

SPORTS MANAGEMENT

RUGBY
WORLD CUP
SPECIAL



Interview

**Alan Coppin
& Rick Riding**

**SHOW ME
THE MONEY**

Could crowdfunding
change sports
forever?

new opening

**Baku's Olympic
Stadium ready for
European Games**

KNOCK ON EFFECT

How the Rugby
World Cup will
rejuvenate grassroots

Cover image:
England rugby player
James Haskell

DESIGNED TO PERFORM



Custom designed affordable sports facilities

The design flexibility, speed of on-site construction and cost effective operation of Rubb sports buildings can help your organisation meet its goals with a competitive edge.

- Relocatable
- Extendable
- Quality materials
- Bright open space
- Clear spans
- Custom designs
- Fast project times
- Affordable
- Fire safety benefits





KILLER SPORT

The FIFA corruption scandal has brought the issue of Qatar's hosting of the Football World Cup to the top of the agenda again and – along with the allegations of bribery – has highlighted the death toll which has occurred to date during the building of the country's World Cup stadia

In the last issue of *Sports Management*, we looked at the role sport is playing in emerging nations around the world, by driving economic growth, encouraging healthy lifestyle change and raising the visibility and status of nations on the world stage.

Sport is one of the most powerful drivers of these effects and can be a catalyst for hugely positive change which empowers minorities, strengthens communities and raises living standards.

But when sport is misused, and its power is deployed in a cynical and self-serving way, or those in power disregard the rights of the wider community, the outcomes can be deeply shocking.

Qatar has every right to bid to host the Football World Cup. It has every right to win its bid and to deliver the tournament in a way which meets the needs of players and officials. It's exciting, and great for sport, to see more nations

stepping forward and bidding for major sporting events. But when the core value of sport – fair competition – is undermined by the actions of those in charge, it's hugely destructive. And when those actions lead to the deaths of many people who are working for the good of sport, it becomes unforgivable.

In the midst of the FIFA bribery scandal, *The Washington Post* produced a table charting the deaths which have occurred during the building of Qatar's Football World Cup stadia and compared it with those in other major games. It makes shocking reading, with the death toll for Qatar standing at 1,200. With more time left to go before completion, the likelihood is that this will increase.

The numbers for other major sporting events show – a still horrific – 60 for Sochi, nine for Russia 2018, eight for Brazil 2014, six for Beijing 2008, two for South Africa 2010, one for the London 2012 Olympics and one for Vancouver 2010. The contrast highlights how much less governed construction is in certain places.

There's another dimension too. While deaths are being recorded, life-changing injuries are less clearly documented, meaning a further group of people are being seriously affected who are outside the focus of the international spotlight.

Qatar has made steps to improve matters by bringing in experts to review its processes in a bid to improve its safety record and it's to be hoped the problem will come under control, but it's vital that changes are made to ensure this never happens again.

We can't bring back the dead, but we can move as a global

community, to ensure that when major sporting events are awarded to inexperienced nations, the selection process takes these matters into account in a robust way.

No nation should be awarded a major sporting event which requires the construction of new infrastructure and facilities unless

it can demonstrate beyond doubt that it has the expertise to be able to carry out the work without injury or loss of life.

And it must also be able to prove that robust systems are in place to guarantee transparency, so that if anything does go wrong in spite of the most stringent systems being in place, they're reviewed and changed immediately – and that the people involved are taken care of. Nothing less will do.

We mustn't let what's happening with FIFA stand in the way of this change – it's an issue that's bigger than just one sport. People are dying while we argue about things like legacy. Construction safety is a challenge of another magnitude and has been left ungoverned for far too long – with devastating consequences.

Liz Terry, Editor

twitter: @elizterry

email: lizterry@leisuremedia.com

No nation should be awarded a major sporting event unless it can prove it can build the facilities without killing people

Share your thoughts – visit sportsmanagement.co.uk/blog



PEOPLE PROFILES – SAMANTHA MOYO, FOUNDER OF MORNING GLORYVILLE PAGE 8



GRASS ROOTS – HOW THE RUGBY WORLD CUP CAN INCREASE PARTICIPATION PAGE 50

08 People profiles

Samantha Moyo, founder of Morning Gloryville; sports historian Simon Inglis; Cambridge United head groundsman Ian Darler and the team behind AMPY

14 Thought leaders

Views of *Sunday Times* journalist John Goodbody, SRA chief executive Emma Boggis and CIMSPA's Tara Dillon

16 Mike Hall column

FaulknerBrowns' sports partner on how design can play a part in tackling inactivity

18 News round up

30 News report – Tour de Yorkshire

The inaugural Tour de Yorkshire generated more than £30m for the local economy

32 Talking point

What can the sports sector do to encourage more women to get physically active?

34 Interview – Alan Coppin and Rick Riding

SGSA has established itself a global leader in stadium safety. Tom Walker spoke to the authority's two leading men

38 New opening - Baku Olympic Stadium

Azerbaijan will host the inaugural European Games this year and the centrepiece will be a brand new 68,000-seat stadium

42 A venue for all seasons

Mike Trice from sports architects Populous describes the winning designs for the new £90m Bristol Arena

44 Facility focus: Rugby World Cup

Most of the 13 venues hosting this year's tournament are more famous for football – but many have a rich rugby heritage



RUGBY WORLD CUP STADIUMS – AN INTRODUCTION TO ALL 13 VENUES PAGE 44



MASS PARTICIPATION – FROM SWIMMING IN LAKES TO CYCLING THROUGH LONDON PAGE 54

50 Growing the grassroots – rugby union

This year’s Rugby World Cup is expected to increase interest in the game at all levels. We look at the RFU’s legacy plans for the sport

54 Mass participation

From running through forests to swimming in cold lakes, Kath Hudson investigates the growth of mass participation events

58 Crowdfunding for sport

Potentially a quick way of generating cash for facility projects and athletes, crowdfunding is establishing itself as a permanent feature

62 Sustainable surfaces

The growing popularity of 3G/4G pitches has created a challenge – how to replace older synthetic pitches in an eco-friendly way?

66 Sport surfaces - natural turf

Edgbaston’s head groundsman reveals what it takes to produce a perfect Ashes pitch

70 Interim designs

A look at innovative temporary facilities

74 Fitness in sport - Isokinetic centre

The Italian rehab giant enters the UK

78 SAPCA Game On

An increasing number of rugby venues are installing synthetic pitches; a look at how SAPCA’s new quality system will work

86 Sport-kit – sports lighting

Sport-kit.net editor Jason Holland lists the latest sports lighting products and the projects they are being used for

90 Sports Management diary dates

The most important sports events. For more diary details, go to our dedicated website, leisure diary.com

the team

READER SERVICES

Subscriptions

Denise Adams
+44 (0)1462 471930

Circulation manager

Michael Emmerson
+44 (0)1462 471932

EDITORIAL TEAM

Managing editor

Tom Walker
+44 (0)1462 471934

Editor

Liz Terry
+44 (0)1462 431385

NEWSDESK

Jak Phillips
+44 (0)1462 471938

Tom Anstey
+44 (0)1462 471916

Helen Andrews
+44 (0)1462 471902

Katie Buckley
+44 (0)1462 471936

ADVERTISING TEAM

Publisher

John Challinor
+44 (0)1202 742968

Advertising sales

Jan Williams
+44 (0)1462 471909

WEB TEAM

Internet

Michael Paramore
+44 (0)1462 471926

Dean Fox
+44 (0)1462 471900

Tim Nash
+44 (0)1462 471917

Emma Harris
+44 (0)1462 471921

Sports-kit.net product search engine

Jason Holland
+44 (0)1462 471927

DESIGN

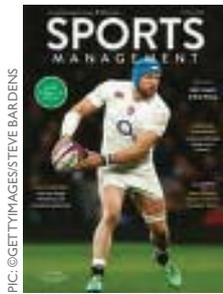
Ed Gallagher
+44 (0)1905 20198

Andy Bundy
+44 (0)1462 471924

FINANCE

Denise Adams
+44 (0)1462 471930

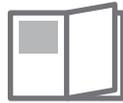
Rebekah Scott
+44 (0)1462 471930



PIC: ©GETTY IMAGES/STEVE BARDENS

SPORTS MANAGEMENT

CHOOSE HOW YOU READ
SPORTS MANAGEMENT...



PRINT

Sports Management is available in glossy print on subscription. You can sign up any time at leisuresubs.com



DIGITAL

Read Sports Management free on Digital Turning Pages and enjoy extra links and searchability



PDF

The magazine is also available as a PDF edition for readers who want to read offline or on tablet

OTHER RESOURCES FROM SPORTS MANAGEMENT

Sports Handbook

The latest industry stats, trends and analysis all in one place: The Sports Management Handbook is a reference guide and global resource for decision makers.

- Read it online:
www.sportshandbook.com/digital
- Download the PDF edition:
www.sportshandbook.com/pdf

sportsmanagement.co.uk

Sports Management's website features daily sports news and jobs, as well as access to digital editions of Sports Management and links to other Leisure Media magazines and websites.

- Visit the website:
www.sportsmanagement.co.uk

Sports Management E-zine

The Sports Management e-zine brings the best of the week's news and jobs to your inbox every Wednesday. Covering everything in the worldwide sports industry.

- Sign up here:
www.leisuremedia.com/subscribe

Leisure Opportunities

Our sister title focuses on news, jobs and training. It has a daily website, leisureopportunities.com, an e-zine and instant alerts service.

- Read it online:
www.leisureopportunities.co.uk/digital
- Download the PDF edition:
www.leisureopportunities.co.uk/pdf
- Sign up for the e-zine:
www.leisuremedia.com/subscribe

sport-kit.net

The search engine for buyers. Lists contacts and details for 5,000 suppliers. Find all the connections you need to streamline your buying and get news via the weekly e-zine.

- Visit the website:
www.sport-kit.net
- Sign up for the e-zine:
www.leisuremedia.com/subscribe

Instant alerts & RSS

Get the news as it happens and find out about the latest job openings and tenders the second they're posted online, by signing up for our free, customisable instant news alerts and RSS feeds.

- Sign up here:
www.leisuremedia.com/subscribe

MORE TO ENJOY...

What's hot in Leisure Media's magazines



HEALTH CLUB MANAGEMENT

- Morning Gloryville's Samantha Moyo
- Using behavioural science to get people moving
- Turning our cities into playgrounds



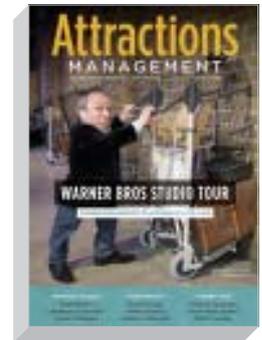
CLADMAG

- Heather Heninger & Nathan Stevenson plan an eco resort in Mexico
- Biomimicry: Man-made structures from natural forms and function
- Creating a climber's refuge on Mont Blanc



SPA BUSINESS

- Spa Foresight™: robot therapists, war zones and edible environments
- Mineral matters: mud and water therapies
- The \$3.4tn global spa and wellness market is growing fast



ATTRACTIONS MANAGEMENT

- Attractions Foresight™: attractions in space, wearables and drones
- Thailand falls in love with waterparks
- Wayne Hemingway's vintage-style Dreamland



SPORTS MANAGEMENT

- Interview: SGSA's Alan Coppin and Rick Riding on stadium safety
- New opening: Baku Olympic Stadium
- How the World Cup will improve grassroots rugby



LEISURE OPPORTUNITIES

- £400m Tottenham Hotspur stadium gets green light
- Scottish tourism boosted by solar eclipse
- Tower Bridge walkway yoga classes sell out



SPA OPPORTUNITIES

- Concrete chemical used in manicures, CIDESCO warns
- Raison d'Etre reveals Dubai LivNordic plans
- V2 spa opens at Andaz Xintiandi hotel in Shanghai



AM2

- Lego named world's most powerful brand
- Work starts on \$1.8bn Resorts World Jeju in South Korea
- Merlin posts strong growth for 2014, and \$637m in pre-tax profits

READ ALL OUR MAGAZINES ONLINE ► WWW.LEISUREMEDIA.COM

PEOPLE



“We decided the world needed a revolution in conscious dancing... a wonderfully positive way to start the day”

**Samantha Moyo, co-founder,
Morning Gloryville**

What is Morning Gloryville?

‘Morning Gloryville ~ Rave Your Way Into The Day!’ is an immersive, sober dance experience that takes place on a Wednesday morning before work.

It aims to connect communities and empower people – you’ll leave with nothing less than a soaring spirit. We are each other’s motivation and in the safe space that is Morning Gloryville, people leave their roles and their judgements at the door. We come together, feel the music and let ourselves go. There are times when members spontaneously get on the stage and lead the crowd – the vibes of authenticity are transformational.

Morning Gloryville is the world as we’d like it: an inclusive, fun experience that challenges social norms, empowers people and encourages them to lead joyful lives. We are pro-people, pro-community and we’re trying to change how people feel about the word ‘rave’. We’re turning clubbing on its head.

Where did the idea come from?

I’d been producing events in the UK for a few years, including a boat party called

Pirate Radio Boat Party, which in 2012 was voted the second-best party in London by Metro newspaper.

Not long after that, I was sprawled on the banks of the River Thames with my friend Nico Thoemmes, recovering from a huge night out, and we were saying to each other: “Gosh – how much fun, but this lifestyle isn’t sustainable... How can we revolutionise the fun?”

