangaung).

In the words of Helen Zille, premier of the Western Cape province whose government invested more than R13bn (£975m) in making Cape Town – one of the host cities – and constructed the new Green Point Stadium: “Africa proved to the world that we can deliver excellence, on time and in budget. Our province did its bit for nation-building and sustaining the vision of what we can be as a country,” she said.

Cape Town attracted more than 500,000 spectators to the 25 matches at Green Point, 580,000 people undertook the ‘Fans’ Walk’ – which included six points of interest en-route – and 560,000 took part in the fans fests. The city saw 19,000 volunteers recruited and trained for the World Cup, with 1,600 media members encamped in the city. There were unprecedented levels of cooperation across all aspects of city life and governance.

**“Perhaps we should reflect on how much can be achieved when skilled and dedicated teams of people are prepared to overcome all obstacles to achieve a goal”**



The World Cup attracted 310,000 international visitors. They spent £273m in the country

### The legacies behind the headlines

In July 2011, the Western Cape provincial government hosted the Sports and Events Tourism Exchange Conference in Cape Town with the main theme being an examination of the legacy and the lessons learned from the 2010 FIFA World Cup. The aim of the conference was to look at ways of building on the success of the event in order to attract more global sporting events and grow international sports tourism. The aim was also to ensure that the tangible and intangible benefits of the World Cup were understood and critically evaluated.

For some at the conference, the jury was still out on whether the World Cup was truly a success for South Africa. FIFA estimates that the event generated more than US\$4.2bn (£2.59bn) in revenues yet the host country reaped just US\$520m (£320m); internal reports suggest that middle classes (both white and black) did well from the event yet poorer communities gained little. In addition, the event was city-focused; urban South Africa – specifically downtown commercial areas



Members of the public in Johannesburg take part in the ‘diski dance’ – the official dance for the 2010 FIFA World Cup

– did well, while the suburbs and rural areas secured little real uplift. Also, while global sponsors and corporate activity took place around the event, much of the real benefits for these organisations were gained outside Africa.

For the majority of speakers, however, there was an overriding sense of collective positive achievements.

Marketeters, for example, spoke of the changing perceptions and relationships between tourists and the destinations they visited. World Cup tourists and the media become emotionally connected to the country and the host cities. Initial fears associated with fragile security and safety issues were disabused. The media focused on the sense of place, the conviviality, and the passion of South Africans. Plaudits and praise flowed. The press reported on the seamless cooperation and genuine hospitality of the host nation.





Sports development and community specialists referred to the success 'beyond the stadia' especially seen in strategies using the World Cup to invest in rural and township sports facilities. These included the creation of new soccer pitches through the Dreamfields programme, the development of grassroots soccer, the establishment of 20 Football for Hope Centres in highly disadvantaged areas and the innovative 'whisper balls' created especially for deaf footballers.

Health specialists referenced improved facilities and skills of medical teams. Safety and security services were also improved and effective policing and traffic management systems introduced.

Others celebrated the creation of more than 2,000 new jobs in road construction, the improvements made to Cape Town's International Airport by Airports Company South Africa, enhanced city design and

public art and the stimulation of business start-ups and entrepreneurial activity.

Stories and successes abound (for more details read *Capeability* by the Western Cape provincial government – an excellent account of the Western Cape's experience of the 2010 FIFA World Cup). Equally, there will always be dissenting voices. Entering this competitive environment, successfully delivering on promises made and managing the legacies are always going to be challenging for any host nation.

South Africa did deliver. The world changed its perspective on the country. International tourist arrivals continue to grow. New global events will be attracted to this tip of Africa – Cape Town has already secured the right to be the World Capital of Design in 2014.

Let's leave the last word to Dr Laurine Platzky, editor of *Capeability* and the Western Cape deputy director general

of Provincial Strategic Management. "Arguments that the billions spent on the World Cup could and should have been better spent on schools, houses and clinics are valid," says Platzky. "But without the focus of a mega event, would the money have been used to educate our children, feed the hungry or restructure our city? Perhaps it would be more profitable to reflect on how much can be achieved when skilled and dedicated teams of people, driven by intense political will, are prepared to overcome all obstacles to achieve a goal." ●

*Professor Terry Stevens is MD of Stevens and Associates [www.stevensassoc.co.uk](http://www.stevensassoc.co.uk)*

This feature was recently published in *Sport Management's* sister magazine – *Leisure Management*

Karen Maxwell asks key sports administrators to share their London 2012 Games experiences and how they plan to use the lessons learned in a positive way

# OLYMPIC

## ANDY REED, CHAIR, SPORT AND RECREATION ALLIANCE



The success of the London Olympic and Paralympic Games was even greater than I had expected. Not only was it a sporting triumph but socially too there was an effect across the nation that sport needs to capture. How many times did we hear people say: "I'm not into sport but this has inspired me?"

The challenge now is to draw in those people that have been inspired by the



Games – or about sport in general – and help them make sport a way of life. No Olympics has managed to turn the inspiration into a participation legacy but our sport bodies have been planning for this surge in interest. We get one shot at this!

If the Olympics taught us just one thing, it was the importance of planning. The planning by LOCOG and the construction by the Olympic Delivery Authority (ODA) have given us renewed confidence in our ability to deliver. The UK Sport system now in place proves we can deliver medals. We have to drive this level of professionalism throughout our network on participation too.

If we can be half as welcoming to new members as the Games Makers were at all the venues, we can capture those fans who became armchair experts and

get them engaged with sport. Our welcome and the offer are vital to growing our clubs.

However, of the 150,000 sports clubs in the UK, more than a quarter report that they are running at a loss. We know just how much this massive network does for society – in keeping kids off the street, improving health and building communities. No government programme could invent that network. So the question politicians must ask themselves is: what are we doing to support them?

We can harness the 'Olympic bounce' through the lessons we've learned and with the support of politicians – if they genuinely listen to what helps our sport system through school, community and elite levels and joining up their delivery.

## SALLY MUNDAY, COO, GB HOCKEY



The Riverside Arena was a triumph at this year's Games. The famous pink and blue 'smurf turf', as it became known, boasted a stunning view of the entire Olympic Park.

The noise that emanated from the stands of the open-air venue was phenomenal – attracting an explosion of interest in the sport. Not only could the public watch the fortnight of hockey action, we also provided an interactive zone neighbouring the stands, where more than 30,000 people picked up a stick and gave hockey a go on the two mini inflatable hockey pitches.

Hockey's presence on the park was critical to both the success of our teams and the lasting legacy of the sport itself. As a temporary construction, the pitch will now be relocated permanently to

Eton Manor for increased playing opportunities in East London.

Public interest throughout the Games confirmed that hockey is a fantastic spectator sport for all ages and sporting interests; 630,000 ticket holders enjoyed

### Six hundred sites across the UK are offering 20,000 opportunities to get involved in hockey

the live hockey action, 75 per cent of whom were new to the sport. The sport was also televised every day of the Games sparking huge consumer demand. Immediate results through our Hockey Nation Give it a Go programme have shown that

people up and down the country are turning up to try the sport; 600 different sites across the UK are offering 20,000 opportunities to get involved in the likes of Back to Hockey, Rush Hockey and In2Hockey.

The sport has also engaged with a new generation of spectator; a 600 per cent increase in traffic to [www.greatbritain-hockey.co.uk](http://www.greatbritain-hockey.co.uk) was tracked, along with a 61 per cent increase in Twitter followers and 40 per cent growth in Facebook fans.

With the spotlight moving from London to Rio, both Team GB squads will now act as important role models to future generations. They are passionate about using their success and sporting experiences to drive the sport forward and create a lasting legacy. ▶

# BOUNCE



British players celebrate after winning the women's field hockey bronze medal match against New Zealand at London 2012

PHOTOGRAPH BY JAVIER ANDRADA

## KEVIN YATES, HEAD OF MARKETING AND RETENTION, LEISURE CONNECTION



There's no doubt in my mind that the Olympic and Paralympic Games have had a positive impact on people's attitudes towards sport. Having attended the Games myself, I was impressed by the focus on inclusivity. It has been a long time coming and something we now need to embrace as a nation, both on a professional and personal level.

For this to be effective, operators need to stop thinking that inclusive fitness means big yellow lines around their gym floor and that they only need to invest in equipment and IFA accreditation. This is the wrong approach – disabled people don't want to be treated differently, they want to feel included.

Fortunately, this has been emphasised by the Paralympic Games and that's why we have invested a considerable amount

of resource into training our teams up and down the country in providing activities that disabled and able-bodied people can enjoy together. In the future we are thinking less about gym-focused fitness and integrating more games-orientated sessions into our programming.

I believe that public access operators are best placed to deliver these activities, as they have bespoke spaces which provide the perfect place for disabled people to try new activities. This is something we have learnt through working closely with more than 2,500 disabled people at Stoke Mandeville Stadium and through taking note of the interest the Olympic and Paralympic Games have generated around different and diverse sports.

Although there's a rise in awareness for adult disability in sport, people

with disabilities are still overlooked. We need to work in partnership with disabled organisations such as WheelPower, the national charity for wheelchair sport, to address ignorance among operators. It's important that service providers train their staff to understand and work with their disabled users. We need to identify what our users want and develop our programmes and facilities accordingly.

As part of our disability manifesto, Harpers Inclusive, Leisure Connection is changing its marketing to be focused more around sport as whole and not just gym sessions. It's about listening to our customers and providing them with inclusive programmes that generate involvement, engagement and enjoyment.



GB's Nicola Adams wins first ever women's Olympic Boxing event



GB's David Weir wins gold in the men's 800m – T54 Final 2012

## SUE TIBBALLS, CEO, WOMEN'S SPORT AND FITNESS FOUNDATION



2012 was a fantastic summer for women's sport. Not only did the Games have more female competitors, more events and more medals for women than ever before, but what really marked out 2012 was the long overdue recognition that women's sport is more than equal to men's in terms of excitement, quality and sheer passion. Team GB's female Olympic and Paralympic competitors have inspired not just the next generation of female athletes but young sports stars of both genders.

We carried out some post-Games polling, which showed that the Olympics had a significant impact on attitudes towards women's sport. Sixty six per cent said they watched more women's sport than usual, 74 per cent were impressed by the quality of women's sporting events and 68 per

cent agreed that the Games showed that women's sport is exciting to watch.

Crucially, 81 per cent of respondents thought that the female athletes at London 2012 are better role models for young girls than other media celebrities. Having positive, active role models is crucial if girls and young women are to be inspired to lead physically active, healthy lifestyles.

Since the Games, we have spoken to women on our social media networks who have been inspired to get active, and who tell us that their daughters now want to be the next Jessica Ennis or Ellie Simmonds. We've also heard from boxing clubs that have seen a huge spike in interest from women following the success of Nicola Adams.

This is really encouraging but with just one in 10 teenage girls and one in five

adult women currently doing enough physical activity to maintain their health it is essential that we do not let the 2012 legacy fade away.

We were pleased to hear the new Culture Secretary calling on broadcasters to cover more women's sport. Increased media profile is crucial in order to drive public interest and commercial sponsorship and the 5 per cent of sport's media coverage that women's sport is given (in non-Olympic years) is simply not enough.

However, in addition to boosting investment and media coverage at the elite end, much more needs to be done to remove the barriers that exist for women in maintaining active lifestyles. This includes better school sports and women-friendly facilities at gyms and sports clubs.

Fireworks illuminate the sky above the Olympic Park following the Closing Ceremony of the London 2012 Paralympic Games



GB's Ellie Simmonds focuses for her 100m freestyle – S6 heat



GB's Mo Farah celebrates his 10,000m gold with Wenlock

## SIMON JOHNSON, CEO, BUSINESS IN SPORT & LEISURE (BISL)

London did our country proud. The staging of the Olympic and Paralympic Games was superb, the atmosphere magnificent and our athletes rose to great sporting achievement. So how are we capitalising on the benefits gained from staging the 'greatest sports show on earth'?

Personally, I have a genuine concern regarding one of the key legacy objectives of the Games, which is getting more people to play more sport – particularly those that were followed so enthusiastically this summer.

My question is: Do sporting newcomers have adequate access to the right facilities and coaches if, for example, they want to take up their chosen sport – and can these facilities cope with increased demand? I'm not so sure.

Local authorities are cutting back on leisure spend and this has resulted in a slowdown in sports facility development. One way we can ensure that more people can play more sport in quality facilities however, is to enable the private sector to invest in these and help to disseminate

### We need to promote better coordination and collaboration with the rest of the leisure sector

innovative marketing strategies to ensure this unique demand is met before the London 2012 'halo effect' evaporates.

However, this has not proved to be an easy option – BISL members are being

held back by Byzantine, expensive and opaque procurement rules, as well as planning procedures that are time-consuming and slow to implement.

As for the Olympic effect on the leisure sector as a whole, now that we've proved our ability to host the ultimate sporting event we need to better capitalise on further events, already set on our sporting calendar. The lessons we should learn from London 2012 are how to ensure a wider economic benefit from hosting such events. We need to promote better coordination and collaboration with the rest of the leisure sector to ensure that the potential benefit is not squandered. Our visitors need somewhere to spend their money!





The London 2012 Olympic and Paralympic Games flashed by in a blur

of gold, silver and bronze. It's been an incredible summer and the outstanding sporting performances will live long in the memory. But will it make a difference to the levels of sporting participation in this country? Geoff Aucock reports on Jonas Drivers Deloitte's recent survey



PHOTO: WWW.SHUTTERSTOCK.COM

## BUILDING on the London 2012 momentum

Legacy was a central theme of London 2012 from the earliest days of the bid. This takes many forms of course, including the regeneration of East London and new economic opportunities for British companies arising from the successful delivery of the world's most complex event.

However, the mission of the Games was to 'inspire a generation' and it would be deemed a missed opportunity if there was no participation increase. So what are the chances?