We decided the world needed a revolution in conscious dancing – a raveolution. Even though we knew the city was full of morning-haters, we figured the morning was the perfect time for stressed people with demanding desk jobs – the ravers and ex-ravers and everyone else – to get into their bodies, energise and infuse some healthy fun and playfulness into the daily grind. It would be a wonderfully positive way to start their day.

The first Morning Gloryville (previously named Morning Glory) took place on Wednesday 29 May 2013 in Village Underground, Shoreditch, London. It has since evolved into a global social movement, with events in 17 different cities around the world.

How does it work?

‘Morning Gloryville ~ Rave your Way Into The Day!’ is diverse in its nature, with events modified to suit the people of each area. Generally a session lasts four hours, 6.30–10.30am, and we use a ticketing tier system in the month leading up to the event: Early Birdie Ravers pay £12, Cock-a-doodle-doo-ers pay £16.20, and La-La-Last Chance! pay £19.20.

Attendee numbers differ from location to location, but in London we have about 600–800 people a month lining up outside Oval Space, our current east London venue, at 6.00am.

What sort of locations do you use?

Our venues vary from gyms to churches to clubs. We love letting natural light in so we’re raving as the sun comes up. That creates a spectacular energy in itself. As long as there’s space for our bodies to groove – as well a yoga station and healthy food vendors – we’re all set to go.

Tell us about your global expansion

We’ve received more than 1,000 emails from people around the world wanting to ►



bring the Morning Gloryville experience to their city, and as we're a franchise we do oversee each event to some extent.

We're now excited to be able to say that Morning Gloryville is now available in 18 locations across four continents: in east and west London, Brighton, Liverpool, Leeds, New York City, San Francisco, Amsterdam, Barcelona, Berlin, Bangalore, Zurich, Sydney, Melbourne, Tokyo, Paris, Dublin and Montreal.

What lies at the heart of your success?

There's a global shift towards mindfulness, and a growing desire for direct human experiences. That means there's a huge and growing appetite for the kind of authentic, healthy and fun experience that Morning Gloryville creates – something that softens the daily grind.

The words our citizens use are: 'buzzing', 'glowing', 'energised', 'full of joy', 'light', 'empowered', 'more motivated at work', 'a spring in my step'. In other words, after one of our events your day will be brighter and more joyful than normal. Challenges at work won't seem so mountainous and the people around you will feel and

Morning Gloryville taps into a growing desire for direct human experiences. The events help people start the day with a spring in their step

respond to your glow. The desire to unplug from our increasingly tech-saturated culture and engage in a community will, we believe, only become stronger. As a company we exist to inspire, empower, connect and entertain people.

Do you have any plans to further develop Morning Gloryville?

We will continue to expand globally and hope to launch in a hundred or more cities worldwide by 2016. We've also hosted our flagship 'Rave Your Way Into The Day!' event at the Edinburgh Fringe, Bestival, Burning Man, Into The Wild and Wilderness Festival, and more like-minded festivals are on the cards. We've also started bringing the Morning Gloryville energy into the world of work, with tailored corporate team packages.

In addition, in London, we've expanded our offering with Check Yourself Before You Wreck Yourself and Let's Go To Sleep Together and Wake Up Together. There are also some exciting new possibilities which relate to clothing lines, health retreats, and various healing modalities.

Details: www.morninggloryville.com



MAIN PHOTO: ALICE PEPERELL PHOTO RIGHT: ALISTAIR VERRYARD



“London’s sports architecture is a glorious mish mash”

Simon Inglis, architectural and sports historian

Played in London, the latest book by sports and architectural historian Simon Inglis, charts the history of every sport played in any venue in London. The book, which was shortlisted for the William Hill Sports Book of the Year 2014, also explores London’s sports buildings, from its first century Roman amphitheatre to the Olympic Stadium, as well as many venues that will be unknown to most readers.

“A lot of my delight was in finding the obscure,” said Inglis. “Everybody’s heard of Wimbledon and Twickenham and Wembley, and of course we had to deal with them, but there are some wonderful examples of more obscure sports buildings in the book, which are often not even known to locals. We found the oldest gymnasium building in the middle of a housing estate

in Croydon, for example. It’s called Havelock Hall, it was built in 1851, and was the gymnasium of a military academy.”

Played in London is part of the Played in Britain series, which launched in 2004 and has explored the sporting heritage of Manchester, Birmingham, Tyne and Wear and Glasgow. So why has Inglis waited until now to explore London’s sporting past?

“Obviously it’s inconceivable to have a series about Britain’s sporting heritage without London – it’s arguably the biggest and more important sporting city in the world – but we wanted to build up our knowledge before tackling the city. It’s so huge. With the other books, we were dealing with five or six local authorities at the most. In London, there are 33. The research involved was enormous, but it had to be done.”

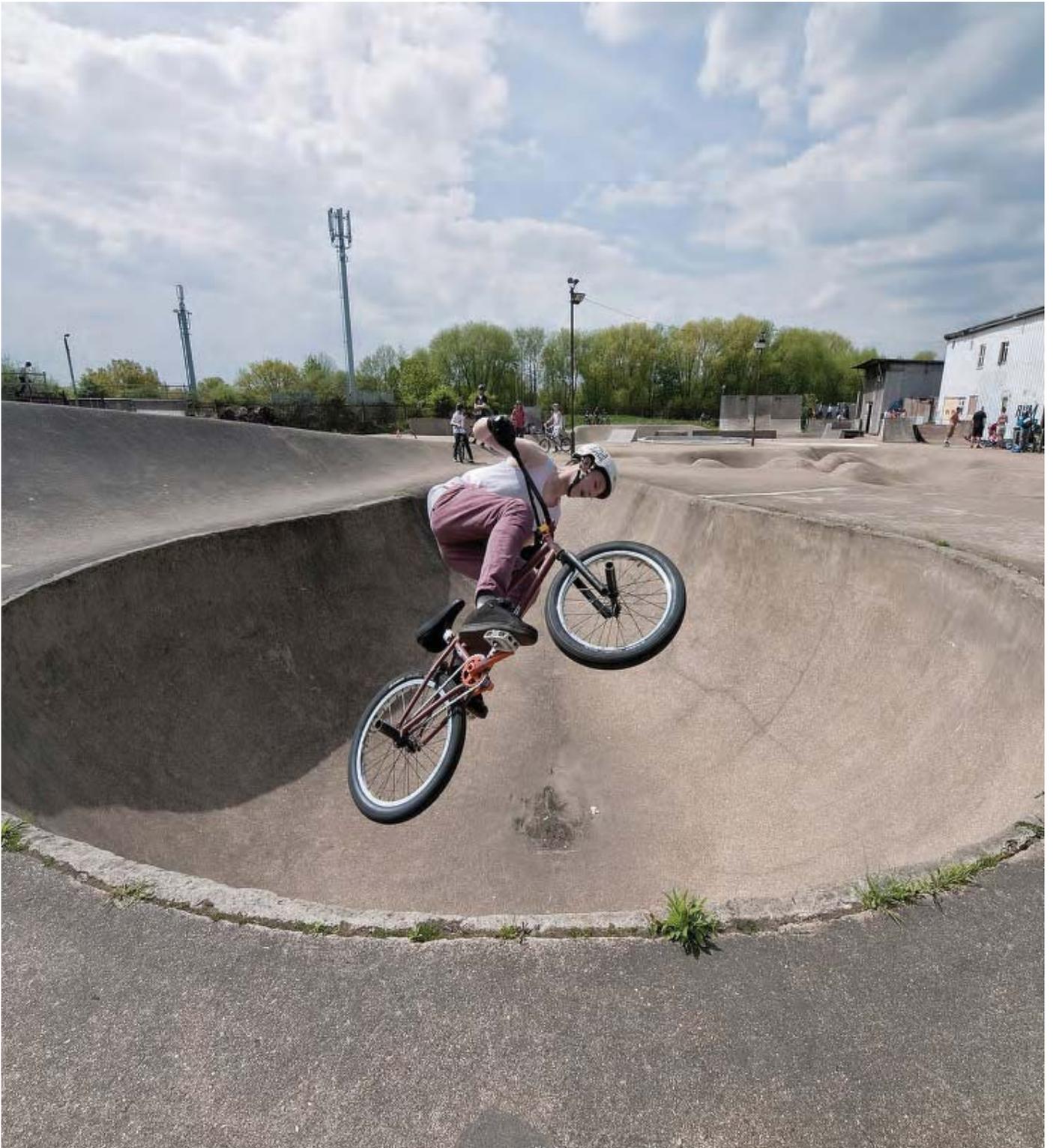
The sheer number and variety of sports buildings in the capital are what make the book so fascinating, and what made it so labour intensive to research.

“London’s sports architecture is varied and fragmented. It reflects the city itself – it’s a glorious mish mash. There’s no real strategy behind it. That’s sometimes to the detriment of the city – the impasse over Crystal Palace at the moment is a direct result of poor strategic thinking in the long term – but it does mean you get a real variety of buildings. Only Melbourne comes close in terms of the sheer number and variety of sports buildings.”

Inglis has championed sports venues of all types, and in October, the Rom skatepark in east London, Essex became the first skatepark in Europe to be given listed status as a result of his



Simon Inglis’ *Played in London: Charting the Heritage of a City at Play* was nominated for the William Hill Sports Book of the Year Award



recommendation to English Heritage. The park was built in 1978 by Adrian Rolt and G-Force, and its listing reflects the fact that skateboarding has proved its longevity, said Inglis.

“Skateboard parks have come of age and have proved themselves to be adaptable; as new forms of wheel-based sports have arrived, they have proved able to cater for those markets, which is one of the marks of good design. It’s a symbiosis between the designers and people on the street.

Inglis describes the Grade II-listed Rom skatepark as a “real beauty” as it offers infinite possibilities for users

“The Rom skatepark has a real beauty. It’s the best of the skateparks in the UK – it’s the most interesting in terms of its design, of the way it offers transitions between all the different features. It’s like a Grand Prix track with infinite possibilities.”

Inglis admits that at times he was worried that nobody would take his recommendation of listing Rom seriously. “I was delighted and surprised that it received official approval,” he said. “It was, undoubtedly, one of the highlights of my professional careers.”

Inglis is currently working on a book on Britain’s bowling greens, together with the former curator of the National Football Museum in Preston, Hugh Hornby.

Details: www.playedinbritain.co.uk



“Joining CUFC was a dream job for a teenager who really wanted to be a footballer”

Ian Darler, head groundsman, Cambridge United FC

The full glare of the media spotlight shone on Cambridge United Football Club (CUFC) earlier this year, when the League Two strugglers were drawn to play giants Manchester United in the FA Cup. The prospect of some of the world’s most expensive footballers making an appearance at the humble R.Costings Abbey Stadium was the stuff of dreams for CUFC, for whom it meant a stern test of sporting ability and a healthy revenue generator.

On the day, plucky CUFC secured an unlikely 0-0 draw but, within hours, some of the glory had been eroded by comments made by an irate Louis van Gaal – the much-revered manager of Man Utd.

“Every aspect of the match was against us – especially the pitch,” he said, listing excuses for the failure to dispatch a team that, until last year, wasn’t even in the Football League.

While the dutchman’s remarks were greeted with a mixture of dismay and anger by CUFC fans, the one man who had more reason than any to take Van Gaal’s comments personally, didn’t do so.

“I’ve heard it all before,” says CUFC head groundsman Ian Darler, who’s spent the past 36 years at the club. He says that Van Gaal’s comments were similar to those made in 1980 by Aston Villa manager Ron Saunders, whose European Cup winning team could only muster a 1-1 draw against Cambridge. Two complaints in 35 years – not the worst track record.

The fact that Darler didn’t react to Van Gaal’s criticism is another example of why he is considered among the best in his business. He joined the club when he was



The playing surfaces that Ian Darler has produced at CUFC have been described as “better than Wembley”

19 years old and, becoming the youngest head groundsman in the country. “Joining CUFC was dream job for a kid who really wanted to be a footballer,” Darler says.

While his dreams of making it onto the pitch as a player might have never materialised, he soon made an impression on the pitch in another way. The surfaces he produced at Cambridge became acknowledged as the best in the lower leagues and opposition team managers began paying

tributes to Darler and his work – with Coventry City’s manager Gordon Milne even remarking that the Cambridge pitch was “better than Wembley”. Darler was also recognised by his peers, winning five FA national Groundsman of the Year Awards and three commendations.

Far be it from him to allow himself to be put on a pedestal, however. He’d much rather advocate recognition for groundsmen and the groundsmanship industry as a whole. “Observers who don’t understand groundsmanship don’t appreciate the hard work and achievement of groundsmen who are always the first into a stadium and the last out whenever there’s a game.”

Details: www.cambridge-united.co.uk



AMPY launched on Kickstarter and has since raised over US\$300k in funding



“The average active person generates enough energy from everyday motion to power a smartphone for three hours”

Alex Smith, Mike Geier & Tejas Shastry – co-founders, AMPY

Tell us about yourselves

We – the three co-founders of AMPY – met during our PhDs in engineering at Northwestern University, US. We wanted to solve a problem we all had: our smartphones dying at the most inconvenient times. We all depend so much on

our mobile devices, but we still have no convenient way of making sure they don't run out of power.

Since we were active people, we wondered if we could capture some of the energy from our daily activities and use it to power our phones. We all had experience in clean tech start-ups focused on solar, fuel cell and battery technologies. Putting together our shared knowledge of energy harvesting, we came up with the technology advances for AMPY.