### GOOD INTENTIONS

If the stated intentions of the nation's youngsters are anything to go by, there is reason to be encouraged. Deloitte

surveyed 2,000 16- to 35-year olds during the Olympic Games and half said they intended to become more active as a result of the Games. Eighteen per cent intended to take up a new sport or exercise, 27 per cent planned to participate more often in the exercise or sport they already play, while a particularly inspired 5 per cent said they would do both.

The inspirational impact was felt across the country with at least 40 per cent of respondents in every region saying they will do more sport and exercise as a result of the Games. The impact was particularly noticeable among the youngest respondents with 63 per cent of 16- to 18-year olds saying they had been inspired compared with 37 per cent of 34- to 35-year olds.

Clearly, there is a big difference between the intentions of people when asked at the height of Olympic excitement and the actions they take in the cold light of day, but it is indicative of the opportunity presented by the Games.

These figures are also supported by analysis of visits to the Deloitte Paraspport website. The site signposts people with a disability to sports they can play and where they can play them. In the fortnight leading up to the Paralympic Games (15-29 August), the site received 12,500 visits, almost double the 6,500 hits received during the previous two weeks (31 July-14 August). Eighty-five per cent of visitors to the site were new users and nearly 2,500 people used the 'Find a Club'



function to help them identify a suitable sport and get active.

### PLACES TO PLAY

So the Games seem to have gone a long way towards inspiring a generation, but are the facilities in place to meet this potential demand? Our research suggests so.

More than 350 new sports and fitness facilities have opened in London since the capital was awarded the right to host the London 2012 Olympic and Paralympic Games. The figure includes 100 new sites and incorporates facilities in every London borough. The pace of openings has accelerated recently, with the number of new sites increasing every year since 2008. In five years out of the last six, sports facility openings have outpaced Central London commercial office completions.

New developments have been led by the private sector, but public sector provision has also been solid. Just under two-thirds of new sites have been privately funded over the last six years, including almost all of those which opened in 2011. However, 35 publicly funded sites have opened since 2006 and six of the 18 due to open in 2012 will be publicly funded.

Jonas Drivers Deloitte analysis also shows a significant expansion of gym facilities in London. Nearly 7,500 new exercise stations (such as exercise bikes, rowing machines and treadmills) have opened since 2006. In 2011 alone, close to 2,000 exercise stations opened across the city, with 76 per cent of this new provision coming in the budget sector.

Every London borough has seen the opening of new sports facilities since mid-2005. Westminster has seen the most with 25 new openings, followed by Southwark and Ealing. Two of the Olympic host boroughs, Tower Hamlets and Hackney, are in the top 10 for new facilities opened.

The London Games host borough of Newham has seen the lowest number of new facilities opened, although it benefited from a better starting position, as Newham still boasts the fourth best ratio of residents to sports halls in London and an above average ratio of residents to swimming pools.

While we do not have equivalent data for other parts of the UK, it is anticipated that following the Games, there will be increased National Lottery funding for sports facilities throughout the country.



PHOTOS: WWW.SHUTTERSTOCK.COM

### PERCEIVED BARRIERS

Cost is perceived to be the biggest obstacle for many with 65 per cent of young adults citing this as a factor, but this figure increases to 73 per cent among 16- to 18-year olds. Time and availability of facilities are also seen as barriers, while 41 per cent of people say they have little or no information about their local facilities.

A particular challenge will be in helping young adults and older people get back into sport after a generation of decreasing participation. This will require more imaginative and flexible ways to persuade people to become more active. However, the Games have created a once-in-a-generation opportunity to improve levels of physical activity across the country.

From parents encouraging children to be more active, local authorities providing people with information to find suitable sport and fitness activities through to businesses creating opportunities for staff to get away from their desk, there is a responsibility on all of us to fulfil the potential of London 2012. ●

*Geoff Aucock is head of sport, leisure and hospitality at Drivers Jonas Deloitte*



PHOTO: WWW.SHUTTERSTOCK.COM

More than 350 new sports and fitness facilities have opened in London since the capital was awarded the right to host the 2012 Olympic and Paralympic Games



# A RAY OF SUNSHINE

PHOTO: SHUTTERSTOCK.COM

THE LATEST GENERATION OF SOLAR POWER CAN USE THE SUN'S ENERGY TO GENERATE POWER EVEN ON A CLOUDY DAY. IT'S GREAT NEWS FOR THE LEISURE INDUSTRY, EXPLAINS THE ENERGY DESK'S LAURA-CLARE DAVIES

**A**s the hottest topic in renewable energy solutions to emerge in the past 12 months, interest in the Renewable Heat Incentive (RHI) is on the rise and so it should be. RHI is a financial incentive scheme that guarantees cashback payments for 20 years on the installation of renewable heat technologies.

The scheme is designed to ensure that your benefits are two-fold; firstly you save money by producing your own energy, reducing your need for gas or oil; secondly, you get paid a fixed rate for the heat you generate.

So the big question now is what pieces of kit are out there that tick all the boxes for the RHI? The trick is in realising that different equipment will vary in terms of its compatibility with different sites, depending on where the majority of a building's energy use sits.

For example, leisure buildings rely a lot on air conditioning and water heating systems. Thankfully most technologies in the RHI scheme are used for heating and cooling, so from the outset, the sport and active leisure industries have a competitive advantage.

## EVOLUTIONS IN RENEWABLE HEAT TECHNOLOGY

The renewable energy technology market is constantly evolving.

Solar panels or photovoltaics (PV), for example, have long been an established means of generating renewable energy via the sun's direct heat source, and they have been adopted by domestic and commercial users up and down the country for the past decade. However, although these traditional solar power systems have proved viable in terms of producing electricity, they do rely on sunlight, which is something of an elusive commodity in some places.

This leads us on to thermodynamic solar panels (TSPs), the next generation in solar power.

Thermodynamic solar panels work in exactly the same way as conventional solar panels, insofar as they utilise the sun's power and convert it to thermal energy to heat water, but with one very big difference. The sun doesn't need to be out for the panels to operate. Sounds too good to be true, doesn't it? Trust us, it's not. The key word here is 'dynamic'. The panels are activated by the surrounding

ambient temperature, whether the sun is out or not.

So rather than restricting energy production to hours of the day with direct sunlight, TSPs generate heat from the atmosphere during the day and continue through the night, heating water to 55 degrees celsius. Generating energy 24 hours a day, 365 days a year is pretty impressive and these thermodynamic systems operate down to a minimum ambient temperature of -15 degrees celsius, which is of particular benefit if you're plagued by disappointing summers. What's more, unlike conventional solar panels, TSPs don't necessarily need to be placed on your roof. These systems can be installed anywhere on a building, meaning they can work with the overall aesthetics of a building.

## MAKING THERMODYNAMIC SOLAR POWER WORK

Thermodynamic solar power is very new to many markets and its innovative capabilities and overall efficiency will make this technology a big seller in the renewable heat sector. Installing this system will not only reduce your requirement for





PHOTO: WWW.SHUTTERSTOCK.COM

Most technologies in the RHI scheme are used for heating and cooling



Operators who adopt the scheme early will reap the benefits



## Thermodynamic Solar Power

ASK TED, THE ENERGY DESK'S SPECIALIST HELP DESK, ANSWERS YOUR QUESTIONS

### Can photovoltaics and thermodynamic systems be installed in tandem?

The short answer to this is yes. If you have a high electricity use, you can install photovoltaics (PV) to produce electricity from the sun. Alongside these you can install a thermodynamic system, which will heat your water 24 hours a day, seven days a week, 365 days a year at temperatures above -14 degrees celsius. So a combination of the two can result in savings on both electricity and gas or oil.



PHOTO: WWW.SHUTTERSTOCK.COM

Modern PV panels can be installed on walls

### If I install a thermodynamic system, will I still need my old boiler?

As thermodynamic systems are designed to work around the clock, you will no longer need to utilise a traditional boiler powered by gas or oil to heat your water. However, your boiler will remain to provide heating. You could then go one step further and install a biomass boiler to heat your space, making your traditional boiler obsolete. There are a lot of renewable heat technologies out there and a combination of different systems can work well.

### If thermodynamic panels don't need to be put on my roof, where can I put them?

Although the panels don't need to go on the roof, they can. The beauty of the system is that the panels can be installed on the roof, on the side of a building or on the ground outside, but they work at their best on the south elevation. This means that they can be

hidden away and you don't need planning permission to install them.

### Do the panels need maintenance?

The systems are very robust and self-cleaning which is of particular advantage considering that they are outside. The systems come with a 20-year guarantee and maintenance is almost nonexistent.

### How long does it take to install a thermodynamic system?

This very much depends on the size of the system. For domestic installations, it can take one day. For larger systems for commercial use, installation can take anything from two days up to seven days, but your water heating will not be disrupted during installation and the switch over to your new system is very simple.



traditional water heating systems, it will also achieve guaranteed savings of a minimum of 30 per cent. For a leisure centre with heated pools and continually flowing showers, the savings will be huge.

And if that wasn't enough, the technology qualifies for the Renewable Heat Incentive, which is undoubtedly its biggest advantage. If you choose to be among commercial energy users to pioneer this technology, applying to

RHI should most definitely be a priority. Through the RHI, you will get paid a fixed amount on the heat energy you generate, and if you consider yourself a green champion, you can also sit back and relax at the thought of the significant carbon emissions you have saved in adopting this system.

Of course, as with all new technologies, there will be early adopters keen to reap the benefits, but the leisure

industry stands to be at the top of the league table when it comes to making a huge saving through this technology. So what are you waiting for? ●

*If you have any questions about thermodynamics, the RHI or any other energy management related matter, contact The Energy Desk on +44 (0)800 3777 889 info@theenergydesk.co.uk www.theenergydesk.co.uk*



# PLYMOUTH LIFE CENTRE

This summer, TeamGB's iconic divers Tom Daley, Tonia Crouch and Brooke Graddon found themselves sharing their pre-Games training base, at Plymouth Life Centre, with Olympic swimmers and divers from Lithuania, Canada, Mexico and Spain – a testament to the quality of sports and aquatic facilities readily available at the recently-opened centre of excellence.

Looking beyond TeamGB's success at the London Games, TeamGB diving coach and Plymouth Life Centre Aquatics

Plymouth has been enjoying its own piece of Olympic legacy since the Life Centre opened its doors earlier this year, with the centre's sports facilities being used by Olympic athletes and the local community during this fantastic summer of sport. Dawn Tuckwell reports

director Andy Banks has already drawn four new 11-19 year old GB hopefuls for 2016 to train at the centre. He says: "Having visited many aquatic centres around the world, this new centre is as good as it gets and is already attracting elite young athletes to Plymouth. It's perfectly placed so they can study at the Plymouth University and train at the centre," he says.

"These athletes join London 2012 Lithuanian Olympic Gold medallist Rita Meilutyte, who continues to train with Plymouth Leander Swimming Club which uses the high performance centre for regular training sessions."

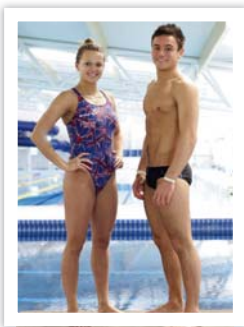
## ROBUST STRATEGY FOR SPORT

However, elite athletes aren't the only users making the most of the centre.

Inclusion and participation were at the heart of the centre's philosophy from the outset of the project's development and both continue to be major drivers now the centre is open.

According to Plymouth contract manager for SLM [as part of its Everyone Active brand] David Greenwood, the management staff are working hard to ensure that activities on offer cater for all ages and abilities. "The aim is to inspire people in Plymouth and the surrounding area to achieve life-long participation in sport and physical activity and working closely with the national governing bodies of sport (NGBs) and local clubs is enabling us to offer the very best opportunities to everyone," he says.

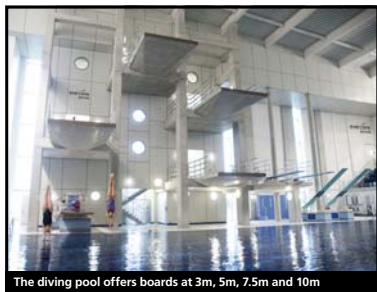
The elite diving opportunities at the centre are a good example of this philosophy in action – additional diving taster sessions were offered whenever possible throughout August and were all full



Team GB divers Tonia Crouch and Tom Daley train at Plymouth



Team GB swimmers celebrate with swimming gala winners



The diving pool offers boards at 3m, 5m, 7.5m and 10m



TeamGB swimmer Fran Halsall gives a swimmer the thumbs up

resulting in 100 new people signed up to diving lessons in that month alone, with 650 enrolled in diving lessons in total.

Elite athletes, professional sports teams, casual leisure centre users and amateur clubs all have equal access to the facilities. In fact, members of the public have found themselves training in close proximity to Olympic athletes in the run up to the Games, and will continue to share their local leisure centre with some of the world's top sportspeople for many years to come.

A number of NGBs have been on board since the outset of the project, and are

now fully committed to increasing participation in sport and physical activity. England Netball and the Amateur Swimming Association both contributed to the build costs, as did Plymouth University, while agreements have also been signed with England Squash and Racketball, the England Table Tennis Association and Badminton England to promote and develop these sports in the city. SLM is also working closely with Plymouth Dance to provide classes for all ages and abilities.

As part of the initiative to develop these sports, people can attend drop-in sessions and receive guidance from an

accredited coach. The aim is to eliminate barriers to participation and help increase enjoyment in sport from beginner to elite level.

Every Sunday during the Olympic Games period, free taster sessions were on offer for people to try the Olympic sports they saw on screen. These included badminton, judo, taekwondo and boxing – all run by local sports clubs and NGBs. SLM also hosted a Paralympics day in August which allowed people to come in and try a variety of Paralympic sports – including sitting volleyball, bocce, wheelchair rugby and para-badminton. ➔



## SportsArt Fitness launches the new energy-harnessing Green System

The revolutionary system that Saves Cost and Generates Green Energy

The SportsArt Green System® is not just a concept but the first solution of its kind for health club owners and leisure centres who want to use cardio equipment to offset energy costs with human power.