So what is AMPY?

AMPY is a wearable motion charger that captures energy from your movements and stores it. You can then use that energy



The three co-founders of AMPY met at Northwestern University in the US

to power your smartphone or any other USB-powered device: the average active person generates enough energy from everyday motion to power a smartphone for three hours. Inside of AMPY are our proprietary inductors, which couple to your motion and generate electricity that's stored in a battery inside. When you need it the most, you simply plug in your device to charge it from the energy stored.

But it's a dual mode charger too, meaning you can charge it either from your

movement – which can offset the carbon footprint of your smartphone – or from the socket on the wall.

At what stage of its development is AMPY?

Over the last two years, we've prototyped AMPY

and tested it with pilot users to make sure it's easy to wear and fits in your life.

Last autumn, we brought AMPY to the world by launching a Kickstarter campaign, where we raised over US\$300,000. Since then, we've been scaling up our manufacturing to get AMPY to customers by summer of 2015.

Any plans to further develop AMPY?

We hope to not only scale and deliver the charger to our customers, but also to integrate our technology directly into wearable devices and power them. We envision self-charging smartwatches, fitness trackers and other crazy wearables!

Details: www.getampy.com

THOUGHT LEADERS

European Games are here - but what will it mean for sport?

John Goodbody, journalist, *Sunday Times*



The inaugural European Games have the backing of the International Olympic Committee and will be held in Baku, Azerbaijan



You may not have realised it, but the first European Games are being held in Baku, Azerbaijan in June and Team GB will be one of 47 countries taking part. One reason why the event might not have impinged on your consciousness is that in many of the sports, the standard is not high. It's true that several world governing bodies are using the Games as a qualifying competition for the 2016 Olympics. In judo, the European Championships will be staged as part of the Games

after the competition was switched from Glasgow in a row over sponsorship.

The athletics event, however, will be the third league of the European Team Championships, thereby not featuring most of the continent's most celebrated names while the swimming will consist of the European Junior Championships.

Why then have a European Games in what is already a crowded calendar?

The answer is that most of the other continents have had their own quadrennial games for many years, the Pan American and the Asian, for example, since 1951. The reason why there haven't been multi-sport European Games is that most Olympic sports have had their own individual championships for many years, athletics since 1934 and swimming since 1926.

The European Games are the brain child of Patrick Hickey – the Irish president of the European Olympic Committees – and have been backed by the International Olympic Committee (IOC) and bankrolled by Azerbaijan, which is using the event to promote itself as a destination.

The British Olympic Association sees the event as an opportunity for athletes and officials to familiarise themselves with the demands of a multi-sport event and as a rehearsal for the 2016 Rio Olympics. Mark England, chef de mission of the British team, says: "This is an opportunity to be part of a wonderful celebration of sport and to be on the cusp of a new era."

Already there are plans for a second European Games to be held in 2019. The significance of that event has already been complicated by the fact that, in 2018, several sports – swimming, rowing, cycling and triathlon – are planning to hold their European Championships together in Glasgow, while the athletics championships will be held at the same time in Berlin.

It may seem sensible to have several European championships in different sports at the same venue and the same time but, unless there is careful scheduling, it would restrict the television audiences to the detriment of the sports themselves. TV companies like to have these events held at different times and not clashing with popular continental events, such as the Wimbledon

Championships, the Tour de France and the European Champions League.

So where does the proposed 2019 European Games fit into all this? No one really seems to know and that includes Sven-Arne Hansen, the president of the European Athletics Association, who is eager to talk to Hickey about the part that his sport, the central one of the Olympic programme, will play in any future Games.

There needs to be some serious talking about the confusion that is currently confronting European sports and their programmes in the immediate future. For athletics it may well be that the European Team Championship, encompassing the leading nations, could be part of future European Games but other continental organisations will have to look carefully at how they can benefit from their future participation.

As Andre Bolhuis, the President of the Dutch Olympic Committee, said in considering whether his country could host the 2019 Games: "We want guarantees from international federations that it'll be an elite event." • *To read more about Baku and the Games, see p. 38.*



The Baku games are seen as a precursor for an Olympic bid

The SRA's to-do list calls for each local authority to produce a strategy for sport

New government - new challenges (and a few old ones)

Emma Boggis, CEO, Sports and Recreation Alliance (SRA)

In the run up to the election we at the Sport and Recreation Alliance highlighted the benefits the sector has to offer the physical, social and economic health of the nation. Our Minister's To-Do List – a five-step plan for a more active population – offers a concise, easily understandable programme for government and the sector which, if implemented fully, would remove many of the obstacles to the sport and recreation sector realising its full potential.

Putting the list together is the straightforward part – the most challenging is putting it into action. With a collection of asks ranging from issues on school sport and tax through to elite funding, there needs to be



collaboration and a collective will to get to where we want.

The SRA is firmly committed to making the collaboration happen. By taking the pulse of the sector and tapping into the knowledge of our members, we can inform ministers on key issues and facilitate discussions.

The sport and recreation sector can be a powerful tool



for change. From delivering economic growth to securing the future of the health system, our members and the activities they represent can help the new government make real progress. Our To-Do List will tell them how.

The five key proposals are:
1. Support sport and recreation through a fair and

sustainable CASC system.

2. Increased investment in Initial Teacher Training to ensure high quality PE.

3. Every local authority to produce a strategy for sport.

4. Major events legislation to ensure the UK remains home of world-class sport.

5. Appoint a dedicated minister for the outdoors.

Taking control of workforce development

Tara Dillon, CEO, CIMSPA (The Chartered Institute of Sport & Physical Activity)

For years, employers have talked about taking greater responsibility for learning and development in the sports and physical activity sector. Well, for the first time in my 28-year career, it's happening.

Employers have called for a unified outlook on skills and for one body to be responsible for workforce development in the sector. CIMSPA has responded to this call to action.

We've committed to the development of a single skills structure, led by employers, and have pledged to embed



these three guiding principles:

The custodianship of standards and the framework for skills to sit within one body; a continuum of training provision across further education and higher

education; a minimum standard for assessment and delivery protocols across all qualifications within the sector.

We're now working with ukactive and SkillsActive, our fellow organisations responsible for the industry's training and development, to set a timeframe for delivering this change in workforce development. It's a massive piece of work and marks a truly significant transition for our sector. Finally, employers will own and manage the training and development of their workforce. They will be responsible for establishing

the skills and competencies required by all staff, from entry level to senior management, to ensure they are appropriately skilled to meet the needs of the sector and to combat the inactivity epidemic.

A similar process is currently underway with the Trailblazer project, where a coalition of leisure employers is developing standards for leisure management and personal training apprenticeships. Trailblazer has whet employers' appetites to dramatically improve the physical activity sector's workforce development.

BRIDGING THE DESIGN GAP

In his latest in a series of columns, FaulknerBrowns Architects' Mike Hall looks at how good facility design can play a crucial role in getting the nation more active



The £12.8m Hebburn hub mixes a range of uses, from a library to a swimming pool

I recently had the pleasure of being a guest speaker at Sporta's AGM.

The theme was the challenge to get people more active. Dr Andrew Murray, an advisor to the Scottish government, delivered an amusing and informative talk with an evidence-based approach about the importance of getting people active. There were also inspiring examples of organisations delivering fantastic programmes and making a real difference. But where does design fit into this and how can facilities be made more attractive to non-sporty people?

Unfortunately, hard evidence as to the beneficial role good design plays is hard to come by and is an area which would benefit from further research. There are, however, many good examples of new facilities which have drastically increased throughput, compared with the ageing facilities they have replaced. New and refurbished facilities provide the quality of environment that people now experience and expect in many walks of life, such as the workplace, retail and other forms of leisure and entertainment. Investment in



sports facilities is also necessary to improve accessibility for disadvantaged people.

A welcoming atmosphere with direct line of sight to most of the activities on offer and clarity of circulation should be a prerequisite. Engaging in crossover activities is a great way to make better use of facilities and to break down barriers. Participating in one activity may provide inspiration to build confidence and take part in other health-related activities.

Within multi-sport facilities, innovative thinking will encourage the move from one activity to another

FaulknerBrowns have just completed a new community hub in Hebburn where customer services and a library are 'wrapped' in wet and dry sports facilities. A customer enquiry can be followed by an 'inquisitive' swim! Where tentative steps are made to engage in one activity, having sight of other, perhaps slightly more ambitious, activities, opens up the entire facility. This is especially true where

there are suitable social spaces to increase confidence and the ability to engage with a wider spectrum of users.

In my last column, I mentioned the role of education in sport. Highly beneficial relationships can be achieved between spaces for activity and learning environments at all stages in the education process, if this is considered carefully at the outset. Investing in good design adds value and creates spaces which are accessible to a wider range of users. At multi-sport facilities, innovative thinking will encourage the move from one activity to another.

The crossover into other sectors is also increasingly important in appealing to non-participants. The commercial leisure sector can enhance more active lifestyles and there are now greater opportunities to mix retail with health-related activities. Integrated landscape and park spaces with a mix of commercial leisure are likely to be part of the future. The case for an active nation is clear. The design of our buildings needs to be an enabler, not a hindrance.

Mike Hall, sports partner, FaulknerBrowns Architects. Tel: +44(0)191 2683007
e: m.hall@faulknerbrowns.co.uk
w: www.faulknerbrowns.co.uk



SOCCEREX

GLOBAL CONVENTION

MANCHESTER

07-09 SEPTEMBER 2015

HOSTED BY



MANCHESTER

**BRINGING THE
WORLD
OF FOOTBALL TOGETHER**

FOR MORE INFORMATION VISIT
SOCCEREX.COM/SPORTSMGMT

T +44 208 987 5522 **E** ENQUIRY@SOCCEREX.COM

GLOBAL PARTNERS



SOCCEREX

SOCCEREX

SOCCEREX



It is hoped that the 22,000-capacity stadium, located in Exposition Park, will rejuvenate and revitalise the South Los Angeles area

MLS expansion team Los Angeles FC to move in to new US\$250m home

Los Angeles Football Club (LAFC) has announced plans to build one of the most expensive privately financed soccer-specific stadiums in the US.

The franchise, which will enter Major League Soccer (MLS) as an expansion team in 2018, has revealed designs for a 22,000-capacity venue on the site of the Sports Arena in South L.A.'s Exposition Park. Designed by L.A.-based architects Gensler, the \$250m (£160m) downtown stadium is set to become the first open-air professional sports arena in the city since baseball's Dodger Stadium opened in 1962. As well as the stadium, the plans cover a 15-acre area and include a conference centre, restaurants and a soccer museum.

To make way for the new development, the ageing LA Sports Arena – opened in 1959 by then Vice President Richard Nixon – in Exposition Park will be demolished.

The project will be funded by the LAFC ownership group, which includes former basketball star Earvin “Magic” Johnson; Mandalay Entertainment CEO Peter Guber, who is co-owner of the LA Dodgers MLB team and the NBA's Golden State Warriors; self-help author Tony Robbins; and US women's FIFA World Cup winner Mia Hamm and her husband Nomar Garciaparra, a former major league baseball all-star. The 24-member group also includes businessmen Ruben Gnanalingam and the controversial Malaysian owner of Cardiff City FC, Vincent Tan.

Commenting on the project, “Magic” Johnson said: “We're not only committed to creating a dynamic experience for our fans, but equally excited about the impact our stadium and facilities will have in reshaping and revitalising South Los Angeles.”

Soccer is popular in California – a state where 38.1 per cent of the total population

is Hispanic-Latino – and the new project has the strong support of local officials who are hoping to give a much needed economic boost to the area around the arena and the surrounding communities.

“I'm excited to welcome the LAFC to the City of Angels,” said Mayor Eric Garcetti. “Los Angeles loves soccer and now the greatest sports town in America gets even better. “I know this ownership group is committed to representing the best our city has to offer. And I'm especially pleased that this proposed stadium will be located in South Los Angeles to help revive that neighbourhood and bring more jobs and opportunity for our residents.”

South Los Angeles has poverty and unemployment rates well above the city average and the strategic plan for the construction of the new stadium will include a one-time economic activity of more than US\$275m and 1,200 jobs.

Additionally, net new impacts from annual operations of the new stadium are estimated to generate more than US\$129m in new economic activity, create more than 1,800 full-time jobs and produce US\$2.5m in annual tax revenue.

The stadium architect Gensler's recent work includes renovating the FirstEnergy Stadium in Cleveland – home of the NFL team Cleveland Browns – and Sao Paulo's Arena Corinthians in Brazil, host of the opening match of the FIFA World Cup 2014.

[Read more: http://lei.sr?a=a6J7h](http://lei.sr?a=a6J7h)



The early designs for the stadium have been created by LA-based architects Gensler

Designs for fifth Qatar World Cup stadium revealed

Qatar 2022 World Cup officials have revealed plans for the fifth 2022 World Cup venue – the Al Rayyan stadium.

The 40,000-capacity Al Rayyan will be located on the site of the existing Ahmed bin Ali Stadium – a 25,000-seat venue built in 2003 – with the old structure being demolished to make way for the new. Designed by a team including US-based masterplanners AECOM, Danish engineers Ramboll and UK architects Pattern, the stadium will feature innovative cooling technologies, such as roof angles and windscreens. The design intends to showcase Qatar's heritage, with the façade of the stadium being formed from seven patterns, representing different aspects of Qatari culture.

A cultural precinct surrounding Al Rayyan Stadium will include a vast range of facilities, including a mosque, aquatics centre, athletics track, cricket pitch, tennis courts and hockey pitch.

Al Rayyan will feature a number of sustainable solutions as part of efforts to limit the stadium's impact on the environment. The cultural precinct will generate renewable energy through its operations, while a number of energy and water efficiency measures will look to make the site carbon neutral.



The Al Rayyan stadium will be surrounded by a brand new sports and culture precinct

Following the 2022 FIFA World Cup, the capacity of Al Rayyan Stadium will be reduced to approximately 21,000.

The stadium's modular upper tier will be donated to nations in need of sporting infrastructure, creating a global legacy of football development. The downscaled stadium will become the new home of Al Rayyan Sports Club, which has historically been one of Qatar's most popular and successful football teams.

In its early days, the team that became Al Rayyan Sports Club was funded by fans from the surrounding area.

A spokesperson for Al Rayyan said: "Those same fans, their children and the wider community will benefit from this stadium for generations to come, in line with the Qatar 2022 pledge of building a better future for Qatar."

Qatar's Supreme Committee for Delivery & Legacy – the agency responsible for the World Cup infrastructure – said work on the stadium will start shortly. Work is already underway on four venues – Al Wakrah, Al Bayt/Al Khor, Khalifa International Stadium and the Qatar Foundation Stadium.

[Read more: http://lei.sr?a=t5n6k](http://lei.sr?a=t5n6k)



After the World Cup, the stadium's modular upper tier will be donated to nations in need of sporting infrastructure, creating a global legacy

“Glittering jewel” of culture to be created at London’s Olympic Park

LDA Design has been selected to masterplan a university campus at London’s Olympic Park, featuring a museum, collections libraries and performance spaces.

A team led by the practice, which also includes Nicholas Hare Architects, will develop the 125,000sq m (1,345,489sq ft) campus for University College London (UCL), called UCL East. It will be located south of the ArcelorMittal Orbit and the Zaha Hadid-designed London Aquatics Centre at the Queen Elizabeth Olympic Park, home of the 2012 Olympic Games.

The UCL campus is part of the wider Olympicopolis development, which will also include projects involving the Victoria & Albert Museum, the University of the Arts and Sadler’s Wells. Talks are also ongoing with the US-based Smithsonian.



The University College London campus will form part of the wider Olympicopolis development

The 50,000sq m development will feature the UCL Museum of the Future, where immersive exhibition galleries will be created. A school of design, a centre for experimental engineering, collections

libraries, and studio and performance spaces will also feature.

A detailed masterplan for the site will now be developed over the coming months.

Read more: <http://lei.sr?a=j3A4U>

Four operators shortlisted for new Perth stadium

Four companies have made it on to a short list of potential operators for a new AU\$1bn (€706m, US\$795m, £508m) stadium in Perth, Australia.

The four candidates are AEG Ogden, Nationwide Venue Management, Perth Stadium Management and Stadium Australia Operations – and one will be selected to manage the 60,000-capacity Perth Stadium, which will form the centrepiece of a new sporting precinct at Perth’s Burswood district.

AEG Ogden is a joint venture between Australia-based companies and AEG Facilities, a stand-alone affiliate of the Anschutz Entertainment Group (AEG). AEG Ogden currently operates a large network of arenas, stadiums, exhibition centres and theatres through Australia, Asia and the Middle East.

Nationwide Venue Management is part of the Melbourne-based Spotless group and focuses on venue management within the leisure, sports and entertainment industry.

Perth Stadium Management is a consortium incorporating the West Australian Football Commission, US-based catering and management company Delaware North, concert promoter Live Nation and Ticketmaster.



The 60,000-seat stadium will have five tiers

Stadium Australia Operations currently operates the ANZ Stadium in Sydney – the venue of the 2000 Olympic Games.

Due to open in time for the 2018 Australian Football League season, the Perth Stadium will host Australian rules football, rugby, soccer, cricket, and international acts and artists.

Designed by a team consisting of Cox Architecture, design studio Hassell and architects HKS Sports and Entertainment Group, the stadium will be five-tiered with up-to 85 per cent of the seats being under cover. Brookfield Multiplex and John Laing won a contract to build the venue last year and construction started in December 2014.

Read more: <http://lei.sr?a=H4v6z>



Crouch is a qualified football coach

‘Sports mad’ Crouch named sports minister

Sport will have a true advocate in the newly-formed Conservative government, following the appointment of Tracey Crouch as sports minister.

Crouch, a self-confessed “sports nut” is the MP for Chatham and Aylesford in Kent and has been a member of the Culture, Media and Sport Select Committee since 2012. She is a qualified football coach and continues to play actively, as well as coach a women’s football team – something she has done for 10 years. Crouch has actively promoted equal opportunities in sport and served as vice chair of the All Party Group for Women in Sport.

Read more: <http://lei.sr?a=V8z6j>

NEWS UPDATE

HOK signs stadium development deal with United Soccer League

HOK has signed a groundbreaking, multi-year partnership with North America-based United Soccer League (USL).

The deal will see the global architects create a stadium development, design and standards programme, supporting the league's strategic initiative to house all USL clubs in soccer-specific stadiums across US and Canada by 2020.

As the league's official stadium design partner, HOK will apply its venue design expertise to guide soccer-specific stadium development for expansion clubs and the renovation of current USL stadiums to increase capacities and amenities. HOK will also consult to the league and its clubs on maximising venue revenue, developing ancillary programming and creating operational efficiencies.

USL President Jake Edwards said: "The partnership with HOK provides the league and its clubs a tremendous partner with extensive stadium design and development experience at the highest level. A critical part of our strategic growth plan is to have all USL clubs as owners or primary tenants of soccer-specific stadiums by 2020."

The deal has been enabled by HOK's December 2014 acquisition of US-based 360 Architecture, a leading designer of stadiums and sports venues. The takeover of 360 resulted in the creation



One of the USL clubs likely to benefit from the HOK tie-up is Charlotte Independence, which currently plays its games at the 21,000-seat American Legion Memorial Stadium in North Carolina

of HOK's new Sports + Recreation + Entertainment practice.

Brad Schrock, director of HOK Sports + Recreation + Entertainment, said: "We are passionate about soccer and excited to be a partner to the USL as the league continues to grow. This initiative will provide the framework to ensure that venues are successful for the team, the players, the fans and their communities."

HOK's current and recent projects include the recently opened Avaya Stadium for Major League Soccer's San Jose Earthquakes and a newly designed multipurpose stadium in Atlanta, which will be home to an MLS expansion franchise and the National Football League's Atlanta Falcons.

[Read more: http://lei.sr?a=J8R8D](http://lei.sr?a=J8R8D)

HOK back in sports

HOK returned to sports facility design this year for the first time since 2008, after completing a deal to acquire Kansas City, US-based sports architects 360 Architecture. The deal is part of HOK's strategy to expand its footprint in the sports sector and forms a central part of HOK's new Sports + Recreation + Entertainment practice.

HOK's previous sports arm – HOK Sport Venue Event – became Populous in 2008 following a management buy out. A non-compete agreement meant HOK hasn't worked in sports architecture for more than five years.



Maximise the use of your outdoor sports facilities all year round

Versatile surfaces, fencing and lighting for multi-sport

- ▶ Purpose-built multi-use games areas
- ▶ SportTop artificial grass
- ▶ Fit for purpose fencing
- ▶ Specialist floodlighting

For more info, call us or visit our website to see the full range

0800 587 0290

Northern Office: 11 Enterprise Way, Jubilee Business Park, Derby. DE21 4BB

SPORTTOP
Synthetic multi-sport surfaces

www.sport-top.co.uk

Work begins on £33m elite centre for Scotland

Construction work has begun on Oriam, Scotland's new £33m Sports Performance Centre, located at the Riccarton Campus at Heriot-Watt University in Edinburgh.

The facility, designed by Reiach and Hall Architects, will become the new training base for Scotland's elite athletes and will support the high performance needs for football, rugby and volleyball while offering additional dedicated support to a range of sports. The centre will include a full-sized indoor pitch with seating for 500, international-standard grass and synthetic outdoor pitches, a high performance medical centre and support services.

Read more: <http://lei.sr?a=K6u8e>



One of the projects to benefit is a city centre BMX trail in Edinburgh

Final round of Glasgow 2014 legacy fund revealed

The final round of a Commonwealth Games legacy grants programme will see 34 Scottish community sports projects share £1.5m worth of funding. The grants constitute the fifth and final allocation of the £10m Legacy 2014 Active Places Fund, which has benefitted 188 projects across all 32 of Scotland's local authorities since its launch.

Stewart Harris, CEO of sportscotland, said: "These 34 new awards are part of almost 200 projects to receive investment from the Legacy Fund, which is playing an important role in improving and creating excellent facilities all over the country.

Read more: <http://lei.sr?a=J4F6F>



The £18m, 12,000-capacity stadium has been designed by Frank Whittle Partnership

Scunthorpe secures permission for £18m stadium

Scunthorpe United Football Club (SUFC) has received planning permission from North Lincolnshire Council for a new £18m stadium. The 12,000-seater stadium will be developed as part of the mixed-use Lincolnshire Lakes project – which is spearheaded by Lucent Group and will include 3,500 new houses, a commercial park, a school and a transport hub.

The designs and masterplan for the stadium have been created by Frank Whittle Partnership and come as SUFC chair Peter Swann is keen to provide the club with a new home and move the club from its current 9,000-capacity Glanford Park. SUFC

hopes to move into its new home in July 2016, and Swann anticipates a "busy and exciting 14 months" as the club prepares for the "dawn of a new era" – adding that securing agreements to lease the commercial space at the stadium will be key to the project's success.

"The stadium is a dream for me and hopefully it's something the fans will buy into," he said. "We're going to be in a place where revenue streams are going to be higher. I'm pretty confident that when we open all the space will be leased. That will help finish off the finance of it."

Read more: <http://lei.sr?a=f7D2j>

IOC president: India "not ready" to host Olympics



Delhi hosted the 2010 Commonwealth Games

India is "not ready" to host the Olympic and Paralympic Games, according to Thomas Bach, president of the International Olympic Committee (IOC).

Bach, speaking after meeting Indian Prime Minister Narendra Modi, dismissed chances of an Indian bid being successful in the near future, ending rumours that the country would seek to host the 2024 Games. Indian media had speculated that either New Delhi or Ahmedabad could mount a bid for the 2024 Games.

Read more: <http://lei.sr?a=e3j3y>

NEWS UPDATE

Family and friends important in getting women to play sport

Family and friends – rather than role models – are the most powerful “influencers” in getting women to take part in sport. A new report by Women In Sport shows how women’s participation in sport is swayed by a larger number of people and “influencers” than had been previously thought.

Contrary to the initial hypothesis that successful athletes and other role models have the most significant impact on female participation, the report suggests that other influencers had more impact. These influencers also come from an array of areas – such as family, friends and the local community. The report also shows that women’s influencers tend to change over time – in line with their evolving needs.

“Our research findings presented here are clear,” said Ruth Holdaway, CEO of



Role models do have an effect on women’s participation – but not as much as other “influencers”

Women in Sport. “Role models ARE important, but they are not the only factor that sways women to play sport.”

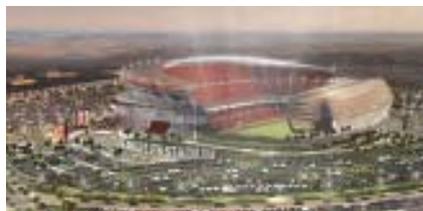
The report, funded by Sport England, outlines a new behaviour change model called the ‘Model of Influence’, which con-

sists of six ‘sway factors’. Women in Sport hopes the model can be used as a framework to encourage further female sporting participation, utilising the influence of each of the influence communities.

[Read more: http://lei.sr?a=d2T3w](http://lei.sr?a=d2T3w)

Plans for Los Angeles NFL stadium approved by local council

Carson City Council (CCC) in Los Angeles County, California, US has unanimously approved plans to build a US\$1.86bn (€1.68bn, £1.24bn) stadium to host two National Football League (NFL) franchises – the San Diego Chargers and Oakland Raiders. CCC is the second local authority to have given a green light to an NFL stadium in Los Angeles, following a rival



The plans would see San Diego Chargers and Oakland Raiders sharing the stadium

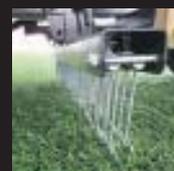
plan by billionaire Stan Kroenke to relocate his St Louis Rams NFL franchise to a HKS-designed venue in Hollywood Park.

Both plans were presented to a committee of NFL executives on 22 April. To approve any relocation of a franchise, NFL rules require that 75 percent of the 32 owners approve the move.

[Read more: http://lei.sr?a=V9H6f](http://lei.sr?a=V9H6f)

Artificial Sports Surfaces

expertly maintained by the UK’s leading Pitch Maintenance Specialist



Manage your maintenance contract online with OTIS - exclusive to Technical Surfaces

✓ Record Usage ✓ Log Maintenance ✓ Protect your pitch warranty

t: 08702 400 700 info@technicalsurfaces.co.uk www.technicalsurfaces.co.uk

Airbnb to provide Rio Olympic accommodation

Online private rental portal Airbnb has struck a deal with Rio 2016 organisers which will see residents of the city provide up to 20,000 additional accommodation options for foreign Olympic guests.