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The energy generated through the Green System products will reduce the building's energy consumption and therefore reduce costs.

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Choreographed dance classes inspire many younger members

### TOP COMPETITION

The range of competition-standard facilities and the strong links with NGB's has made the centre a natural choice for many elite championships.

In the first three weeks of opening, Plymouth Life Centre played host to the British Gas Elite Junior Diving Championships as well as South West regional junior bowls and netball tournaments. The success of these events has meant further national and regional competitions are to be hosted in a variety of sports in the near future.

"With the exception of major competitions, one of our main goals is to allow uninterrupted public access to the facilities, even when competitions are taking place, having such an array of multi-functional facilities has allowed us to achieve this," Greenwood explains.

### BUILDING FOR LEISURE

Plymouth Council appointed Balfour Beatty to undertake the construction of the centre, given the company's track record in delivering Olympic standard facilities, such as the London Aquatic Centre, the Sunderland Aquatic and Wellness Centre and the National Academy in Sterling.

The £46.5m, 18,200 sq m development replaces two older facilities – the Mayflower Leisure Centre and Central Park pools – which were demolished and the space returned to parkland as part of the wider Central Park regeneration. "The Plymouth Life Centre is also key to wider regeneration plans for Central Park, by helping to create and sustain local jobs and ensure that the city remains competitive and well-placed to attract further investment in the future," says regional director for SLM Jon Senior.

There are glimpses of the family pool and flumes as you pass through reception, giving a feel of the community-centred ethos of the centre. This then gives way to the rest of the aquatics centre – the largest of its kind in southern England, outside of the Olympic village. The centre has the only 10-lane, 50m competition pool in the South West region, as well as a family pool with beach entry and flumes. The pool also features a moveable floor, with starting blocks and timing pads having been added to the moveable boom, so that the pool size can be reduced from 50m to 25m when required.

The diving facilities are some of the best in the UK with boards at three, five, seven and a half, and 10m in the 25m, six-lane diving pool. Bubble release and water spray agitate the surface of the water to lessen the impact forces and video playback allows athletes and coaches to review each dive, increasing the effectiveness of training. A dry dive training facility, equipped with trampolines, springboards, harnesses, crashmats and other specialist equipment allows athletes to practice out of the water.

The aquatics centre is not the only draw. A 160-station fitness suite includes CV and strength lines and provides members and guests with the opportunity for bespoke and programmed workout experiences.

A 530sq m, 16m-high climbing zone provides a challenge for adrenaline seekers, featuring a bouldering zone and an aerial assault course. In addition the centre boasts a 12-court multi-use sports hall suitable for badminton, five-a-side football, basketball, netball and trampolining. Two squash courts (with a moveable wall to create a multi-purpose

Playing host to the South West regional junior bowls tournament



Wheelchair badminton is one of the sports available



The 16m climbing zone includes a bouldering zone and an aerial assault course

area) are also available, as well as two studios, a dance and drama studio, an eight-rink indoor bowls area, a health suite with sauna and steam, a crèche, two cafes and conference facilities.

Flexible space within the centre allows for multiple activities to take place simultaneously. For example, an international swimming or diving event could be hosted in the aquatics centre one day with the space transformed to accommodate six community groups, each with their own separate pool, the next.

#### EASE OF ACCESS

A host of disability sports within the centre have been given equal importance. For example, access is provided to the swimming pool via a scissor lift that drops down 1.5m, allowing users to swim straight into the water. Removable manual hoists are also used in the main, dive and leisure pools.

There are also three dedicated 'changing places' rooms which offer hoists and changing beds for disabled users, in addition to accessible toilets and showers. Further accessible shower and changing facilities are also available in both the centre's dry and wet areas.

The centre also offers a platform lift in the climbing zone, so that disabled climbers are able to use the high-level aerial climbing experience.

#### INTEREST SO FAR

Interest in the centre has exceeded all expectations, with 20,000 visitors attending during the opening weekend in April this year. More than 220,000 visits have been recorded in July and August, including 40,000 public swims in August alone.

To cope with this increasing demand,

Working closely with the NGBs and local clubs is enabling us to offer the very best opportunities to everyone

SLM has recruited additional front of house and telesales personnel to handle enquiries to maintain customer service standards. The online booking system, operated by the Everyone Active brand, has enabled people to book Group Exercise classes, sports hall use and bowls sessions at their convenience, while alleviating queues at busy periods. Around one third of casual income is received via

the online booking system.

"We've had a lot to contend with, with so many events taking place so early on into the contract and so much demand for use of the space, but we're delighted that the centre has been so successful," says Greenwood. "Having experienced so much interest, coupled with such an extensive activity programme we are in no doubt that this success will continue." ●

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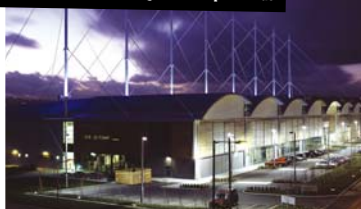
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# Olympic interaction at Sheffield International Venues

When Sheffield International Venues (SIV) hosted international Olympic and Paralympic athletes in the run-up to the London 2012 Games, the facility managers used the opportunity to inspire the local communities and encourage regular participation. Hannah Johnson explains how

Sheffield hosts the EIS's largest multi-sport venue



Peru's national volleyball team enjoy Sheffield's facilities

Sheffield International Venues (SIV) manages elite sporting and entertainment environments that champion community participation and sport development. With 4.5 million customers and 2,000 events every year, SIV works in partnership with a number of professional teams, sports governing bodies (NGBs) and individual elite athletes based at these venues to support their success.

It was this reputation for sporting excellence and diversity that attracted more than 250 Olympic and Paralympic athletes from nine international nations to the city for their pre-London 2012 training camps, utilising the facilities at the English Institute of Sport (EIS) – Sheffield, Ponds Forge International Sports Centre and the Motorpoint Arena.

Teams including Brazilian boxers, US divers, Chinese table tennis players, Canadian synchronised swimmers, wheelchair basketball and boccia players and Korea's volleyball players and coaches based themselves in the city. Five rhythmic gymnastics teams

including Olympic champions Russia, along with Japan, Korea, Azerbaijan and Uzbekistan, also selected Sheffield as their chosen base prior to the Games.

#### ELITE FACILITIES

Each venue chosen for training camps offered top facilities. Ponds Forge is home to some of the best diving facilities in the country, which includes a 5m depth diving pit with 13 diving platforms, play-back technology and dry-land facilities for training out of the pool.

The EIS Sheffield is the largest multi-sport EIS venue in the country. Covering five acres, it boasts a dedicated boxing gym which has been home to GB boxing for the last seven years – including Olympic champions Nicola Adams, Luke Campbell and Antony Joshua.

The Motorpoint Arena provided an ideal environment for the rhythmic gymnasts due to the large floor area and high ceilings required for their routines.

#### EASE OF ACCESS

Facility access was key to all the Olympic teams. Provisions were put in place by

SIV to ensure each venue and its facilities met their individual requirements and that they were able to use the areas of the venues they required for their stringent training programmes.

Some teams, including the Canadian synchronised swimmers, required closed sessions, so the operations staff had to ensure that these could be accommodated around SIV's busy and diverse programme of events and the needs of its customers to ensure minimal disruption within the venue.

During the US divers' final visit to the city before the Olympics in July, a large national swimming event was taking place in the competition pool at Ponds Forge, which meant the operations team had to ensure the two were able to take place side by side without infringing on the requirements of the US divers.

The diving pit was closed off from the competitors and members of the public. However, during the times when the US team weren't in training, the venue operated as normal to ensure the disruption for others was kept to a minimum. Security was also vital during the





Team GB diver Tom Daley at Ponds Forge



The diving pool at Ponds Forge offers a 5m diving depth



A Canadian basketball player in action



Canadian synchronised swimmers posing at the pool

training camps so each team could train without integration when required.

The SIV team liaised closely with the Metropolitan Police for security advice, including information about stewarding the venues and meeting vital risk assessments. This meant that the athletes and their teams were able to spend time at each venue safely and securely.

### INSPIRING THE NEXT GENERATION

Some of the international teams, including the Brazilian boxers and Chinese table tennis players, integrated with Sheffield-based athletes during their time in the city. The dedicated sporting areas at EIS Sheffield, including the table tennis hall and the boxing gym, meant the teams trained alongside one another in the open-plan facilities.

This interaction ultimately helps to create a long-term partnership between the squads, building a network around each sport which is vital to encourage future participation.

SIV's commitment to increasing community participation and inspiring the next generation of sports stars was

### SIV Venues

- Beauchief Golf Course
- Birley Wood Golf Course
- Concord Sports Centre
- Don Valley Stadium
- EIS Sheffield
- Graves Tennis & Leisure Centre
- Heeley Pool
- Hillsborough Leisure Centre
- iceSheffield
- Motorpoint Arena
- Ponds Forge
- Sheffield City Hall
- Springs Leisure Centre
- Stocksbridge Leisure Centre
- Tapton Park Golf Course
- Tinsley Park Golf Course
- Westfield Sports Centre

highlighted by the lasting partnerships created during the training camps.

A number of the teams, such as the US divers – including men's Olympic 10m platform champion David Boudia – held open sessions for members of the public and local school children, giving them

the chance to witness a training session with some of the world's top sports stars.

During their time at Ponds Forge, the divers spent time with youngsters from the City of Sheffield Diving Club, also based at the venue, by holding a master-class which enabled the up and coming divers to ask the team questions and gain advice about training and how they made it to the top of their game.

Many of these young people strive to one day stand on an Olympic podium and hearing how the top athletes of today started out, drives them further to want to achieve their goals.

The Russian rhythmic gymnastics team thanked the city for their hospitality by performing a routine at Sheffital – a celebration of sport and music, which took place at Don Valley Bowl in Sheffield during the Olympics.

Not only was this a gesture beyond expectations, but it also exposed the sport of rhythmic gymnastics to a local audience of thousands who otherwise may not have had the chance to watch the sport live. ●

According to report findings, swimming was one of the top five individual sports played in the past six months

## DRIVING UP

# SPORTS PARTICIPATION



While the original targets for the sports participation legacy of the London 2012 Olympics have long been abandoned, recent trends in playing numbers suggest the Games may have more post-event value as a platform for driving up activity levels than cynics might expect. Mintel's Amanda Lintott reports

**T**he latest research from Mintel into sports participation highlights how picking up on interest sparked by the London 2012 Games among young people will be crucial for all sports. Recent participation gains have been led exclusively by over-25s and government policy has switched to promoting sporting habits for life among 16- to 25-year-olds that will see governing bodies supported on a funding-by-results basis.

The research shows how the number of adults playing some sport in 2012 is expected to return to the 30 million mark – up more than a million year on year but still 2.5 per cent down on the last Olympic cycle's peak of 31 million. The key challenge for the market will be to avoid a repeat of the post-Olympic slump seen in 2009 – hoping that a Games held at home will help sustain interest in sport beyond the closing ceremony.

The report does however suggest the higher profile of the London 2012 Games and the (hopefully) better preparedness of governing bodies' participation programmes could deliver a bigger and more sustained uplift in playing numbers through 2013 at least.

Participation at the recommended level of thrice weekly has moved forward from a plateau of 6.9 million adults, but growth has been driven entirely by the over-25 demographic.

### Varied sport provision

Exploring how the market can encompass older participants, the report highlights the fact that with only a minority of clubs owning their own facilities, pressure on local authority leisure budgets is likely to force sport to look to a wider range of providers to improve the access to opportunity needed to grow the playing population.

Although two thirds of all sports participants take part at least once a month, only slightly more than a third of this group do so at the recommended healthy living frequency of at least three times a week. Indeed, one dilemma sports participation promotion faces is that the recreational play on which it focuses as the most enjoyable basis for most people's involvement may not lend itself to the three-times-a-week participation healthy living recommendations require – just as we may not want to go to the cinema three times a week, nor may we want to play three games of tennis a week either.

It may therefore be necessary for sports advocates and even governing bodies to cross-promote similar sports to entice recreational participants into playing a range of games that provide similar enjoyment benefits but offering a greater variety of physical activity.

## Favoured activities

The currently fastest-growing sports can be characterised as relatively low-cost and playable on the doorstep – such as cycling and athletics/running – or a short form of an established one (such as five-a-side football).

Exclusive research highlights the most frequently played sport. Fitness-focused sports that can be played on an individual basis and are readily accessible or require little organising are significantly more popular than any other type. The top five 'individual sports' played in the past six months are swimming (50 per cent), cycling (17 per cent), jogging (17 per cent), weight training and gym (15 per cent) and aerobics (11 per cent). Meanwhile, the most frequently played team sports are football (14 per cent), golf (7 per cent) and cricket (4 per cent).

Fitness-focused sports that can be played on an individual basis and are readily accessible or require little organising are significantly more popular than any other type.

### Number of sports played in the last six months, June 2011/June 2012

Base: 2,000 internet users aged 16+

	2011 %	2012 %	% point change 2011-12
1 sport			-2
2 sports	16	14	-2
3-4 sports	23	17	-5
5+ sports	15	13	-2
No sports	29	38	9

SOURCE: GMI/Mintel

TeamGB's cycling track and road race success could give the sport a new appeal with younger participants

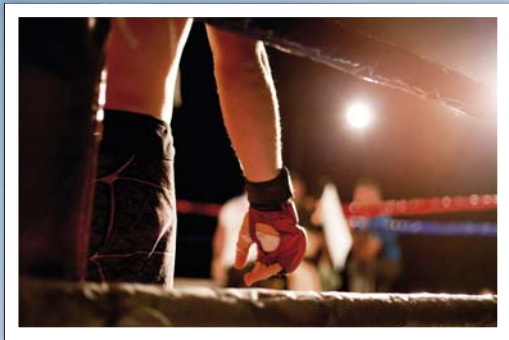


PHOTO: SHUTTERSTOCK.COM

Team and racquet sports have already moved to incorporate elements of individual and fitness sports' character into their own offer – such as keep-fit Cardio Tennis, the drop-in sessions of No Strings Badminton and the FA's 'find a kickabout' Just Play initiative – but these programmes need to roll out provision and awareness even more widely if they are to truly position themselves as part of the same doorstep fitness space.