Airbnb will help provide “hotel” nights for the expected 380,000 foreign fans arriving for the Games next year, significantly alleviating the city’s accommodation shortfall. Rio 2016 organisers have admitted that while a construction programme of new hotels in the city has increased capacity enough to host the 40,000-strong “Olympic family”, it had concerns that sports fans would struggle to find places to stay.

Read more: <http://lei.sr?a=u4p8u>



The stadium revamp has been designed by Alexander Sedgley

Ebbsfleet stadium revamp gets approval

Gravesham Borough Council (GBC) in Kent has approved plans for the redevelopment of Ebbsfleet United Football Club’s Stonebridge stadium in Northfleet.

The planned £8m project – designed by architects Alexander Sedgley – will see capacity being increased from 4,000 to 6,000 spectators. The works have been designed to “match the club’s future ambitions” with a community-oriented vision. GBC approved a detailed planning application for a phased demolition of the stadium’s existing stands, ancillary buildings and structures.

Read more: <http://lei.sr?a=q7H9e>



The Allianz Stadium – designed by architects Philip Cox, Richardson and Taylor – first opened in 1988

Sydney to invest AU\$1.2bn in two new stadiums

Plans to redevelop two existing stadiums in Sydney, Australia could be scrapped and replaced by a scheme to build two new major venues – at double the cost.

The New South Wales (NSW) state government had previously earmarked AU\$600m from the sale of the state’s electricity assets in order to upgrade the city’s two major sporting venues – the ANZ Stadium and Allianz Stadium.

But rather than redeveloping the two existing stadiums, the alternative proposals would replace the Allianz Stadium with a new, international-standard venue and also create a new, separate home for the

city’s rugby and football teams. According to *The Daily Telegraph*, NSW sport minister Stuart Ayres is expected to receive a report this year recommending a complete change in long-term strategy for sports in Sydney. It would see the Allianz Stadium demolished and replaced with an AU\$100m multi-sport venue and a new AU\$800m, 65,000-capacity stadium being built in adjacent Moore Park.

The plans also include the construction of a new 35,000-seat Parramatta Stadium, to act as the home to rugby league’s Parramatta Eels.

Read more: <http://lei.sr?a=V6Z4w>

Thames baths project reaches crowdfunding target



The project aims to open up access to London’s largest public space – the River Thames

Architectural practice Studio Octopi’s dream of sparking a “swimming revolution” – by creating a floating freshwater pool in London’s River Thames – is a step closer after the project reached its target of securing £125,000 through Kickstarter.

The Thames Baths project – which has won backing from figures including artist Tracey Emin and London mayor Boris Johnson – has now been registered as a Community Interest Company, meaning it will be run as a social enterprise.

Read more: <http://lei.sr?a=2t5h3>

Design, Build and Maintain Service all Sports Surfaces



- ✓ All Weather Pitches
- ✓ Tennis Courts
- ✓ Athletics Tracks
- ✓ 3G Pitches
- ✓ Landscape Grass
- ✓ Maintenance Services



St Mary's School Ascot, Berkshire
 Charterhouse
 St Piran's
 King's College School, Wimbledon
 Stockport Grammar School
 Greenacre School for Girls, London
 Worth Abbey School, West Sussex

For **help & advice** call us on **01529 461 500**

- ✉ Email: info@smithsportscivils.co.uk
- 🌐 Web: www.smithsportscivils.co.uk
- 📘 Facebook: Smith Construction (Heckington) Ltd
- 🐦 Twitter: @smithsportscivi
- 📍 Google+: Smith Construction (Heckington) Ltd

Station Road
 Heckington
 Sleaford
 Lincolnshire
 NG34 9NF

Collinson 
 SPORTS FACILITIES



DESIGNED TO INSPIRE

Take a modern approach to your new sports facility; Collinson Construction specialise in the design and build of a range of innovative facilities to suit individual specifications.

Tel: 0800 840 6458
collinson.co.uk

Airdomes
 Tensile Structures
 Sports Facilities

leisureopportunities



jobs & news updated daily online

Fortnightly leisure recruitment, training, property and news publication which gets you the right job or the perfect candidate for your vacancy

subscribe online:
www.leisuresubs.com

www.leisureopportunities.com

US Olympic Museum designs unveiled

Inspired by the movement of athletes, New York-based Diller Scofidio + Renfro has revealed its preliminary designs for the United States Olympic Museum.

Located in Colorado Springs, The 60,000sq ft (5,574sq m) museum is dedicated to the achievements of US Olympic and Paralympic athletes, and is expected to open before the 2018 Winter Olympics, being held in PyeongChang, South Korea.

Groundbreaking has been scheduled for 2016 and the 20,000sq ft (1,858sq m) attraction will explore the training regimens of Team USA athletes, record-breaking performances and sports technology.

Read more: <http://lei.sr?a=p9B9z>



As well as big spenders, the over 65s were found to be loyal customers

Over 65s represent £16bn untapped opportunity

Leisure and sport businesses could be missing out on up to £16bn in revenues by failing to cater for the needs of over 65-year-olds.

That is the top-line finding of *An ageing population: the untapped potential for hospitality and leisure businesses* – a new report published by Barclays Corporate Banking, which found businesses are failing to appreciate the ‘grey pound.’

Britain’s ageing demography means the importance of this market will continue to increase – Barclays predicts that leisure spending by over 65s will reach £57bn by 2025.

Read more: <http://lei.sr?a=Z5k2t>



The StreetGames’ Us Girls campaign will look to target females aged between 13 and 19

StreetGames to take Us Girls campaign to Wales

StreetGames is to lead a push to get women and girls in Wales more physically active. The sports charity has appointed Jess Morgan to pilot the Us Girls campaign in Wales, aimed at girls between the ages of 13 and 19 who live in Communities 1st areas in Wales.

The campaign will include the development of a Wales-based Us Girls consortium of organisations committed to increasing female sports participation, as well as recruiting disadvantaged young female volunteers to help deliver the programme. Figures show that there is a considerable gender gap in physical activity in Wales. Nearly one third of Welsh

males (63 per cent) participate in sport, while the figure for females is less than 50 per cent. There are also twice as many male members (22 per cent) of sports clubs than females (11 per cent).

The problem is related to girls becoming physically inactive at a young age – at the end of secondary school, only 44 per cent of Welsh girls take part in sport.

Morgan said there was a “huge need” to get girls across Wales more active. “It’s not just about increasing fitness and improving health, but giving girls opportunities they wouldn’t have had and increasing their confidence and self-esteem,” she said.

Read more: <http://lei.sr?a=M6T2x>

UNESCO and Al-Hilal push for social inclusion



UNESCO and Al-Hilal want to use sport to engage excluded youths in conflict zones

Saudi Arabian football club Al-Hilal and UNESCO have joined forces to promote social inclusion through sports in conflict zones. UNESCO director general, Irina Bokova and Al-Hilal president, Mohammad Al-Hmaidani, met to sign a three-year deal to work together in partnership. As part of the agreement, Al-Hilal will put up US\$1.5m (£1.4m, £1m) in funding to support projects providing high-quality physical education in schools and the social integration of young people, especially in conflict zones.

Read more: <http://lei.sr?a=P2n6n>

NEWS UPDATE

Guy Holloway reveals architectural first with multi-level skate hub

Guy Holloway architects have revealed plans for a unique, multi-level skate park to draw international skaters and spectators to Folkestone, UK.

The plans outline a 1,000sq m (10,700sq ft) three-storey skate park for the seaside town in the south east of England, the first multi-story facility of its kind. The sports park will also host a variety of popular urban sports including skateboarding, BMX-ing, rollerblading and scootering, with additional trial cycling facilities, a climbing wall and a boxing club. It will serve as a national and international attraction, besides offering access to young people involved in the popular local skate and BMX scene.

The site is on an old bingo hall which lies near the planned wider regenera-



The park is set to attract international visitors

tion of Folkestone. Nearby is the creative quarter, home to other architecturally significant projects, such as the recently completed performing arts centre, 'Quarterhouse' and 'The Workshop'.

[Read more:](http://lei.sr?a=c4V5N) <http://lei.sr?a=c4V5N>

GLL launches extreme sports facility in east London

GLL has opened an extreme sports facility at Barking Sporthouse in London, featuring the capital's biggest indoor skate park and a unique climbing wall, as the operator bids to broaden its leisure appeal.

The skate park offers more than 900sq m (9,688sq ft) of skate ramp terrain, with a beginners' area and street zone with ledges, 'flat bars' and 'Euro-gaps', and London's first key-hole Birchwood bowl.

GLL has also launched a Vertical Playground climbing facility at the site.

[Read more:](http://lei.sr?a=q4h9d) <http://lei.sr?a=q4h9d>



The skate park will offer more than 900sq m (9,688sq ft) of skate ramp terrain

Canberra's AIS Arena set for AU\$10m revamp



AIS Arena is currently the home to two professional women's basketball teams

Australian Institute of Sport (AIS) is to invest AU\$10m (US\$7.6m, £5.2m) in redeveloping the 5,200-capacity AIS Arena in the capital Canberra. First opened in 1981, the ageing venue was designed by Philip Cox & Partners and is home to two professional women's basketball teams – Canberra Capitals and the AIS team.

Work will include improvements to seating and F&B areas, as the AIS plans to increase the number of events – both sport and non-sport – held at the venue.

[Read more:](http://lei.sr?a=N3x3a) <http://lei.sr?a=N3x3a>

CopriSystems

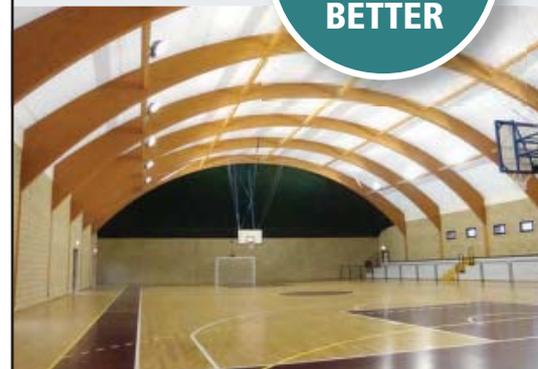


COVERING TECHNOLOGY



- Bespoke sport structures
- Glulam wood, aluminium or steel frames
- Sliding side walls for natural ventilation
- Short delivery and build time
- Conforming with building codes
- Experienced and dynamic team
- Affordable and sustainable
- Finance options

DESIGNED
TO BE
BETTER



Tel: 01794 301 000

sales@coprisystems.com

www.coprisystems.com

Two thirds of UK children are 'insufficiently active'

More than two thirds of children in Britain fall below recommended levels of fitness for their age group, according to research by youth activity provider Fit For Sport. Comprising 10,000 primary-school aged children, the study found that 67 per cent were unable to reach targets in jumping, running and throwing. Meanwhile, 24 per cent fell significantly below recommended levels, indicating a "cause for concern".

The findings of the *Challenging Children's Inactivity* report should be a warning for parents, said Fit For Sport CEO Dean Horridge, who said many place "too much emphasis" on children's academic performance.

Read more: <http://lei.sr?a=L7e2n>



The designs include replacing two existing stands with a single structure

New Lord's stand set to be completed by 2019

Marylebone Cricket Club (MCC) has announced the latest phase of its redevelopment plans for Lord's Cricket Ground in London, which includes the replacement of the historic Tavern and Allen stands.

MCC, which owns the venue, intends to have a single new structure built in place of the two existing stands – adding more than 5,500 seats – to raise the ground's overall capacity to nearly 30,000.

Designed by global sports architects Populous, the new stand is expected to be completed by 2019, with work on the first phase beginning in September 2015.

Read more: <http://lei.sr?a=H5e6Z>



The sports district will be anchored by a 17,000-seat, multi-purpose indoor arena

US\$1bn arena and sports district for Milwaukee

US-based National Basketball Association (NBA) franchise Milwaukee Bucks has revealed detailed plans for the development of a new sports and entertainment district in Milwaukee.

The Bucks are hoping to establish a 60,000sq ft "live entertainment block" – anchored by a 17,000-seat indoor arena – to rejuvenate the city's Park East corridor. The total cost of the project is expected to reach US\$1bn (€942m, £682m). Speaking at a press conference yesterday (9 April), Bucks president Peter Feigin said the vision is to create an arena designed for maximum flexibility and

year-round use – supported by a dynamic entertainment district.

"We're not just trying to build a new home for the Milwaukee Bucks, but create a 365-day attraction for Wisconsin residents that will help revitalize downtown Milwaukee," Feigin said.

The design team for the project is lead by Populous and includes a group of prominent global, national and local architects – including HNTB and Eppstein Uhen.

Populous' design for the arena evokes Wisconsin's natural beauty and Milwaukee's rich heritage of industry.

Read more: <http://lei.sr?a=s2e6H>

£17m cash boost for Northern Irish sport



The funding will support grassroots and elite sport

Sport Northern Ireland will invest £17.5m into facilities through the new Facility Fund, a scheme based on three strands – single, multi and performance facilities.

Funding will be given to single-sport facilities which seek to increase participation within club structures, multi-sport facilities which increase participation across local communities and performance facilities which meet the needs of community participants and elite athletes within the same multi-sport environment.

Read more: <http://lei.sr?a=f6T4m>



According to a report published by Ofsted, outside of football, a large proportion of students, who have gone on to become the next elite athletes and tennis, rugby union and cricket players, have been nurtured on the sports fields of England's independent schools.