One way of achieving this increase in awareness among would-be participants could be working more closely with other facility providers to enable these formats to be offered alongside standard swimming and other activities across the country's 6,000+ public and private leisure centres and health clubs.

**▲ Can the London Olympics buck the trend by fostering a culture of playing sport within its host population?**

Governing bodies could consider moving some degree of focus away from being providers themselves and acting in the same way as commercial exercise class creators by training leisure centre and fitness club personnel to promote and deliver their programmes themselves.

### Family connection

The report also highlights how new shared interests with kids are now out growing the back garden. Outdoor and alternative sports in general, and skiing/snowboarding in particular, are



PHOTO: SHUTTERSTOCK.COM



PHOTO: JACOBS/REUTERS/ISTOCKPHOTO.COM

➔ comparatively more popular among parents of children aged 16-18 than among other family groups. This may reflect parents of older, more independent children having more time to pursue their own sporting interests, or it may be that these sports are a means of finding shared interests at this particular stage of the family journey.

The recent phenomenon of 'middle-aged shred' that has seen the skateboarders of the 1970s and 1980s return to the parks with their teenaged (or younger) kids is one expression of this type of bonding opportunity, and one that is more sustainable than skiing interests that are – for the large majority – for family holidays only.

Of more mainstream sports with similar potential, cycling could have the standout opportunity on the back of British track and road racing success that could give the sport a new appeal to younger groups and persuade them to ride with the embarrassing dads in Lycra who will still be funding them to take up sport on a regular basis.



PHOTO: JACOBS/REUTERS/ISTOCKPHOTO.COM

Parents are encouraging their children to try out sports and activities they themselves enjoyed in childhood



### Issues going forward

The report concludes that the sports participation market faces both some old chestnuts of barriers to play and some newer, more holistic issues that can be equally restrictive on consumers' willingness or ability to take part.

Pressure on investment in public facility provision is unlikely to ease over the

Local authority leisure budgets are likely to force sport to look to a wider range of providers to improve access opportunities

short term, continued fragility of consumer confidence could keep all leisure spending under review, and finding time for sport will remain difficult for pre-family and family groups alike – the former by choice, the latter by necessity.

➔ NGBs could train leisure centre personnel to deliver their programmes  
 ▲ The spike in interest in sport, post-Games, depends on quality programmes

Alongside these, and to create growth in the crucial 14-25 segment in particular, sport will also have to address a number of more personal issues ranging from physical ability to play – and questions of body image that may affect perceptions of this – to the perceived need to wear the 'right' labels and use only 'fashionable' facilities for play.

The sports participation market is now about to find out whether the London Olympics can buck the trend set by all its predecessors and foster a new culture of playing sport within its host population.

The Games have always managed to create spikes in interest in participation and the one surrounding London 2012 looks likely to have risen earlier and have a longer tail than that seen around the 2008 Beijing Games.

The extent to which that interest is translated into higher participation rates depends on the quality and readiness of the programmes governing bodies have put in place to capitalise on the opportunity – and of consumers' willingness to overcome the personal barriers that discourage them from taking to the field, court or streets.

The government's new policy focus on reversing the drop-out rate seen within the 14-25 age group will give sports an added incentive to target the group most likely to be inspired by the Games, but success or failure will hinge on their ability to lower long-standing barriers to entry led by cost of participation and access to facilities, and some newer, less tangible ones such as body image and self-confidence. ●

# CHANGING TIMES?

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PHOTO: S&amp;P ARCHITECTS



PHOTO: S&amp;P ARCHITECTS

Timber roof cassettes improve the acoustics and look decorative in both the swimming pool and the fitness studios

## TOP OF THE PODS

S&P Architects' Ron Wallwork explains why The Pods, which opened in Scunthorpe last year, is a truly innovative example of leisure centre design



### How did you get involved with the North Lincolnshire Sports Academy – or the Pods, as it's more commonly known?

Designer Andrew Wright won the RIBA competition set by NLC and Yorkshire Forward in 2006. He had teamed up with Buro Happold for their structural expertise, us at S&P for our knowledge of sport and leisure buildings and Grant Associates for their landscaping skills. However, at the planning stage Andrew Wright Associates withdrew from the project, and so we took the lead to deliver the building.

### What was your brief?

North Lincolnshire Council, together with the regional development agency Yorkshire Forward, wanted an iconic building that would help to regenerate the Central Park area in Scunthorpe and open it up to visitors.

There was backing for a very progressive leisure centre design – they were certainly looking for something much better than the standard crinkly tin shed.

### What was the inspiration for the design?

Andrew Wright's design consisted of a series of interconnecting domes – using similar organic construction forms to the Eden Project in Cornwall – to create a building that would form itself out of the landscape in a very natural and organic way.

It was designed to be an environmentally-friendly building that brought together both leisure and wellness concepts within the natural forms of the building.

### THE TEAM

Architect: S&P Architects  
 Concept Designer: Andrew Wright Associates  
 Construction: Bomer and Kirkland  
 Structural engineering: Buro Happold  
 Landscape Architects: Grant Associates  
 Cost of complete project: £21m  
 Funded by: North Lincolnshire Council, with contributions from Yorkshire Forward (£8M) and Sport England (£750,000)

### How would you define a 21st century sports centre?

You have to create a socially-responsible building that gives the community something that they can really value and that they want to visit. They should not be overpowering or noisy places – as many have been in the past. They should have a much more natural, tranquil feel, in line with the growing market for more esoteric pursuits such as meditation and yoga and the focus on individual wellness.

We had a very creative brief for the Pods and in many ways it's a one-off building – but at the same time the design reflects very much the way things are going.

### Can you describe some of the technical innovations used?

This type of building would not have been possible 10 years ago. It's one of the first leisure buildings in the UK to be built using a free-form geodesic design, where the structure is formed from connecting glulam (glued composite timber) beams to form an irregular triangular shell grid. It's inspired by the structure and connectivity of soap bubbles.

The structure uses steel cylindrical nodes with a number of metal plates set at different angles to receive the beams, which are all of different lengths. It was possible structurally with advanced computer technology now available to calculate all the forces from the model and for that information to be readily transferable from CAD (design) to CAM (manufacture). This allowed great freedom to explore all the exciting 3D possibilities.

We were able to create interlaced domes exceeding 50m spans, with the building area exceeding 5000sq m.



#### INSIDE THE PODS

The Pods opened in July 2011 after an 18-month build. Facilities include:

- Open reception area
- Six-court sports hall
- Split-level gym
- Two fitness studios and a health suite
- 25m competition pool and a learner's pool
- Café with outdoor terrace
- Creche

#### What were some of the challenges of the project?

By its very nature, a sports hall is like a shoebox – so one challenge was to make the spaces work. In spite of its unusual shape, every inch of the building has been utilised.

It's been designed so that wherever you are in the building you can see the timber roof. We wanted to keep it as open and as visual as possible. Yet at the same time the curved shapes and exposed timbers make it feel very womb-like and comforting.

We also had to address the issue of noise in such an open space, so we worked with the construction team to design timber-slatted cassettes that fit the roof panels and improve the acoustics.

#### What aspects of the design most please you?

We had the issue of finding a suitable roof covering for the domes. Ourselves and specialist roof contractors developed a single-ply membrane solution that fitted over the whole of the roof structure, creating a waterproof layer. So developing a weldable batten allowed us to fit a number of different rainscreen roof coverings without having to penetrate the waterproof membrane.

The dome finishes are very varied – one is covered in green sedum, one is metal clad, two have timber shingles, the sports hall has a plastic roof and the entrance dome is glazed. So each dome has a different exterior expression. It also serves to bring the building down to a more organic human scale. Standing outside, it's impossible to tell its size. It looks much smaller than it should, given what it contains.

#### Have there been any surprises along the way?

All the structures have come together to create wonderful interior spaces, some of which we did not even anticipate would exist

– there's a serendipitous element to all of it. The organic forms of the building create their own fun.

#### What are the project's eco-credentials?

We have natural ventilation throughout the building where possible, and insulation is twice that required by building regulations. We've also installed a biomass boiler that uses wood chips to heat the leisure centre, and the building's design also allows for grey water recycling so that the water from the showers can be used on the sedum roof as well as on the building's surrounding vegetation.

#### How did you approach the outdoor design?

The rejuvenation of the surrounding Central Park was led by Grant Associates from Bath.

Nature is a central part of the design and very much in keeping with the concept of wellness. The domes sit in a lagoon, and an outdoor wildlife corridor has been created with trees, wild flowers and bird boxes, which will hopefully attract different species to the area and be a place the whole community can enjoy and learn from.

#### Where do you find your inspiration?

I keep up with all the exciting developments around the world, and love that we can create fantasy worlds that surprise and delight. It's very different to creating civic buildings – with leisure design you think out of the box. ●

This feature was recently published in Sport Management's sister magazine – Leisure Management



Was there a single person in the UK who didn't get fired up by London

2012? But will cheering from the sofa translate to participation? And, if so, will there be the opportunities? Kath Hudson reports



## GRASSROOTS SPORTS IN LEGACY MODE

**W**ith the hosting of London 2012, Great Britain set out to do what no other Olympic host nation has managed before: to inspire hundreds and thousands of people to take part in physical activity, for a lifetime.

One of the first 'legacy in action' initiatives was the Join In weekend, on 18 and 19 August. Set up by the organisers of the London 2012 Olympic Games, with a £2m government grant, this event was the first of its kind. Almost 6,000 clubs opened their doors and events were organised for free.

However, as the glow of the Games begins to fade, will London 2012 have encouraged people who haven't done any sport for years to dig out their hockey sticks, oil up their bikes, join a gym or even branch out into a new sport? The national governing bodies of sport

(NGBs) are playing a key role in delivering the legacy so I spoke to a few about their plans going forward.

### CYCLING

With eight Olympic golds and a Tour de France winner, cycling's popularity has, unsurprisingly, exploded. In the month after Bradley Wiggins was the first ever Briton to win the Tour de France, 4,000 new members joined British Cycling, enquiries to velodromes surged and online interest in British Cycling's website increased fourfold.

British Cycling has been working hard for the past few years to boost participation, organising free community bike rides, mass participation city events and organising and backing competitions, including the Fully Sussed mountain bike round, in the South West. Going forward, there are plans for more of

Go Canoeing offers starter sessions and guided tours



the same, including the Go-Ride Games, aimed at cyclists under the age of 16.

In the next few years, the facilities built for the Olympics will be expanded to include a road circuit and off road trails. Plans are underway to secure a long-term future for the road and MTB facilities at Hog Hill and to create a sustainable mountain bike facility at Hadleigh Farm in Essex.

### CANOEING

The Team GB canoeing squad exceeded its targets, bringing home four Olympic





Explore Rowing has opened the sport up for everybody

## ROWING

British rowers were on fire at the Olympic Games, with nine medals, which sparked a rise in interest, with almost 28,000 people searching on line for their nearest club during the Olympic period.

British Rowing is working hard to overcome the sport's traditional stereotype to give everyone the chance to try the sport, no matter what age or background. The Explore Rowing programme was launched in 2011 to make it possible for anyone to get into rowing through their local club and is suitable for complete beginners. Explore Rowing sessions are now taking place at 550 affiliated clubs nationwide.

The RowActiv App has also been launched to encourage casual gym users to get into indoor rowing to bridge the gap between gyms and water, and includes expertly designed training programmes.

medals, two golds a silver and a bronze – making London 2012 its most successful Olympics yet. These successes certainly didn't go unnoticed with more than 160,000 people having watched the canoeing events live and millions more on TV.

To maximise exposure and the Games legacy, the Canoe England participation team delivered canoeing at the specially created live site events prior to the start of the Games in 11 cities across England, and had a strong presence at the Games venues themselves. As a result, 35,000 people were introduced to the sport and this has led to a fourfold increase in people looking for canoeing clubs. The British Canoe Union hopes to support the increased levels of demand through its Go Canoeing programme, which is offering local starter sessions, guided tours, events and information on where to go and how to get started.

## HOCKEY

GB Hockey and England Hockey have been proactive on the legacy front, with a number of imaginative initiatives, including two miniature hockey pitches outside the Olympic hockey stadium for spectators to have a go: 30,000 did.

Prior to the Games, GB athletes visited schools as ambassadors; npower's Big Dribble visited 40 towns in 18 days, getting the public to pick up a stick and dribble. Over the two weeks of London



30,000 people tried out hockey on miniature pitches set up outside the Olympic venue

Coaches are key to elite success, so anyone inspired to coach can undertake training at no cost to themselves this year, as UKA is underwriting the cost of module-based coaching

2012 and the following three weeks, 600 venues around the country offered 20,000 opportunities for children and adults to try the sport. On the first weekend of September, hockey clubs opened their doors to new members.

Since the Games, hockey clubs are reporting excellent interest in people

wanting to come along and the GB Hockey website saw a 600 per cent increase in traffic during the Games.

## ATHLETICS

In preparation for the surge in queries post-Games, UK Athletics made free taster sessions of athletics widely available ▶

► across the UK, as part of the Startrack initiative, to allow aspiring young athletes to have a go.

The athletics teaching resource, Elevating Athletics, has been provided to schools across the country for free. They comprise lesson plans, guidance sheets, instruction posters and ongoing downloadable resource cards, to empower teachers to run athletics sessions for all age groups.

Coaches are key to elite success and anyone inspired to start coaching can undertake training at no cost to themselves, for the next year, as UKA is underwriting the cost of module-based coaching.

### BOXING

The Amateur Boxing Association (ABAE) expects GB Boxing's Olympic success, especially the performance of Nicola Adams, as boxing's first female British Olympic champion, will see an unprecedented level of interest in the sport.

An Olympic Legacy Line has been launched, where people of all ages can register their interest and find out more about the sport and how to get involved.

Earlier this year, ABAE launched a programme for university students, Uppercut, and a new competition for women, the Women's Box Series, both of which are aimed at providing a positive and supportive experience of competition and which will help improve the talent pathway.

A new fitness product, BOX, will be launched in the autumn, which aims to provide people with an opportunity to

The Women's Box Series provides a positive and supportive experience



take part in fitness studio-based boxing. The ABAE will train qualified gym and fitness instructors to deliver a range of BOX sessions, which encourage the retention of participants through increased variety and progression.

### SAILING

With Ben Ainslie achieving his sixth Olympic gold, sailing was in the spotlight again at the Games. The Royal Yachting Association (RYA) is looking to bring sailing to more people, no matter where

they live, through its Sail for Gold Programme. The NGB will also be working with clubs and centres post-Games to run 'have a go' sessions and open days.

RYA regional development officers are working with clubs to provide guidance on how to increase and sustain their membership with regular visits and workshops. The OnBoard scheme is aimed at teaching youngsters to sail through schools, clubs, training centres and youth groups, while under 15s can learn to windsurf at local Team15 sessions.

The OnBoard scheme helps young people to learn to sail



### MY EXPERIENCE

Buoyed by the success of our Team GB sailors, I decided to try sailing as my post-Olympic sporting fad and booked a lesson, near Falmouth, on the waters where Ben Ainslie learned.

Conditions were perfect: blue skies and a force three wind. Apart from a nervous moment when one side of the boat dipped into the water mid-tack and the instructor had to swiftly let the sail out, it was easier than I was expecting.

Although I have neither the time nor the money for my own boat, on the basis of the taster session, I'd like to do the RYA course. This would qualify me to hire a boat, which would be great fun for special occasions.

Mo Farah (centre) with children from UKA's Startrack initiative



## VOLLEYBALL

London 2012's iconic beach volleyball events at Horse Guards Parade did wonders for increasing the profile of the sport, in standard, sitting and beach volleyball format.

Leading up to and beyond the Games, Volleyball England's Go Spike campaign is aimed at increasing participation in the sport by creating more facilities and running free taster sessions. LOCOG has donated 4,000 tonnes of sand from the temporary beach volleyball courts at Horse Guards Parade to sports venues across London and the South East in a bid to increase interest and participation.

## GYMNASTICS

Team GB gymnasts exceeded all expectations to claim four medals, so interest in the sport has never been higher.

British Gymnastics (BG) has launched a range of products and programmes to help increase capacity and cater for increased demand following the Games. Development officers are working with clubs and other providers, to deliver support to implement these initiatives, particularly satellite clubs, facility developments and bursaries for coaches and clubs.

A key focus for gymnastics is retaining gymnasts in the sport for longer. This will be mainly achieved through the participation programme 'gymnastics for all' that is providing new and relevant gymnastics opportunities for various age

'Gymnastics for all' provides opportunities for all ages



groups. This includes the development of exciting activities such as freestyle gymnastics, festivals and cheerleading.

## EQUESTRIANISM

Horse riding's profile was given a boost with the record breaking performances at both the Olympics and Paralympics. The British Equestrian Federation (BEF) is hoping this will encourage new people to take up the sport and win back former horse riders.

Extra funding for the BEF's Hoof has allowed for a national roll out



Hoof, the equestrian legacy brand of the BEF, is particularly focusing on children, women, disadvantaged children and people with disabilities. It's already been rolled out across London and has attracted funding to increase riding opportunities, raise standards and identify opportunities to aid growth in the sector. The success has led to a further eight regional networks. The BEF is also promoting its Take Back the Reins initiative, to help lapsed riders get back on the horse. ●



# EVERYONE FOR TENNIS!



After the success of the Paralympic Games, the Dan Maskell Trust is embracing the new-found momentum of disability sport by increasing wheelchair tennis opportunities and encouraging long-term participation. Gilly English, executive director of the trust, explains

**P**ivotal' describes the phenomenal success of the London 2012 Paralympic Games. How we in the UK, and indeed how the world views disability sport has changed forever.

Along with able-bodied sport, disability sport in the UK experienced the red carpet treatment in 2012. An earmarked £8m of funding from Sport England's Places People Play programme was boosted with a further £2.8m fund to help

increase both participation and inclusivity at the grassroots and the spotlight also shone on the long-standing passion and expertise which underpins disability sports organisations around the UK.

At the elite level, the UK has a strong tradition in Paralympic sport but with only 17 per cent of disabled adults playing sport every week, there's no doubt much more needs to be done to boost overall participation. This point was the

focus of the government's first Disability Sport Summit in April this year, when the then Culture Secretary, Jeremy Hunt, called for the sport sector to up its game in attracting disabled people into sport.

He said: "In the year that the Paralympic Games come home, I want to see a transformation in sport for disabled people. Now is the time for everybody to up their game, creating real sporting opportunities for disabled people."

## Funding tennis opportunities

One disability sports charity that is keen to embrace the momentum is The Dan Maskell Tennis Trust (DMTT). Set up in 1997, and named after the late Dan Maskell, affectionately known as the 'voice of Wimbledon', the trust raises funds to support people with disabilities who want to play tennis. Although tennis isn't the only synergy between Dan and the trust, as he was also passionately interested in the rehabilitation of disabled people following his work as the RAF's first ever rehabilitation officer.

The four key areas within which the DMTT offers support are:

- Providing specialist wheelchairs for individuals, clubs, special schools and centres running disability programmes
- Providing equipment/coaching kitbags for coaches, clubs, special schools, disability groups and associations
- Grant-aiding disability groups, associations, programmes and individuals with a disability with financial aid towards tennis expenses
- Supporting disabled tennis players and appropriate programmes

Tennis is an inclusive sport and disabled people can take part in any tennis activity. In particular, wheelchair tennis integrates very easily with the able-bodied game, as it can be played on any regular tennis court, with no modifications required to rackets or balls. The only



In 2007, Gordon Reid became Britain's youngest Men's Singles National Champion

difference is that players are allowed two bounds of the ball.

Alongside wheelchair tennis, deaf tennis and learning disability tennis can be played on regular tennis courts. Only blind and visually-impaired tennis is played on a smaller-scaled court – using smaller rackets and an audible ball.

## Opportunity knock-a-bouts

As executive director of the DMTT, I've worked in tennis for more than 30 years and know only too well the

opportunities that exist to improve participation rates in disability tennis.

From the period 2005 – 2010, we received an 800 per cent increase in the number of applications we received for grants and equipment from clubs, schools, organisations and individuals. Significantly, the number of applications from individuals was exponentially far in excess of those from clubs, schools and organisations.

We know there are more than 20,000 people with a disability playing tennis



The London 2012 Paralympic Games raised the profile of wheelchair tennis to many spectators and would-be players



Quad doubles silver medalists Peter Norfolk (right) and Andy Laphorne



➤ at least once a week but clearly there is the scope to significantly increase this figure. Tennis currently ranks as the tenth highest sport in the UK in terms of participation rates for disabled people, which is the same position for non-disabled people playing tennis.

Sport England's chair, Richard Lewis, would no doubt agree. He said: "Our goal is to get many more disabled people playing sport and we can only achieve this through a changed approach, one where sports bodies integrate the sport on offer to disabled and non-disabled people as far as possible."

### Combined approach

The DMTT works closely with the Tennis Foundation and the Lawn Tennis Association (LTA), the national governing body responsible for disability tennis in the UK. One of the latest initiatives will be the provision of 60 specially-adapted wheelchairs for use at 14 UK sites, as part of the Disability Development Programme that the Tennis Foundation is driving forward.

Wheelchair tennis is one of the fastest growing wheelchair sports in the world and at an elite level, Britain has achieved and maintained a high level of success. Encouraging access to the sport through regular wheelchair sessions

Disabled people are much less likely to play sport as a club member, to receive sports tuition or coaching or to have taken part in organised competition

and providing the opportunity to use specially-constructed wheelchairs pays dividends as Mike Bishop, sport manager for Kent County Council, can testify.

"We now run two monthly wheelchair sessions in Kent and added a third to this programme from September 2012," he explains. "Each session runs for two hours on a Sunday and between them they have attracted 24 people to play regularly. One of the players was already known to the GB squad but three others have gone on already to play in the nationals and other tournaments around the country. None of this would have been possible without the support of the Dan Maskell Tennis Trust and its funding stream to provide tennis wheelchairs, of which we are now proud owners of four," he says.

"Throughout this development, we've written a 10-year plan for the sport in Kent and anticipate that the London 2012 Paralympic Games have given the sport an even bigger boost going forward."

Another group the DMTT has supported is The North East Visually

Impaired Tennis Club which meets at the Sunderland Tennis Centre. Adele Waterfall-Brown, chair of the club, said: "Everyone in our group is either visually impaired or registered blind but we love to play the game. The club offers coaching and competitions and the player feedback has been outstanding," she says.

Club Treasurer, Paul Martin, said: "I got involved because I am visually impaired and wanted to try out a new, competitive sport. I've also competed in football, athletics and cricket. Anybody who enjoys sport would understand that you can work around a disability."

### Adapted game

Also known as Sound Tennis, both singles and doubles matches are played using shorter tennis rackets and an audible foam ball that is slightly larger than a tennis ball (it has a table tennis ball at its centre containing ball bearings which enables the ball to rattle). The reduced court dimensions required often means the game is played on a badminton court ➤

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The Dan Maskell Trust raises funds to support disabled people who want to play tennis and is keen to encourage applications for grants from disabled tennis providers



using a mini tennis net, with the doubles tramline as the boundary. Two bounces are allowed before a visually impaired player must hit a return and three bounces are allowed if the player is totally blind.

The Paralympics have undoubtedly inspired a generation of new able and disabled people to take up a sport. Quad wheelchair tennis world number one Peter Norfolk missed out on winning his third successive gold medal but took a tremendous silver in the Quad Doubles with partner Andy Laphorne.

Norfolk is closely associated with the DMTT as his company is its official wheelchair supplier. He was struck down in a motorbike accident aged 19 and broke his back and shoulder blades. A self-confessed sports addict, being confined to a wheelchair didn't stop him playing sport. He came across wheelchair tennis on a visit to Stoke Mandeville Hospital and immediately knew it was the sport for him. "I simply went along to my local tennis courts and I was lucky that I found a coach who didn't see any boundaries. The wheelchair was a not a hindrance, it

was a challenge to me. The chair is 60 – 80 per cent of your game. If you've got your chair set up right, it's like a Formula 1 car. With your body set into that chair, every time you move it will go where you go, so it's really an extension of your racket arm. Twenty years ago, we didn't really have sports chairs. Playing in a day chair in those days was a bit like running a marathon in clogs," he says.

### Growing the game

According to Norfolk, wheelchair tennis now has sanctioned events at all four Grand Slams and the NEC Wheelchair Tour boasts 150 events in 36 countries around the world. However, he'd still like to see the sport more visible and being played at all local tennis clubs and facilities – with the same performance pathway as the LTA has for juniors.

"The more wheelchairs we have for new players to try out the sport, the more we will be able to grow the game," he says. "I have been very lucky to achieve extraordinary things in wheelchair tennis and to be able to motivate new players and keep promoting wheelchair tennis is one of my goals.

"I would hope we will be able to maximise the new Eton Manor tennis site [a Paralympic venue] for some exciting wheelchair tennis tournaments and, of course, I would urge all those in a position to do so, to capitalise upon the exposure the Paralympic Games has brought to our sport."

The Dan Maskell Tennis Trust is keen to encourage applications for grants and support those looking to develop tennis for disabled people. Many of the statistics about disabled sport offer a challenge; disabled people are much less likely than able bodied people to play sport as a club member; they are much less likely to receive sports tuition or coaching or to have taken part in organised competition. However, from what we see as a very positive perspective, 14.4 per cent of disabled people would like to do more sport and more than 75 per cent of those who wish to do more sport are currently undertaking zero sessions of sporting activity. ●

*For more information about the criteria for applications to the DMTT, email Gilly English: danmaskell@sportwins.co.uk The next meeting of the Trustees is 7th November 2012 and closing date for applications is 17th October 2012*



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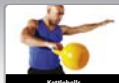
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# Building partnerships for effective sport provision

Academics and sport and physical activity practitioners met to discuss sporting legacy at the recent European Sports Development Symposium at Sheffield Hallam University. Chris Cutforth reports on some of the issues discussed during the one-day event

**A**s the London 2012 Olympic and Paralympic Games were drawing to a close, Sheffield Hallam University's Academy of Sport and Physical Activity was quick off the mark in hosting the latest European Sports Development Symposium.

Entitled 'What Next for Sport and Physical Activity? – Building partnerships between universities and industry professionals', the event brought together more than 100 academics and sport and physical activity practitioners from across the UK and Europe to address some of the opportunities and challenges that lie ahead for the sports sector. Delegates were also encouraged to learn from existing academic and practitioner collaborations and forge similar link-ups in the future.

During the event, keynote speakers representing the diverse constituencies

of academia, sport development, physical activity and health provided delegates with thought-provoking presentations, which were supported by an extensive workshop programme.