O'BRIEN Contractors Limited

4 1% of Team GB athletes who won a medal during the London 2012 Olympics were educated at an independent school. This is quite remarkable when you consider only 7% of school-aged pupils attend an independent school in England, compared to 86–93% of the population who are educated by a state run school.

This should come as no surprise when you consider that Independent schools have embedded competitive sports into their culture and ethos. They ensure all students participate in frequent sports activities; building confidence, self-esteem, academic excellence, character building, but also providing young people with the platform to realise their sporting goals and ambitions.

Independent schools do enjoy greater financial benefits over state schools, but now the Department for Culture, Media and Sport is investing over £1 billion in the next few years to help people get fitter and

healthier through a range of programmes designed to make access to sports facilities easier for everyone.

So, with grants and funding available to schools and local authorities, this is a great opportunity to get new sports pitches and facilities in place and bring competitive sport into the fabric of the education curriculum of state schools.

It is vital that schools and local authorities make the most of this opportunity because the skills adopted during physical education and through regular participation, are essential to the early development of children and young people. It can teach them key values, including: sportsmanship, teamwork, respect, mutual understanding and honesty.

Through competition, a child's education is a far richer experience. They enjoy competition. Competitive sport encourages children to try harder. It also provides them with the experience of winning and losing and how to deal with both emotions.

Sports Pitch Specialists!

Investing in new sports facilities has to be done right for two important reasons: firstly, so that you get the best value from

your budget, and secondly, so that you receive a high standard installation ensuring students can and will use them for years to come. To do it right you need to work with the best sports pitch providers you can and O'Brien Contractors, with over 55 years' experience in sports pitch construction, is the first and only large civil engineering firm able to offer turnkey solutions for a range of sports facilities.

The company delivers projects ranging from stadiums and arenas through to rugby, football and hockey pitches. This capability is all maintained in house – with no outsourcing required – by a team of experts with a proven track record of delivering design and build sports projects to a diverse range of exacting client specifications.

The sports installations that we deliver include synthetic and Multi Use Games Area (MUGA) pitches with surfaces suitable for just about every sport and user, from professional sports teams to schools and communities, and natural sports pitches, such as those used for rugby, football and cricket.

Recent projects have included the construction of a FIFA-compliant football pitch, an

Olympic-standard, eight lane athletics track (complete with long jump, triple jump, high jump and pole vault) and a football club (complete with 11 natural turf pitches, changing facilities, entrance road and car park). All elements of these projects were handled in house and to our uncompromising standards.

Services

O'Brien Sports offers a full range of sports pitch services, including:

- Full design and build construction projects
- Synthetic and multi-use games area (MUGA) pitches
- Pitch renovations
- Natural sports pitches
- Total solutions for sports pitches
- Infrastructure, including: access roads and car parks

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

O'BRIEN CONTRACTORS LTD

T: 01926 423918

E: info@obriencontractors.co.uk

W: www.obriencontractors.co.uk

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



As the race advanced, the crowds got bigger, with up to 750,000 people lining up to see the final stage from Wakefield to Leeds

More than 1.2 million spectators line the roads for inaugural Tour de Yorkshire

The first ever Tour de Yorkshire attracted crowds reminiscent of last year's highly successful Grand Depart. It is estimated that this year's race created around £30m for the local economy

More than 1.2 million people turned out for the inaugural three-day Tour de Yorkshire, according to the race's organisers. An estimated 250,000 lined the route on the first day of the new cycle race – from Bridlington to Scarborough – while another 450,000 came out for the second stage from Selby to York. Even bigger crowds of 500,000-750,000 saw the final leg from Wakefield to Leeds. The race was set up as part of the legacy plans for the successful Tour de France Grand Depart in Yorkshire in 2014, which saw the government pledging to invest £800,000 in improving cycling facilities in Yorkshire – and promoting this year's Tour de Yorkshire.

Yorkshire's economy benefitted to the value of £100m from hosting the Grand Depart last year and this year's event is estimated to have created £30m to £40m in tourism revenues. In February, former deputy prime minister Nick Clegg said £500,000 would go to building new cycling facilities – including new circuits – designed to support 10,000 competitive and recreational cyclists wanting to take

part in the sport away from traffic, with access to support facilities. A further £300,000 was invested in international marketing to promote Tour de Yorkshire.

The Tour de Yorkshire 2015 is a new UCI (International Cycling Union) approved international cycle race. It is a 2.1 European Tour class race being delivered by Amaury

**WE WOULD LOVE TO BE
SAT HERE IN 50 YEARS'
TIME, DISCUSSING
THE 50TH EDITION OF
TOUR DE YORKSHIRE**

Sport Organisation and Welcome to Yorkshire with the backing of British Cycling. Major teams including Team Sky, Team Giant Alpecin and the new Team Wiggins all took part. The race was won by Norwegian Lars-Petter Nordhaug, with

Spain's Samuel Sanchez in second place and Thomas Voeckler from France in third.

Amateur cyclists were also given the opportunity to take part. The Tour de Yorkshire Ride, a mass participation bike ride, proved to be one of the most challenging and popular sportives in the British calendar. Organised by Human Race, it took place before the pro race on the morning of the final day, (Sunday 3 May) with thousands of amateur and community riders taking part.

Welcome to Yorkshire also organised a month-long Tour de Yorkshire Festival from 1 April to 3 May 2015 to showcase the county's rich and diverse cultural offering.

According to race organiser Gary Verity, the success of the new race confirms that there is a demand for it – and the crowds have secured its immediate future.

"We're organising a race because there is a big demand for it", he said.

"In 10 years' time, maybe people will love it less, maybe they will love it more. We would love to be sat here in 50 years' time discussing the 50th edition.

"From the point of view of Yorkshire and growing the economy here – and the



The crowds have proven that there is a market for large-scale cycling races in the UK

culture of cycling in the region – this has to be a successful event.”
 The people of Yorkshire have certainly taken to the race – a fact not missed by the athletes taking part. Dutchman Moreno Hofland, who rides for Blanco Pro Cycling

Team and won the race’s second stage, summed up the reaction to the crowds when he said: “It is not normal, even in villages the people were three or four deep. It is really cool to be here.”
 Even Prime Minister David Cameron

managed to catch some of the action, visiting the village of Addingham, near Ilkley, in a break from his successful election campaigning. ●
 • To read more, see *Sports Management Issue 2, 2014*: <http://lei.sr?a=U8O2t>

DECATONE

ADVANCED COATINGS FOR TENNIS AND NETBALL COURTS

BRITANNIA

A BETTER SURFACE FOR A BETTER GAME



Deep, long-lasting colours with exceptional slip resistance for macadam and concrete surfaces

Getting women more active

The stats show women are less active than men and more likely to drop out of sport. Kath Hudson asks industry leaders what the sports sector could do to encourage women to become more active

If we do Parkrun as a family, my husband shoots off into the distance as soon as the whistle sounds, leaving me to coax the children round. While my exercise is limited to blocks of 20-30 minutes, between work and childcare, he exercises instead of doing childcare.

I'm one of the lucky ones: there are many women living in the UK whose husbands, or cultures, stop them from exercising altogether. I also know he'd swap if I asked – he just doesn't think of it first. This is very important because, according to the team behind *I Will if You Will* – the Bury Council-led initiative aimed at women – I'm not alone in this. In fact, this is one of the common barriers to many women

being active: mothers are conditioned to put their children first. If childcare options or family activities aren't available, they don't exercise.

There was a general consensus among the women I spoke to that there needs to be a cultural shift, whereby husbands and partners are supportive of women exercising.

Equally however, the industry can also help make it easier for women. Allowing mothers to bring babies into studio classes or poolside would be helpful, as would running sessions the whole family can join; offering childcare; or putting on an adult class or swimming session that coincides with a kids' activity.

There's a refreshing level of energy around the bid to get women active. Sport England's *This Girl Can* campaign looks set to be a gamechanger, partnering with a range of women's brands from outside the industry. *I Will if You Will* – the inspiration behind *This Girl Can* – is a project which encourages women to support each other to become active and helped 7,500 women to become active. Now in phase two, it wants to take this further, working with more clubs.

Is your sports club welcoming to women? Do you provide women-only teams or activity sessions? Are your sessions at convenient times? What else could you be doing?

TANNI GREY-THOMPSON

Former Paralympian, parliamentarian, TV presenter & ukactive chair



We need a cultural shift in how both sexes view women's exercise. Time is a major barrier to many women being active: they can feel too caught up juggling work, family and other responsibilities. We need a public messaging campaign about the importance of women finding time for themselves, and men also need to support women in this. Anything sport and health clubs can do to facilitate this would help – for example, providing childcare so that mums with young children can exercise, running gym sessions and classes where they can bring their children, and organising activities that are suitable for all the family.

Many girls drop out of physical activity during their teenage years, but sports clubs and other operators could reach out to them with teenage sessions, classes and outreach programmes. I'd like to see more innovation from the industry.

Marketing is crucial. I'm a big fan of *This Girl Can*, because it reflects what people really look like when they exercise. I'd like to see more of this sort of imagery, not the size zero model in lycra doing yoga. Finally, I'd like to see clothing companies making more flattering sports clothes in larger sizes.

JENNIE PRICE

CEO • Sport England



From our insight work, we've learned that many women feel judged at sports clubs. They feel they don't belong because they're the wrong size or not wearing the right clothes. We want to make sure clubs place this insight at the heart of their offering.

The easiest and most powerful thing any club can do to become more female-friendly is to ask women who aren't currently using their facilities what they want. Reach out to former members, the local WI, NCT or colleges and find out why women aren't coming to your club.

There's a sharp drop-off in activity during teenage years, which is partly due to interests changing during puberty, but also because at this age sports clubs start focusing on talent; the average ones get left behind. Health clubs and sports clubs need to think about what they're offering these girls and give the opportunity for teenagers to dip in and out of a range of activities. Unless they're especially talented, teenagers don't want to do a single sport. The activities that are growing are those where the user is in control, such as running and cycling. People also want to be casual, so all clubs need to react to that, offering the opportunity to be spontaneous.



I Will If You Will encouraged women to support each other in becoming active, and inspired Sport England's This Girl Can

JACKIE VEAL

Operational lead • I Will if You Will



Talking to women through social media has enabled us to understand what women want and helped us reach out and understand the barriers they face.

In terms of what operators can do to appeal to women, programming is very important. Women are time-poor, so they want things like a 20-minute class at lunchtime, or just before or after work. Timetabling is crucial: classes must be run at a convenient time. A more relaxed and supportive approach to bringing children along is also needed. Many women are intimidated by gyms because they think they'll be full of people who look like the women in the adverts. We didn't use any stock images for I Will if You Will: using local women in our publicity encouraged more people to give it a go.

There are also a lot of important considerations when it comes to facility design and changing room provision. We've worked hard with our studio team and deliverers to ensure we offer an encouraging environment at all times, reinforcing the positive messages of I Will if You Will. Providing screens for women-only sessions gives some females more confidence, and offering female-only sessions – such as swimming lessons – gives them confidence to start swimming on their own.

JIM GRAHAM

COO • The Gym Group



It's to the benefit of our industry to have more women as members. An even gender mix creates a better vibe and the sexes use gyms differently, driving better use of space and equipment.

Our research shows females can struggle with the idea of a gym membership. They often perceive gyms to be intimidating places that are not for them, or that sport generally isn't their thing. Our member base is currently 40 per cent female and we're working hard to increase this through our environment – a gender-neutral, light, airy and non-threatening space – and by offering more of what our female members want, such as functional training and group exercise.

We partnered Sport England for an open weekend aimed at women in May, showing prospects that our gyms are places they can see themselves spending time in. Working out with friends is a great way of motivating repeat exercise behaviour, so we're encouraging people to come with a friend. Role models are also key to getting people active, and we think female sporting role models are not yet celebrated to the extent of males. To this end, we're sponsoring the Sporting Role Model award at the Women's Sports Trust's inaugural Be A Game Changer Awards."

RICK RIDING & ALAN COPPIN

Initially set up in response to high-profile stadium disasters in the 1980s, the Sports Grounds Safety Authority has grown to become a global leader in spectator safety. Tom Walker spoke to CEO Rick Riding and chair Alan Coppin

The Sports Grounds Safety Authority (SGSA) is the government body responsible for monitoring spectator safety at football grounds in the UK. It carries out statutory functions under the Football Spectators Act 1989 – drawn in response to the Bradford and Hillsborough disasters – and works together with all sports grounds in England and Wales to create safer spaces for spectators.

Despite playing a critical role in transforming safety at football grounds over the past 20 years, the SGSA had, however, operated under a cloud of uncertainty for nearly four years up until November 2014. This was due to the “bonfire of quangos” lit by chancellor George Osborne in 2010, when SGSA – at the time still called the Football Licensing Authority (FLA) – was identified as one of the organisations to be torched, among 480 others, through the government’s Public Bodies Bill.

Rather than lying down and accepting its fate, however, the SGSA took a proactive approach to avoid being closed down or merged with the Health and Safety Authority – the two options discussed at the time. Through a combination of measured lobbying, expanding of its reach beyond football stadia, a successful involvement at the London 2012 Games and the strengthening of its presence on the global arena, SGSA convinced the government to spare it the chop. Now, with a fresh new



Alan Coppin (left), the newly appointed chair of SGSA and chief executive Rick Riding



mandate, the organisation is, according to chair Alan Coppin, stronger than ever.

“The last four years have seen our remit expand to other countries and other sports – such as rugby – and our reputation has steadily grown around the world,” he says. “Having us removed from the list of organisations for abolition will enable us to plan for the future with greater confidence. We are already working on a strategy update which will include a

measurable five-year ambition which we will share later this year.”

DELIVERING SAFETY

Since its inception in 1989, SGSA’s core business has been to regulate safety at football grounds, to raise standards and spread good practice – mainly by monitoring local authorities and the way they issue safety certificates to football grounds. According to CEO Rick Riding, working in close partnership with operators has been a key to SGSA’s success – even though it does mean a busy schedule.

“There are 94 stadiums in total that we are responsible for – made up of the 92 Football League grounds plus Wembley and the Millennium Stadium,” says Riding. “We attend all the safety advisory group meetings held at every one of the grounds. We also assess two games a year at each stadium and during our visits we evaluate the safety management and infrastructure at the stadiums.

“Having such a close relationship with the clubs is essential because – although the legislation gives us statutory powers – we consider ourselves a light touch regulator. For us, our work is all about persuasion and education.

“Usually, when you’re raising standards, there is a cost implication, so developing a relationship of trust ensures there’s an understanding that any spending will be worthwhile.”

For such a busy organisation, SGSA operates on a relatively small



Fan behaviour remains a safety issue for sports stadiums



Stadium use is changing and venue owners are seeking new, alternative ways to bring in revenue through concerts, conferences and other events

staff. There are eight inspectors, each responsible for between 12 and 14 clubs. Having a dedicated person for each club further enhances the relationship that the SGSA has with its 'clients'.

SHIFTING CHALLENGES

The challenges to safety at stadiums have changed since SGSA was launched in 1989. The number one threat then, hooliganism, still exists, but tough measures have made it much less prevalent than it was. For example, standing is no longer allowed in the top two football divisions and there are tighter controls on alcohol consumption.

When asked for their views on the biggest challenges in the current climate, both Riding and Coppin are clear – complacency kills. “The biggest challenge is to avoid the feeling that the job has been done,” Coppin says. “It’s very easy – but dangerous – to think that we don’t need to invest in spectator safety as nothing has happened in the UK for so long.”

He adds that the dynamic nature of sports, its fan culture and the increased need to create revenue-generating events at stadiums are further reasons to avoid complacency. “The threats to safety are ever changing. For example, we’ve seen an increase in the number of pyrotechnics at stadiums and there is the emerging threat of drones over sports grounds.

“Stadium use is changing too and venue owners are seeking new ways to bring in revenue, through concerts, conferences and other events. These types of events bring different challenges for spectator safety professionals.”

When it comes to assessing these risk factors, SGSA’s work outside the UK gives the organisation a unique perspective to compare stadium safety – and challenges to it – in a number of environments.

Both Coppin and Riding agree that SGSA can further strengthen its role as a global leader in safety. “Internationally there are different challenges and we expect our

extensive experience in spectator safety will help different sports in different territories to tackle these challenges,” says Coppin. “There are many lessons that we’ve learned throughout our work in the UK since 1989 and I’d like to see those lessons to improve safety elsewhere.”

FOREIGN AID

Outside the UK, SGSA is perhaps best known for producing *The Green Guide*, which provides detailed guidance to ground management and technical specialists – such as architects and engineers – to assist them with stadium safety. It has become a global ‘industry bible’ and has opened the door for SGSA to become an authoritative player in venue security.

“As authors of *The Green Guide*, we have an excellent reputation globally,” Riding says. “More or less every stadium in the past 20 years has used the guide as a standard to work to – mainly because most governments do not have a standard ▶



SGSA helped train the stewards for the UEFA 2012 European Championships in Ukraine and Poland (above). Rick Riding inspecting a stadium (below)

► for safety at sports stadiums. We also work closely with the Council of Europe and sit on its committee for spectator violence, which was set up after the 1985 Heysel disaster to provide guidance to governments on legislative means to reduce football violence.

“We’ve provided consultative visits to many countries throughout Europe. In the past five or six years, I’ve been to Romania, Cyprus, Serbia and we inspected all the stadiums for the UEFA 2012 Euro Championships in Ukraine and Poland.”

Riding names the Euro 2012 project as the most challenging he has undertaken for SGSA. “UEFA wanted us to inspect and do a report on all eight stadiums, so we travelled across Poland and Ukraine to inspect them,” he says. “We met all the fan groups, local organisers, produced a report and then set up two training sessions – one each in Poland and Ukraine – to train all the safety officers, police and event organisers.

“The timescale was very tight, it is a summer tournament and UEFA contacted us in December 2011. We also had to allow time for our recommendations to be implemented – but we did it.”

Completing prestigious projects such as Euro 2012 confirms SGSA’s position as a major player internationally, but there is a limit to the amount of work it can

and do some work for UEFA to advise them on steward training, like we did for the 2012 tournament, we could then look at some of the training providers in the UK with the view of them providing the training for UEFA members.”



do abroad – partly due to its status as a not-for-profit organisation. “We can only recover costs”, Riding says. “So we’re not commercially driven.

“Rather, our key aim are to raise standards and to promote UK PLC, acting as a sort of conduit. For example, if we go

INTO THE FUTURE

When quizzed on SGSA’s future, the word “complacency” re-emerges and it is clear that Riding wants to make sure SGSA stays ahead of the curve when it comes to all aspects of safety. One of the tasks at hand is to update existing guidance.

“I think over the next two years we will have to rewrite *The Green Guide*,” he says. “There have been a lot of developments – not just in technology, but all aspects of safety – which we need to include in an updated *The Green Guide*.

“For an example, there is nothing in the current guide about crowd modelling, so we will need to include that. There have also been great improvements in fire safety engineering and medical provisions for first responders, so those are two areas that need to be looked at.

“There’s a lot of work to do and I think that it’s going to be a two-year project, but renewing the guide is paramount as we want to keep it as the global standard for stadium safety design and management.” ●



SPORTS SURFACE TESTING AND CONSULTANCY



Sports Labs are the leading international experts in sports surface testing and development.

Our expertise in sports surface testing spans field, track and court testing of stadiums for elite professional clubs to local authorities facilities and private community facilities. Based in Livingston, Scotland with offices strategically located around the world, our global field testing operations regularly test in excess of 600 fields, tracks and courts per year for a wide client base. Sports Labs work with Major Sport's governing bodies such as FIFA, World Rugby, FIH and IAAF to private clients. No job is too big or too small for our team of experienced technicians.

As part of Sports Labs field testing services we also offer natural turf testing, and are fully accredited by FIFA to carry out final installation tests on Goal Line Technology systems



Field Testing

Do you know if your surface performs against the highest standards, required for elite level competition? Does your surface comply with the latest standards for performance and safety? Want to know? Test it!

Field testing is an essential part of any project. In order to ensure a surface conforms to the specifications it was designed to meet, field testing assessments should be carried out

upon completion of any surface and at regular intervals thereafter to ensure continuing performance and safety. We offer the most complete, reactive and price friendly service on the market. With over thirty trained and qualified engineers, working in six satellite Laboratories, across four continents, this enables us to optimise your project's potential, ensuring safety and performance for users. Global field testing manager Keith Macpherson and his team of site engineers will guide you through the process of testing and certification to the highest possible standard for your surface. Contact Keith today and let your project become our priority.

CONTACT US

Tel: 0845 602 6354

Email: louise@sportslabs.co.uk

Web: www.sportslabs.co.uk

[www.twitter.com/SPORTSLABSLTD](https://twitter.com/SPORTSLABSLTD)

www.facebook.com/pages/sports-labs-Ltd

Sports Labs Ltd, 12 Nasmyth Court,
Livingston EH54 5EG

IOG

Official Training
Supporter to the IOG

REAL CARE FOR SYNTHETIC SURFACES

REPLAY offers synthetic sports surface maintenance at its best supported by service that you won't find with any other provider. Our unique processes help to extend the life of sports surfaces - **REPLAY REVIVE®** reduces compaction, improving porosity and play whilst our patented **REPLAY REJUVENATION®** process restores pitches to 'as new' condition and **AQUATRAX®** cleans dirt and algal growth from athletics tracks and water-based hockey pitches.

For more information please visit our website www.replaymaintenance.co.uk call us on 01636 640506, or email info@replaymaintenance.co.uk



HEAD OFFICE
Wesley House, Whittle Close, Newark,
Nottinghamshire NG24 2DY

SCOTTISH OFFICE
Newbridge Industrial Est, Newbridge,
Midlothian, Scotland EH28 8PJ



OLYMPIC DREAMS

Azerbaijan is investing in architecture, sport and tourism to establish itself as a major destination. This year, it hosts the inaugural European Games at the newly opened Baku Olympic Stadium

Baku, Azerbaijan's capital city, was awarded the inaugural 2015 European Games in December 2012. The oil rich country was the only bidder, which makes it no less of an achievement, since other bidders were frightened off by the tight timescale. Keen to become a leader in global sport, by securing a major international sports event – as a precursor for its ambitions to one day host the Olympic Games – Azerbaijan committed to be Games-ready within two years.

Tekfen Construction was appointed and tasked with an aggressive build schedule, which necessitated having to design and construct simultaneously. Nonetheless,

COMPANIES WHO WORKED ON BAKU STADIUM

Heerim Architects & Planners

Co, Ltd: design architect

Thornton Tomasetti: structural

Arup International Ltd: geotechnical

Vector Foiltec: façade subcontractor

Support in Sport Eastern

Europe: pitch subcontractor

Mondo S.p.A: athletic track and

sport flooring subcontractor

Anel Group: MEP subcontractor

Blue Cube (GB): seating subcontractor

Sinerji: interior fit out subcontractor

the challenge was successfully completed, with the stadium finished in early March 2015, in plenty of time for the European Games in June.

Europe is the last of the major continents to have its own Games. They will be held every four years, in the year before the Olympics. The first Games will see 7,000 athletes, from 49 countries, taking part in 20 sports. It will be the biggest sporting event Azerbaijan has ever seen and has sparked investment in cutting edge architecture.

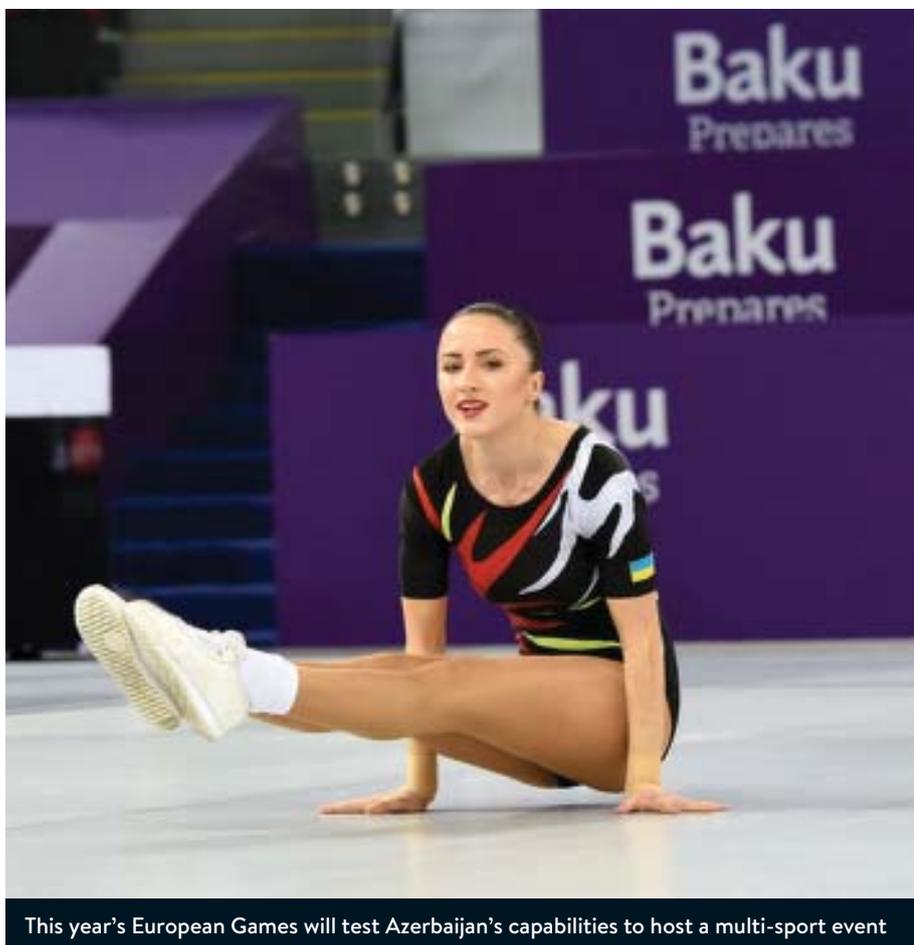
“The government sees sport as an excellent vehicle through which to engage with Azerbaijan's youth nationally, as well as raise the profile of the country on the international stage,” says Jeremy Edwards, general manager, Venue Management Baku 2015 European Games.

“Not only are the Games a chance to inspire more people to lead a healthy and active lifestyle, but they also provide an opportunity for graduates to develop new skills and obtain experiences which will further help Azerbaijan develop a place on the world stage.”

ASPIRATIONAL ARCHITECTURE

Azerbaijan has been aspirational with its architecture. Eager to secure international prestige, architecture is being used to present an image of modernity and the sports facilities are at the forefront of this campaign. The new stadium is part of a new village cluster, which includes athletes' accommodation and The National Gymnastics Arena, which hosted the European Rhythmic Gymnastics Championships last year. Designed by Broadway Malyan and Pasha Construction, this is another example of groundbreaking architecture. The form was inspired by the ribbons of rhythmic gymnasts and strobe lighting is used to make the building look like it is fluttering.