## WHERE WE ARE NOW

Barrie Houlihan, Professor of Sports Policy at Loughborough University, began the debate by outlining the social and political context affecting sport and physical activity in the medium and long term. He emphasised the key social and demographic changes taking place in the UK, notably the expanding ageing population, the increase in lone parent families, rising unemployment among the 16-24 age group, and the growing levels of income inequality.

He also highlighted the fact that disposable income will continue to fall

among most social groups in the UK for the foreseeable future. He summarised these changes by stating that in the medium term people in the UK will be on average older, poorer and living in a more ethnically diverse society.

He then turned his attention to the possible policy implications from the UK's outstanding success at the London 2012 Games, suggesting that it may lead to a distortion in sports policy towards 'inspiration' and continued support of the elite sport system rather than a more balanced and holistic approach.

Concerns were expressed that inspiration alone is not enough. He said that it needs to be supported by a renewed commitment by government to physical education/school and community sport and a more joined up and integrated approach to sports policy across the three



The Olympic legacy can be achieved by balancing focus on elite and community sport

PHOTO: GETTY IMAGES



GPs need to better understand and promote the fitness prescription message

policy strands: PE and sport, community sport and high performance/elite sport.

Houlihan also questioned whether national governing bodies of sport (NGBs) are best placed to deliver sustained increases in sports participation; a point which seemed to find favour with many of the delegates.

He finished by offering his views on Prime Minister David Cameron's Big Society concept and provided two contrasting views: the optimistic view emphasised, among other things, its potential to encourage greater engagement and participation by individuals and local civil society organisations (including sports organisations); while a more pessimistic view described it as little more than a smokescreen for reductions in public expenditure and a slimming down of the state.

Houlihan suggested that it will be the groups with non-standard needs (families, women and the poor) and those who live in less affluent areas who will suffer most because the voluntary sector will not have the capacity to fill the gap left by reductions in public services (including sport and recreation services) traditionally provided by local authorities.

## PHYSICAL ACTIVITY AND PUBLIC HEALTH

The founder of Walking for Health, the Green Gym and Intelligent Health, Dr William Bird – a practicing GP – gave a fascinating insight into relationships between physical activity and public health.

Backing up his arguments with evidence-based medical research, he suggested that physical activity must be viewed by the medical profession as important in its own right, as it has the potential to be the primary contributor to the delivery of positive public health outcomes. "It's more healthy to be fat and fit than thin and unfit," he stated in



We need a seamless system between, school, community and elite sport

Sport must be packaged in different ways that are non-threatening, fun and delivered in a non-traditional manner to secure a significant proportion of the public health budget

a message, which he said was not widely understood among health commissioners.

Talking directly to the sports practitioners in the audience, he suggested that for sports organisations to have any reasonable chance of securing a significant proportion of the public health budget, the bar must be lowered to encourage new people to be active in sport. For this to happen, he said: "Sport must be packaged in different ways that are non-threatening, fun and delivered in a non-traditional manner".

Bird then turned his attention to the importance of evaluation in securing funding from public health. "The quality of evaluation has to be of a high enough standard to count," he stated, "which

lays down a challenge for academics and practitioners carrying out evaluation of sport and physical activity programmes."

## CONTINUING PROFESSIONAL DEVELOPMENT

Sean Holt, CEO of the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA), made an impassioned plea to the delegates, and through them to their employers, to support the development of the institute. In particular he encouraged the industry to continue to commit time and funding into continuous professional development (CPD) during this period of austerity – using the CIMSPA professional development framework as a tool.



Chris Cutforth (left) with some of the conference speakers at this year's ESDN event at Sheffield Hallam



Key demographic changes in the UK include the expanding ageing population

PHOTO: SHUTTERSTOCK.COM

➤ He identified a number of significant challenges currently facing the sport and physical activity sector including:

- How do we attract and retain the best talent?
- How do we reconcile the number of graduates to the current and future jobs market?
- How do we ensure that universities produce graduates with the right mix of knowledge, skills and personal attributes needed by employers?

Holt called for greater flexibility in university provision; including a better mix of academic and vocational courses and qualifications, more opportunities for part-time study and distance learning, the introduction of work-based degree courses and greater exploitation of digital technology to enhance learning and development.

### SPORTS DEVELOPMENT POST-2012

Steve Nelson, representing the County Sports Partnership Network, discussed the challenges of delivering a meaningful London 2012 sports development legacy – calling for three key things to happen:

- Better joined up marketing, communications and data sources for sport
- Greater clarity and simplicity in the sport system with clearer roles and responsibilities for key sports organisations; including NGBs, Sport England, county sports partnerships and their local delivery partners
- For the consumer: a more integrated and seamless system between school, community and elite sport which creates opportunities for people from more diverse backgrounds to participate, progress and fulfill their potential in sport

### WORKSHOP MESSAGES

Delegates were able to attend four out of 24 workshops covering a wide variety of sport and physical activity topics. These were delivered by a range of academics and sport and physical activity practitioners. Key messages to emerge from the workshops included:

- Turn the Olympic legacy dream into reality by addressing the perceived imbalance in favour of elite rather than community sport, thinking beyond NGBs and focus on engagement – not just competition
- Increase dialogue between sports and health professionals for mutual benefit
- Use an evidence-based approach to commissioning at the local level
- Exploit the enormous potential which exists for young people to volunteer in local sports programmes
- Training and CPD is required for current and future senior leaders to address the leadership deficit which currently exists in the sector
- Replace anecdotal evidence with robust measurement frameworks

### MOVING FORWARD

In conclusion, the 2012 ESDN Symposium provided an important forum to highlight the key opportunities and challenges currently facing the sector. The important thing now is that appropriate actions are taken by key agencies and individuals; also that academics and practitioners continue to work together, and in so doing, make a substantial contribution to the London 2012 legacy. ●

*Chris Cutforth, senior lecturer, Academy of Sport and Physical Activity, Sheffield Hallam*



Young people, including HE and FE students, should be encouraged to volunteer in sport

PHOTO: SHUTTERSTOCK.COM



# SPATEX 2013



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architects are as necessary as the person who digs the hole. Costs are also a huge consideration when specifying and managing projects. Electricians, brickwork, plastering, tiling, water treatment and plant; these are the inner workings of what makes a successful leisure project.

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of the world's largest swim teaching and lifesaving organisations, who deliver high quality training across four key business areas - Swimming Teaching, Lifesaving, First Aid and Leisure Management.

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Left: Dury when he first set out in groundscare. This pic: Dury worked on the cricket pitch at Nottinghamshire's Trent Bridge ground

KAREN MAXWELL TALKS TO PETER DURY – INVENTOR OF THE ORIGINAL SYNTHETIC-TURF NOTTINGHAMSHIRE CRICKET PITCH – ABOUT HIS TREND-SETTING SERVICES TO GROUNDSMANSHIP



## PETER LK DURY MBE

### How and why did you join the groundsmanship profession?

I played cricket as a teenager and represented Nottinghamshire Boys and Derbyshire Boys while still at school, before joining Nottinghamshire County Cricket Club in 1951.

When I returned to Trent Bridge after doing my statutory four years' of National Service however, the coach told me that I wouldn't make the grade as a regular club player. That's when I turned my attention to groundscare.

I became a member of the National Association for Groundsmen, [now the Institute of Groundsmanship (IOG)], as one of the ground-staff at the British Celanese sports ground – a commercial firm now called Courthalls – where preparing and maintaining the square became my responsibility. I played football and cricket for British Celanese and developed my practical groundsmanship experience.

Having then joined Derby Parks on general maintenance, I attended technical college to learn the theory behind my chosen career. My big break came when I took the role as head groundsman at Southport and Birkdale Cricket Club, in Merseyside [or what was then Lancashire

County Cricket Club's second ground] – where I stayed from 1961 to 1965.

I moved to Nottingham County Council's Education department in 1968, after local government posts in Nuneaton and Huntingdon, where my role was to build and maintain sports surfaces across the county's playing fields.

As the turf industry progressed it was obvious to me that proper standards for the way pitches performed needed to be in place

### How did you acquire your groundsmanship skills?

Having become a member of the IOG, I started to learn my trade in Sports Ground and Landscape Management at Derby Technical College. I then embarked on some self study when I moved to Nottinghamshire County Council in 1968, as county playing fields officer, and became

the fourth person in the country to be presented with the Institute of Groundsmanship (IOG) Diploma in Turf Culture and Sports Grounds Management.

It was around this time that I got involved in producing performance standards – for both natural and synthetic turf. In fact I believe that it was due to my time progressing both national and international performance standards that I was awarded an MBE for services to groundsmanship earlier this year.

### How have groundscare procedures changed over the years?

Nowadays procedures are way ahead of what they were when I first started out. We make more use today of highly technical machinery and materials; for example sand is used in the pitch construction and synthetic fibres are used to stabilise natural turf pitches.

During my groundscare career, Nottinghamshire County Council has been very open-minded about allowing me and my team to develop a variety of different pitch constructions, based on sand or equivalent materials. In fact, our team was involved with the first floodlit cricket pitch at Stamford Bridge in 1981.



(Left to right) Peter LK Dury; David Dury; Harry Brind – former head groundsman at the Oval; and Bob Carpenter former Notts County Council employee

Dury has been awarded many accolades during his career in groundsmanhip



This was a full artificial pitch that was actually laid on sand.

Regarding the early forms of synthetic turf, I remember the synthetic brand Astroturf coming to the UK, the first sand-filled product I had seen.

Originally this pitch system was always laid on concrete – although I figured that by putting a mineral surface on the base of the synthetic pitches it would offer better performance.

I had also been working with the England and Wales Cricket Board (ECB) as a pitch consultant since 1974 and set up the Better Pitches Committee in 1981. During this time I was particularly interested in some of the sports turf research conducted in Holland and Belgium.

As the turf industry progressed it was obvious to me that proper standards for the way pitches performed needed to be in place. When we started in 1981 we only had standards for ball bounce and pace across the surface. We ended with standards for 26 other pitch characteristics when I retired in 2008.

#### What characteristics did synthetic turf offer?

Basically in Cricket it provided a slower

pitch, with more consistent performance in the early days when sand and rubber was used as the underlay; great for coaching. We then experimented on performance results using other in-fills and introduced pitch fibres in the sand above the pitch for football and below the pitch for cricket.

#### How were these systems promoted?

Altogether we developed around 22 systems for Nottinghamshire County Council and the council CEO, Arthur Standford, wanted to sell these systems to other local authorities with similar turf needs. During the first four years, the council worked with two existing private companies with varied success; then appointed a single company that was set up for this purpose – Notts Sport – which later purchased the designs and patents from the council.

These companies could see the potential for selling these surfaces across the sports sector. In fact my former deputy county playing fields officer still installs these systems for Nottinghamshire County Council today.

**You've been awarded many accolades during your grounds care career: an IOG Long Service Award, an Honorary Doctorate for Services to Turf from Essex University, the National Playing Fields Association (NPFSA) Presidents Award and most recently an MBE for Services to Groundsmanship – can you offer any tips regarding best practice?**

Having tried to work using 'best practice' for my entire career, culminating in consultancy for ECB, The National Playing Fields Association and Sport England at the National Sports Centres; one thing I learnt early on in my career is that you've got to delegate with clear instructions on what standard of performance in task you expect, rather than try to do everything yourself.

And of course you need to get the best team possible around you to achieve best results. You get out what you put in – as with all relationships! ●

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# SMOOTH OPERATOR

Abigail Harris takes a look at software that's transforming the way leisure facilities function – from reducing staffing costs to saving the environment

**T**echnology has become so ingrained in our everyday lives that we no longer marvel at its capabilities, we simply take for granted the software specialists who develop clever programmes that mean we can pause and rewind live TV, talk face-to-face with someone in Australia for free, and swipe through a leisure centre reception area without saying hello to a soul.

Nevertheless, the capacities that are coming through nowadays are fundamentally changing the way leisure centres do business. This feature looks at two recent innovations.



Today's members tend to be more at ease dealing with technology

## TIME'S UP, LIGHTS OUT

At Gladstone Health and Leisure, a team of 22 experts work in research and development to enable leisure operators to run their businesses more efficiently.

When sportscotland's National Centre Inverclyde began using Gladstone Health and Leisure's Energy Manager software

10 years ago, they were confident it would help with day-to-day energy saving. However, little did they realise the true impact it would have on the business' bottom line.

The facility provides a centre of excellence for top sports people, national squads and governing bodies, as well as the general public. Its impressive set-up includes outdoor football and hockey pitches; tennis courts and golf; as well as an indoor gymnastics hall; badminton, basketball and squash courts; a fitness suite; studios; a sports injury clinic and a human performance lab.

Gladstone's Energy Manager works by integrating the bookings management system with the electrical supply to automatically switch on and off utilities such as lighting, heating and air conditioning before an activity is due to begin and when a booking ends, reducing energy consumption and minimising light pollution from outdoor facilities.

At sportscotland's National Centre it's also used to control the sauna, which has relatively low usage. The sauna can be left switched off, saving money, without



Facility managers can better control the length of a pitch booking via automated lights



Budget operator Fresh Fitness uses wrist bands (left) that allow for cashless payments in the clubs

- ➔ staff needing to remember to turn it on 30 minutes before each booking to warm it up for customers.

As a result of implementing Gladstone's system, the National Centre reduced its lighting costs alone by 12 per cent – around 300 fewer hours of lighting every month.

Helen Walker, admin and business development manager at the facility, says: "Our initial sign-up was all to do with energy saving, as so many people forgot to turn the lights off at night. Without a doubt the software has reduced wastage and costs and has helped to demonstrate our commitment to be an environmentally-friendly facility."

"But it wasn't until the software was installed that we realised there would be other, far-reaching benefits." These include a significant fall in unpaid use, a tangible saving of staff time and, perhaps more surprisingly, a drop in anti-social behaviour.

"The outdoor pitches are 500 yards away behind trees, and previously our staff had to spend time checking people left the pitches and courts when their allotted time was up," continues Walker. "People will continue to play all the time the lights are on, but now we can control the length of time they stay as five minutes after a booking ends, the lights automatically go off."

"The software programme also saves us from confrontation, particularly with youths who often used to hang around the pitches. Now, if there are no bookings, the facility is in darkness, so we don't have kids hanging out or people taking advantage of a game for free, where in the past we had to come out and ask them to go."

### CUTTING CARBON FOOTPRINTS

Serco Leisure has reduced its carbon footprint by 29 per cent across its 70 leisure centres using Legend's VISION Server Energy Management Software Solution.

Since prototyping and installing the solution three years ago, Serco Leisure has been able to monitor, benchmark and actively manage its daily energy consumption, and is aiming for a further 5 per cent reduction during 2012.

Keith Thomas, MD of Serco Leisure, explains: "We are committed not just to the

**Internet deal: DW Sports signed up with Ez-Runner to offer a five-minute online membership sign-up**



Gladstone's software links leisure bookings with energy supply to cut costs

health of our customers but also to the environment. We aim to cost-effectively deliver high-quality services to customers with minimum environmental impact."

Serco's leisure centres are faced with a number of variables that contribute to increased or reduced energy consumption each day, from visitor numbers and extreme weather conditions to equipment failure or the successful implementation of energy reduction initiatives. Serco therefore needed a system that could track and monitor the impact of these factors in real time, in an automated and user-friendly manner. The energy system also needed to offer real-time alerts of any unusual performance data to allow swift intervention.

Using VISION Server, integrated with the Legend Club Management CRM system, Serco Leisure has been able to draw data from multiple, disparate sources into a central carbon management database and provide real-time insight in to the causes of variations in energy consumption within a leisure facility.

Serco uses the software to set benchmarks for facilities' utility consumption, tracking progress against goals and using automatic alarms that allow the company to respond immediately to potential issues, rather than discovering them months later in a review of utilities bills.

"The results we have achieved over the last few years speak for themselves," continues Thomas. "Through a combination





Since prototyping and installing the solution three years ago, Serco Leisure has been able to monitor, benchmark and manage its daily energy consumption

of my team's focus, know-how and tireless commitment to reducing our carbon footprint and this powerful software solution, we have made a significant saving on our carbon footprint.

"We've also achieved annual cost savings of more than £1m by monitoring, tracking and benchmarking the way that our leisure centres function in this key area of business performance. That is a significant achievement in itself, but equally it enables us to be more environmentally accountable."

#### ONLINE SIGN-UP 24/7

With more than 62 per cent of the British public shopping online, DW Sports realised it could be missing a trick with its traditional member sign-up process. So in 2008, the chain partnered with Ez-Runner to create a virtual 24/7 sales team, offering an easy and effective five-minute online membership sign-up process, and now a massive 98 per cent of its memberships join online.

Ez-Runner's software allows the customer to sign a PAR-Q and agree to the terms and conditions online, as well as

allowing the club to process a direct debit and take any other payments.

"We adapted our marketing strategy to the online service and are now in-line with all the other businesses cashing in on the online revolution, targeting prospects 24/7," says Andrew Forsyth, national membership services manager at DW Sports. "People really do sign up at 3am. We conducted analysis across different demographics that showed many parents work alternate shifts and unsociable hours.

"Our in-house sales team also uses the online sign-up process to make the whole in-club experience that much easier and quicker. We have a number of kiosks where the sales team can lead the prospect through the sign-up process, walk over to reception, take a photo, issue a membership card and take them straight into the gym."

DW Sports has also used online sign-up to successfully promote new site openings and conduct pre-sales – an 80 per cent of the membership target signed up before the opening of the last site thanks to this online option. ●

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# BUILDING IMAGINATIONS

A new book – Learn for Life, New Architecture for New Learning – explores learning spaces that are pushing the boundaries of architecture. We take a look at some of the inspiring playgrounds featured

## IMAGINATION PLAYGROUND

### LOCATION:

New York, USA

### ARCHITECT:

Rockwell Group

The result of seven years of research, development, focus groups and testing, Imagination Playground stands as a breakthrough play-space concept that encourages child-directed, unstructured free play. With a focus on small, individual parts, this project offers a changing array of elements that allow children to constantly reconfigure their environment and design their own course of play. This provides a flexible environment for imaginative activities through multi-level spaces with large sand and water features and a variety of toys and tools.



▲ Elements include cascading water channels, masts and pulleys

PHOTO: IMAGINATION PLAYGROUND BY ROCKWELL GROUP FROM LEARN FOR LIFE (DECEMBER 2012)

## RASMUS KLUMP LAND

### LOCATION:

Copenhagen, Denmark

### ARCHITECT:

Monstrum

Located in the heart of Copenhagen in Tivoli, this play space takes its formal approach from the adventure stories of a Danish comic strip. The playground incorporates numerous water elements, maritime themes, and a large whale, around which many challenges and activities await. From rock hopping to rope climbing, the playground offers excitement for toddlers through to adolescents.



▲ The playground is based on a story in which Rasmus Klump and his friends sail their ship

## BASE CAMP

### LOCATION:

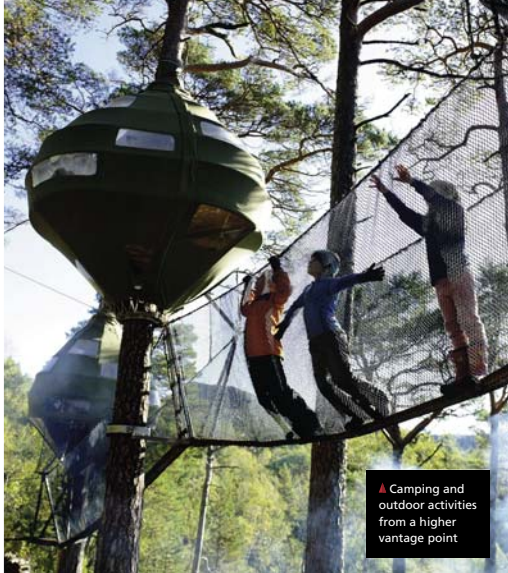
Strand, Norway

### ARCHITECTS:

Helen & Hard

Base Camp introduces 12- to 15-year-old children to outdoor and camping activities through a dynamic architectural intervention. Comprised of interactive, nomadic structures, this project encourages children to play, learn and explore. Tree Camp consists of six cocoons hung around living trees, providing shelter for camping children. Four cocoons are connected by a hanging bridge, which leads into a larger pod where children can meet and prepare food.

In Mountain Wall, children sleep inside a steel structure attached to a steep rock, while Water Camp houses children in hammocks on a covered quay.



▲ Camping and outdoor activities from a higher vantage point



PHOTOS: GEOPARK BY HELEN & HARD FROM LEARN FOR LIFE/EGESTADEN 2012

▲ The geo-landscape is constructed out of recycled elements from Norway's oil industry

## GEOPARK

### LOCATION:

Stavanger, Norway

### ARCHITECTS:

Helen & Hard

Situated in the heart of Norway's oil industry, Geopark combines the expertise and material resources of the offshore rigs with sustainable urban development. The park provides a playful urban space on the waterfront, utilising a vacant forecourt adjacent to the Oil Museum. This multipurpose geo-landscape accommodates biking, skating, climbing, exhibitions, concerts, sports and relaxation. Constructed out of recycled elements from petroleum installations, abandoned oil platforms, off-shore bases, and scrap heaps, Geopark transforms the formerly abandoned site into a bustling social meeting point.

This feature was recently published in *Sport Management's* sister magazine - *Leisure Management*

## Peter Grimshaw appointed to training role

Peter Grimshaw has been appointed as chair of the sports and play construction industry's educational charity, the Sports and Play Foundation, through which he will play a leading role in the development and promotion of new training and qualifications for the industry's workforce.

Peter said: "A highly-skilled workforce is essential to the delivery of high quality sports and play facilities. If the sports and play construction industry is to continue to improve the standard of its products it is vital that front line operatives have an understanding of the critical elements of a project, and how and why they work."

Peter is certainly well qualified for the role. Having first trained in engineering design and construction in the County Surveyor's department of a large local authority he then worked for a national construction company. Peter has since had over 40 years' experience specialising in sports and play facility construction through his family business, now known as the Grimshaw Group, which has won various accolades for its training and apprenticeship schemes.

Peter also has valuable experience as a client. As Chair of Governors of a successful comprehensive school, for the past 12 years he has had responsibility for maintaining and developing its premises and facilities. He recently led the school's involvement in a £1.2m joint venture with the local town council to



Peter Grimshaw is the new chair

procure, construct and operate a successful community sports hub within the school grounds.

SAPCA chief executive Chris Trickey welcomed Peter's appointment and commented:

"benefit in helping to create a new culture of training in the industry."

SAPCA has already established an effective partnership with South & City College Birmingham, with the college's construction campus in Bordesley Green having been designated by SAPCA as its National Training Centre. The facility is one of Europe's largest developments dedicated to training and education in construction and building services, and the partnership between SAPCA and the College will remain at the centre of the industry's new plans.

South & City College Birmingham was instrumental in working with SAPCA, awarding body Edexcel and sector skills council SkillsActive in introducing a level 2 national vocational qualification (NVQ) for site operatives specialising in the installation of sports and play surfaces. To date some 300 candidates have achieved the qualification. Plans are now being developed to deliver the newly-created qualification at level 3 and to establish a range of training courses to provide the essential underpinning knowledge for the industry.

In his new role as chair of the Sports and Play Foundation, Peter Grimshaw will oversee the implementation of the new qualification and training courses, and help to raise the funding that will be needed to develop the programme in the future.

### THE DEVELOPMENT OF AN EDUCATIONAL PLAN WILL RAISE STANDARDS ACROSS THE INDUSTRY

"The development of a comprehensive educational plan is a key part of the Association's programme to raise standards across the industry. Peter's vast experience will be of great

## SAPCA to lead UK exporters at FSB 2013

As the Accredited Trade Organisation (ATO) for the UK's sports construction industry, SAPCA will lead a group of UK companies who will exhibit at the FSB international trade fair in Cologne, Germany, taking place on 22-25 October 2013.

Through SAPCA, eligible UK companies will be able to apply for financial assistance from UK Trade & Investment, to support their presence at the show. For more information interested companies should contact SAPCA's Events & IT Manager, Ian Beswick, on +44 (0)24 7641 6316 or [ian@sapca.org.uk](mailto:ian@sapca.org.uk)



More than 20 UK companies exhibited at the FSB show in 2011

## UKTI Conference to boost business legacy

SAPCA is actively supporting UK Trade & Investment's (UKTI) Global Sports Projects Conference, which takes place on 30-31 January 2013 at the BIS Conference Centre in London.

From the construction of the facilities through to the delivery of the event, all aspects of the London 2012 Olympic and Paralympic Games were praised as the greatest Games ever. Admiration and respect for UK know-how, innovation and capability to deliver major projects and events is high and the UK is being encouraged to take advantage of this window of opportunity.

UKTI is a key stakeholder, supporting the government's objective to deliver a lasting business legacy from hosting the London 2012 Games. With the UK riding the crest of a wave, UKTI is asking British businesses to consider expanding into international markets – particularly those that are hosting major sports events or investing in major sports infrastructure.

On 30-31 January 2013 UKTI will host a major Global Sports Projects Conference aimed at helping UK companies take this step and generate sales in international markets.

The conference will provide the following opportunities to delegates.

- Hear from government on the support and advice available for both experienced and in-experienced exporters;
- Case-studies from UK companies which have developed successful export strategies – from SMEs to large companies;



UKTI is a key stakeholder in building a legacy from hosting the 2012 Games

- 'Lessons learned' from a number of UK companies on the reality of delivering major projects overseas;
- Receive face-to-face advice from UKTI commercial officers from the host countries/cities of the next six mega sports events;
- Presentations from key international stakeholders delivering forthcoming mega events;
- Network with UK companies which are

already working on the delivery of major international sports events.

This free-to-attend event is not just for companies that delivered London 2012 – it will support all UK companies which have the capability and desire to win business around international major sports events or sports facility investment programmes.

For further details please contact Parminder Sunda at [parminder.sunda@ukti.gsi.gov.uk](mailto:parminder.sunda@ukti.gsi.gov.uk)

### SAPCA show a success

More than 300 people visited the impressive Lee Valley Athletics Centre in north London last month, to attend SAPCA's Sports Facility Show. A full programme of seminars and workshops was chaired by David Moorcroft, OBE, who opened the event with an insight into the planned delivery of the post-London 2012 sporting legacy.

A wide range of topics was covered, all designed to assist grassroots sports venues in developing their facilities, from sources of project funding and the selection of surfaces through to project management and on-going maintenance and service.

Copies of all the presentations from the event are available to view in the Technical Guidance section of the SAPCA website: [www.sapca.org.uk](http://www.sapca.org.uk).



SAPCA's Lee Valley meeting attracted more than 300 delegates



Don Earley of Fields in Trust discusses the conflicting actions of the government towards Britain's playing fields

## A TUG OF WAR?

Since its formation as the National Playing Fields Association in 1925, Fields in Trust (FIT) has been involved in the protection and improvement of playing fields, play areas and other forms of open space. In its first 85 years of existence, FIT took legal responsibility, and hence guardianship, of more than 1,334 sites throughout the United Kingdom, thereby protecting their long-term future. However, fearing that unless we protect Britain's playing fields they will be lost forever, FIT has seen a further 1464 sites become nominated for protection in the last three years alone.

This enormous increase is entirely a result of The Queen Elizabeth II Fields Challenge, a celebratory and legacy programme protecting facilities for future generations in honour of Her Majesty The Queen's Diamond Jubilee and the London Olympic and Paralympic Games of 2012. Public support and recognition for this programme represents not only great appreciation of Her Majesty's contribution to the life of the nation and the great sporting events of 2012, but also recognition of the importance of protecting our open spaces and the benefits they bring to sport and competition, health, the environment and community cohesion. Concerns about contradictions in government policy however, have been expressed by many.

### Cash for play

On a positive note, the government's People Places Play initiative has promised £135m towards creating iconic and inspired sports facilities and protecting playing fields. Yet, proposals under the draft National Planning Policy Framework

have been seen by many to threaten the sanctity of the green belt and relegate open space provision and protection to the second division of planning priorities. It was with some considerable relief that the published version was sympathetically improved in this respect, though in September 2012 both David Cameron and George Osborne were once again stressing the need for more housing and asserting that it was desirable to make it easier to build on the green belt. In addition, the government has

local education authorities. As such, Section 77 of the School Standards and Framework Act, brought in by the previous Labour government to halt the landslide of playing field disposals, will no longer bind them.

The guidance and independent scrutiny that applies to publicly funded LEA-maintained schools does not apply to publicly-funded academies, for which there is general guidance on disposal of land but no specific guidance on the disposal of playing fields.

### Government role

But all is not yet lost and organisations like Fields in Trust are calling on government to:

- Bolster guidance
- Bring academies under the wing of effective protection, including independent expert scrutiny by the School Playing Fields Advisory Panel
- Make the whole process more transparent, publicising recommendations made by the Department's independent panel and the decisions made by departmental ministers where the Panel's recommendations are rejected, and the reasons for both the recommendations and rejections

The questions are simple: does the government have the will to support sport and healthy recreation in schools? Will school playing fields be protected where they are needed? Or will they fall under the axe during this period of austerity? If it's a tug of war, let's hope that playing fields are on the winning side!

*Earley is deputy CEO of Fields in Trust. To see his full seminar (Planning Policy – A Threat to Outdoor Sports Facilities!) visit SAPCA's technical guidance page at [www.sapca.org.uk](http://www.sapca.org.uk).*

## DOES THE GOVERNMENT HAVE THE WILL TO SUPPORT SPORT AND HEALTHY RECREATION IN SCHOOLS?

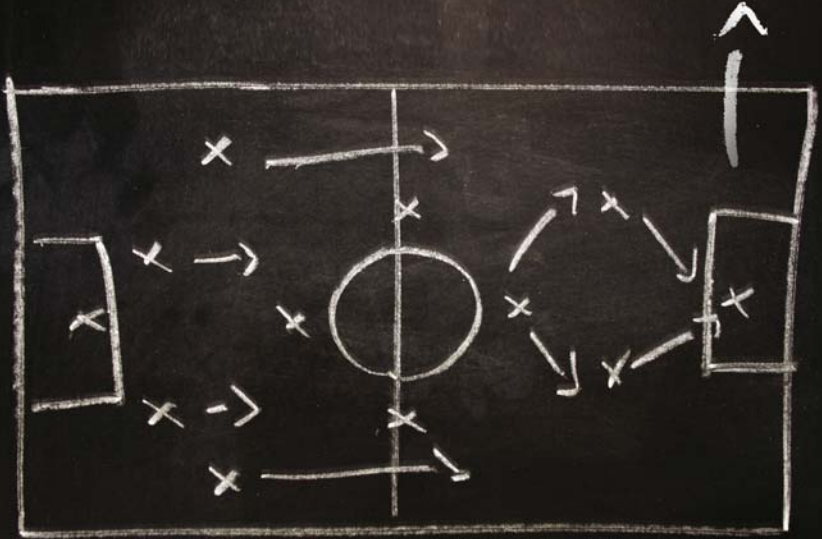
also managed to trip itself up on the issue of sport and schools, with a proposed reduction in the funding for School Sports Partnerships and the publication of incorrect data in response to Freedom of Information requests relating to the number of school playing fields being sold off.

Whilst the Government claims that playing fields are better protected than ever before, it is amending its standards so that school sports facility provision, which is dependent upon the number on the school roll, will no longer be mandatory. In addition, the number of academies in the secondary school sector has risen so sharply that over 50 per cent of all such schools will soon be academies, independent of



# Team tactics: Lesson 1

Make sure that the contractors you use are members of SAPCA.



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## MADE IN BRITAIN

London 2012 delivered the greatest show on earth. And whilst the glory went to the athletes, the volunteers and the organisers, without the stadiums, arenas, pools and pitches there would have been no Games.

We asked David Moorcroft OBE how the British sports construction industry – those companies that are involved in designing, building, testing and delivering sports and play facilities – can capitalise on the success of the Games. David, as well as being a 5,000m world-record holder, was formerly chief executive of UK Athletics and has, most recently, chaired the West Midlands' Nations & Regions Group, an organisation set up to lead and drive 2012 activity in the region. He also sits on the Board of SAPCA, the UK trade association that represents sports and play construction companies.

### What role did British sports construction companies have in London 2012?

Britain leads the world in many respects and whilst not all facilities used for Olympic and Paralympic events were completely British-



David Moorcroft answers questions on the state of the industry

made, the majority used a plethora of UK-based suppliers. The Olympic Stadium alone, for example, used over 240 companies in its construction.

### What opportunities does this provide?

British-built sports facilities have long been praised but London 2012 enabled us to showcase to the world what we are capable of. It has given us the potential to enhance exports for those British companies involved in sports and play construction. UK Trade & Investment,

along with SAPCA, is currently looking into a programme of activity to do just this. British companies just need to seize the opportunities.

### There has been much talk of securing a lasting sporting legacy. How does this apply to sports facilities?

Top athletes, sadly, very rarely mention or credit sports facilities with having a role in their success. I wonder if there is an opportunity to align talent more with the quality of the facilities they use and to link the two aspects publicly. The government obviously agrees as it has committed to continuing to fund elite sport and to providing world-class sports facilities to support them as part of its post-London 2012 sporting legacy.

One thing is for sure – if we haven't got sports facilities we haven't got sport! This applies at every level and it is crucial that community facilities are also developed and enhanced. Whatever sport they are in, most athletes started by going along to a local facility or club.

### What do you suggest?

The government, through its Places People Play initiative, has invested in 12 large-scale multi-sports facilities and is upgrading community sports facilities as well as enabling schools to open up their facilities to the local communities. But when times are tough sport is often an area that gets cut. The challenge for companies that provide sports facilities is to be more innovative and creative in how they work with the facility developers and funders – to develop partnerships that work with local schools, clubs and community groups to create facilities that can be used by and shared by all.

THE CHALLENGE FOR COMPANIES IS TO BE INNOVATIVE AND CREATIVE IN HOW THEY WORK WITH FACILITY DEVELOPERS



The Places People Play initiative has created many more multi-sport facilities

# SAPCA DIRECTORY



**The Sports and Play Construction Association, SAPCA**, is the recognised trade organisation for the sports and play facility construction industry in the UK. SAPCA fosters excellence, professionalism and continuous improvement throughout

the industry, in order to provide the high quality facilities necessary for the success of British sport. SAPCA represents a wide range of specialist constructors of natural and synthetic sports surfaces, including both outdoor and indoor facilities,

from tennis courts and sports pitches to playgrounds and sports halls. SAPCA also represents manufacturers and suppliers of related products, and independent consultants that offer professional advice on the development of projects.

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### Exponential-e network connects Fulham FC sites

Specialist network provider Exponential-e put together and installed a three site WAN system for Fulham Football Club. The system connects the Craven Cottage Fulham FC stadium with its Motspur Park training facilities and is designed to provide a strong and reliable internet connection. The club now has plans to use applications such as VMware, Guest Wi-Fi and IP CCTV.

**sport-kit.net** KEYWORD

**exponential**



### Aerofloor by SAQ is 'made for everyone'

SAQ International has launched the Aerofloor rehabilitation and athletic training surface. The platform has been designed as a workout tool for all ages and abilities. It has been supplied to football clubs, including Manchester United and Manchester City, some rugby teams, including Wales, and cricket clubs. Blackpool and Scotland goalkeeper, Matt Gilks, tried it out at Mick Clegg's Olympic Sports Gym.

**sport-kit.net** KEYWORD

**saq**

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### Core PD pilots Poolpod for wheelchair users

Core PD is piloting the Poolpod following its first installation in East London as part of the Olympic and Paralympic Games legacy. The machine is designed to provide dignified and independent access for wheelchair users as well as for groups of people who do not use wheelchairs but need an alternative to a ladder. The Poolpod incorporates a universal-use platform lift which pivots to lower into the pool. The lift is stowed on the side of the pool when not in use.



**sport-kit.net** KEYWORDS

**core pd**



### Osram to light up World Cup opening 2014

Lighting expert Osram, owned by Siemens, is equipping the Arena Corinthians in São Paulo, Brazil, which will host the opening match of the Football World Championships in 2014, with energy-efficient lighting technology. The stadium's highlight is set to be the external façade, which will be transformed into the world's biggest LED stadium panel and

will serve as an extra-large screen. Osram, the Munich-based light manufacturer, also provided light solutions at the FIFA World Cup 2010 in South Africa and the UEFA European Championships 2012 in Poland and the Ukraine.

**sport-kit.net** KEYWORDS

**osram**



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

tigerturf

## Tigerturf's new 60 XQ is for rugby and football

Total Turf 60 XQ is the latest product in the TigerTurf range that has been created for football and rugby uses. The Total Turf 60 XQ pile is 60mm high and has a vertical memory built into the blade so that the grass remains upright. The polymer fibre XQ yarn is designed for durability and comes in a two-tone green for a realistic grass effect. It's been developed to conform to safety and performance standards within the industry so that it is suitable for all levels of skill and ability.

## Hire Space site signing up London sports venues

Hire Space is registering venues and sports facilities across London for a free online social booking network. The soon-to-launch Hire Space site is designed to help website users plan and book their sporting involvement easily, acting as a hub for venue hire. Independent, chain and local authority venues freely listed on the site can use it as an online booking management system. The public will be able to view availability online and book spaces at any time of day after the site launches later this year.



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

hire space

## New Sport Elite powdered formulations

Lucozade Sport has developed two new sports drinks for athletes. Lucozade Sport Elite Performance Fuel powdered formulation contains two parts glucose to one part fructose as a dual carbohydrate system. It also has a combination of five electrolytes including additional magnesium. Lucozade Sport Elite Electrolyte Plus powdered formulation contains a combination of carbohydrate and protein with a high electrolyte mix. Lucozade Sport Elite Performance Fuel is available in orange flavour and Electrolyte Plus in raspberry flavour. A ready-to-drink version will follow soon.



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

lucozade



## Summer structures by GL

Temporary structure providers GL Events Owen Brown completed a number of structure projects at sports events across the UK this summer, including the London 2012 Olympics. Russia's Sochi Park was a 7,700sq m project with two temporary structures used to showcase Sochi, the host city for the Winter Olympics in 2014. Attractions inside included an ice show, music and dance performances and a

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

gl events



## Fieldturf to replace four FC Barcelona pitches

FieldTurf and its subsidiary company, Poligras Iberica, is providing turf football pitches at the FC Barcelona training ground. The artificial turf will replace the ten-year-old surfaces on all four pitches at the club's Joan Gamper training complex. The product uses fibres surrounded by a mixture of silica sand and cryogenic rubber infill material, designed to offer safety, durability and surface permeability.

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

fieldturf

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[www.soccerex.com/events/global/exhibitor-information/](http://www.soccerex.com/events/global/exhibitor-information/)

05 DEC 2012

## SAPCA Technical Meeting

Loughborough University, Leicestershire

The third Technical Meeting of the Play and Construction Association's (SAPCA) will take place on 5 December 2012 at Holywell Business Park within Loughborough University. Details of the programme are available on the SAPCA website. All delegates will receive joining instructions prior to the event.

[www.sapca.org.uk](http://www.sapca.org.uk)

12-13 DEC 2012

## The Sports Technology Expo

RAI Convention Centre,  
Amsterdam, Netherlands

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It is anticipated to be the largest exhibition and conference for the sports industry in 2012.

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

28 JAN 2013

## SAPCA AGM 2013

Chesford Grange, Kenilworth,  
Warwickshire

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[www.sapca.org.uk](http://www.sapca.org.uk)

30 JAN - 2 FEB 2013

## Fifth Kufstein Winter School for

Sports Management 2013

Fachhochschule Kufstein, Tyrol, Austria

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workshops by top-ranking academics and representatives of international sports businesses and leisure and tourism management. Especially in traditional winter sports, many countries face a growing need to integrate citizens with a multicultural background into all sports activities in order to ascertain professional continuity. At the same time, the question arises as to whether winter sports create an awareness for the current issue of diversity and inclusion. The Kufstein winter programme tackles all these issues.

<http://lei.sr?a=p6c0Z>

03-05 FEB 2013

## Spatex 2013

Brighton Hilton Metropole

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2013 marks the 17th consecutive annual event showcasing the Pool, Spa & Lifestyle industry! With swimming pools, spas, hot tubs, saunas, and a host of associated products, SPATEX 2013 is the event to visit. *For more info and to read a show preview, turn to page 61.*

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

26-31 MAY 2013

## Sportaccord Convention

Lenexpo Exhibition Complex,  
Saint-Petersburg, Russia

The general theme of the 2013 conference will be "The State of Our Industry - Examining the Health of Sport." In two days of debate and discussion, industry leaders will take the pulse of sport as it continues to grow rapidly as a business and a force in society.

The 11th annual Convention will tackle the controversial subject of "The Advent of the Blade Runner - Bionic Sport of the Future," examining how technology and the demand for entertainment will change the boundaries of sport in the coming decades. As Russia prepares to host the Winter Olympic Games for the first time in 2014, another session will put "Sochi in the Spotlight," and business leaders will debate the ongoing challenges of "Sport in the Global Economy." More conference topics and exclusive interviews of world figures in sport will be announced in the coming weeks.

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

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