Now the US\$640m (£436m, €604m) Baku Olympic Stadium, situated near



This year's European Games will test Azerbaijan's capabilities to host a multi-sport event



The stadium's futuristic design is part of Azerbaijan's efforts to use architecture to present an image of modernity

VITAL STATISTICS

- Total layout area: 6,641,332sq ft
- Main stadium layout area: 936,460sq ft
- Seating capacity: 68,000
- Total confined space: 2,314,241sq ft
- Maximum height from ground: 213 ft (six storeys)
- VVIP suites area: 17,222sq ft with 220 seating capacity
- VIP suites total: 500 spectator capacity
- Total special area of interior: 271,250sq ft
- Car parking capacity: 3,078 cars
- Warm up area: 97,682sq ft
- Seating capacity in athletes' warm up area: 1,800
- Other facilities: MEP Building, Information Centre, two external buildings, parklands, heliport



NEW OPENING

► the city centre, with views over Lake Boyukshor, forms another prestigious landmark. Funded by the Azerbaijani government, the 68,000 capacity stadium will cater for international sports and cultural events and provide urban amenities. The development comprises festival, performing arts, concert and exhibition spaces, a health and fitness club, restaurants, office space and an information centre, as well as a shopping centre integrated into the six-storey stadium. With special covers to protect the turf, the stadium is also set to be used for spectacular concerts.

“It has been designed to reflect the youthful and energetic spirit of Azerbaijan,” says Edwards. “It is equipped with the latest in mobile connectivity, HD large screens and seating configuration to ensure every spectator enjoys a perfect, uninhibited view of all the sports as they take place around the arena.”

Additionally, infrastructure has been put in place to allow people to access and exit quickly and efficiently and link up to an extensive public transport network.

The stadium is formed by five interlocking structures, inspired by the cylindrical shape of Azerbaijan monument, the 12th century UNESCO World Heritage-listed Maiden Tower. The exterior façade resembles the burning flame, the symbol of the “Land of Fire.”

Six hundred ETFE cushions cover the roof and façade, chosen for their sound insulation properties, ease of use and attractive appearance. Thousands of LEDs light up the stadium at night. A lighting study was carried out to determine the



Spectators will benefit from the latest in mobile connectivity and large HD screens

“ The stadium sits on the location of a former oil refinery so extra isolation layers had to be installed on the ground before the pitch could be laid ”

daylight UV transmission, to optimise spectator comfort and natural turf demands. Olympic stadia are usually elliptical in shape, because of the 400m running track. Baku Olympic Stadium, however, has been designed as a perfect circle, with pure geometry.

WORLD CLASS FACILITIES

Azerbaijan has yet to make much of an impact on the international football scene, but this stadium will boost its efforts, as the national football team will be the main

tenant. It meets the highest international standards for stadia set by FIFA and UEFA and will host tournaments and qualification games for the 2020 European Football Championships.

Being the world’s fastest stadium build was not allowed to impact on the quality of the project. With hopes of one day securing an Olympic Games for Azerbaijan, the stadium has been designed in accordance with track and field standards set by the International Association of Athletics Federations. The main stadium has achieved IAAF grade A status, while the warm-up area is IAAF grade B.

Tekfen Construction and Installation, supported by Korea’s Heerim Architects and Planners, were awarded the design and build of the stadium. The brief also included façade cladding, ETFE lighting, interior aluminium glazed systems, constructing the complementary sports facilities and infrastructure works as well as landscaping.

A tough brief for a 24-month project. To support the accelerated schedule, an advanced modelling approach was used: the engineering team developed an automated design routine to check beam and column reinforcement against seismic code provisions. Precast reinforced concrete, main and secondary steel structures were modelled, and piled raft foundations, more typical of high rise

ABOUT AZERBAIJAN

Situated at the crossroads of Eastern Europe and Western Asia, the Republic of Azerbaijan is an oil rich state, bordered by the Caspian Sea to the east, Russia to the north, Georgia to the northwest, Armenia to the west and Iran to the south.

Azerbaijan proclaimed its independence in October 1991 and is the first Muslim majority democratic republic and the first Muslim majority country to have operas, theatres and modern universities. It has a high rate of economic development and literacy and a low rate of unemployment, with the population of 9m split equally between urban and rural. A high level of migration

means population growth is lower than in the rest of the world. Football is the most popular sport, although so far the national has failed to qualify for major tournaments.

Wrestling has traditionally been regarded as Azerbaijan’s national sport, and it has won 14 Olympic medals in this sport. It is one of the leading volleyball countries in the world and the women’s Super League is one of the strongest female leagues in the world. Its national women’s team came fourth at the 2005 European Championships. Azerbaijan also has a F1 race track and will be hosting its first Grand Prix in 2016.





Both the exterior and the interior design aims to reflect the “youthful and energetic” spirit of Azerbaijan

buildings than stadia, were used, all of which further speed up the build. Support In Sport (SIS) was contracted to design and build the two stadium pitches. The warm up pitch was completed in summer 2014 and seeded with Bermuda grass. The main stadium pitch has now also been seeded. It will be covered up for the opening ceremony of the European Games, after which new turf from Austria will be laid.

There have been a number of challenges involved in the project. “The field used to be an oil refinery in the past, so we

have installed extra isolation layers on the ground before laying the pitch,” says SIS contracts manager, Burak Ertaş. “The warm up pitch is outdoors, so we sometimes had to deal with winds of up to 60km per hour. The quick turnaround of laying the turf after the opening ceremony will pose another challenge.”

Having unsuccessfully pitched for the 2016 and 2020 Olympics, could the Baku Olympic Stadium, combined with a glitch-free inaugural European Games in the summer, be what Azerbaijan needs

to secure the holy grail of international sporting events?

“Our main challenge is to make the most of this opportunity,” says Edwards. “With Azerbaijan set to host a F1 Grand Prix, the Islamic Solidarity Games and matches in the UEFA 2020 European Championships, a key part of the legacy of these Games is to ensure we provide young Azerbaijanis with the chance to develop the skills and experience that will help them deliver major international events in the years to come.” ●



World's leading consultancy for design, research and advice for natural and artificial sports surfaces

Call STRI on **+44 (0)1274 565131**, email **info@stri.co.uk** or visit **www.stri.co.uk** for further information





The arena's exterior and its masonry plinths have been designed to reflect the industrial heritage of the Bristol area

A SPACE FOR ALL SEASONS

A flexible design concept secured architects Populous the prestigious £90m Bristol Arena project. Populous' Mike Trice explains how the winning design will work in practice

International architecture firm Populous was declared the winner of a design competition for the £90m Bristol Arena in March 2015. The winning team – comprising Populous, Feilden Clegg Bradley, BuroHappold and Vanguardia – was selected from a shortlist of five. When the building opens in 2017, it will mean that Bristol no longer holds the unenviable title of being the UK's largest city without a large arena-style venue.

FLEXIBILITY

Populous' winning design is a flexible, horseshoe-shaped arena that can easily convert from a 12,000-seat arena to a more intimate venue for smaller events. According to Populous design principal Mike Trice, providing versatility was key to winning the bid. "Our arena ticked all the boxes on function and form; it's an eminently operable building," he says. "The unique thing about the way it reconfigures



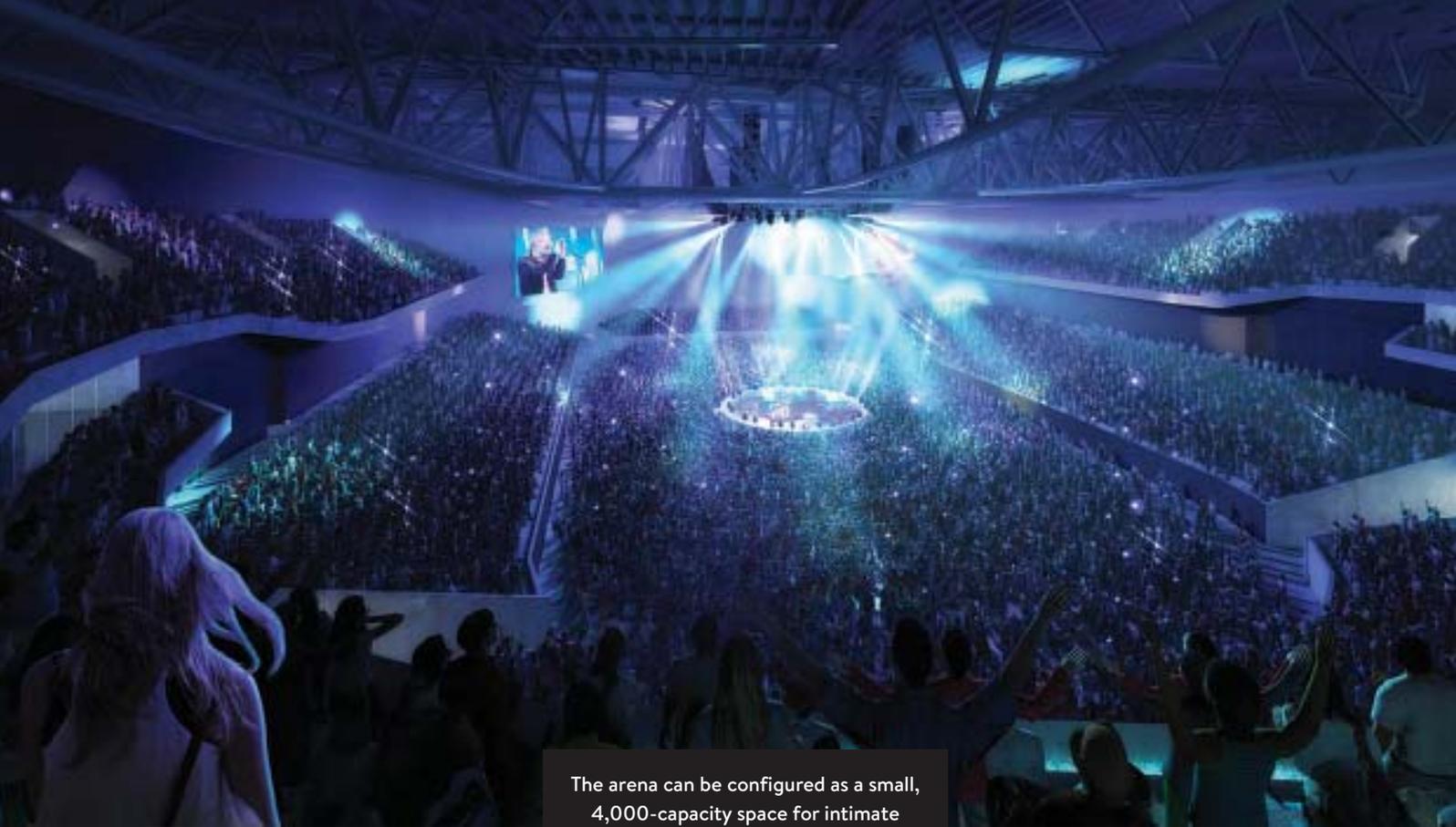
Mike Trice previously worked as project architect for the award winning Odyssey Arena in Belfast

is that it can go from a very small venue for 4,000 people up to a big venue for up to 12,000 people. It allows any sort of band to play in it and can cope with any sort of stage configuration.

"It's been designed to convert seamlessly, and we've been very deliberate about containing all the boxes within the end of the arena that's always live. The way the roof is set out, you get a fan-shaped structure above the amphitheatre so the amphitheatre feels as though it's been designed as a space on its own. It's unique, the way we've delivered it as an architectural piece."

The exterior features a masonry plinth base, designed to reflect the industrial heritage of the Bristol area, with a crystalline disk above it. Trice says the disk can also be used as a marketing tool.

"We can change the colour of it, project on to it and use it to advertise events," Trice says. "On non-event days it becomes a



The arena can be configured as a small, 4,000-capacity space for intimate occasions as well as a 12,000-capacity arena for large-scale events



mirror which reflects the sky and becomes almost invisible.”

SUSTAINABILITY

The environmental sustainability of the building was a key factor in the design.

“We’re targeting a BREEAM ‘Excellent’ rating. Design solutions will depend on the precinct-wide energy strategy which is agreed upon by the council,” says Trice. “This could include an innovative displacement ventilation system and provision for the biggest building-based photovoltaic system in the city.

“On the social aspect of sustainability, the terraces create a new cycling and pedestrian link between the residential areas, the city and the station, establishing a connection that’s been missing.”

HISTORY

Bristol Mayor and former RIBA president George Ferguson promised to bring an

ARENA FACTS

Bristol Arena will be located on the former diesel depot site next to Bristol Temple Meads railway station in the Bristol Temple Quarter Enterprise Zone. Funded by Bristol City Council and the West of England Local Enterprise Partnership through its Economic Development Fund, the arena will be operated by global facility management giant SMG, in partnership with Live Nation. The arena is predicted to break even within 10 years.

arena to Bristol as part of his election manifesto [he was elected Mayor in November 2012].

“It was a no brainer,” said Ferguson. “Bristol is one of the last big cities in the UK without a large arena. It means that

all of our young people – and some of our older rockers – have to go to Cardiff, Southampton, Plymouth or Portsmouth. More importantly, it also means that a lot of people aren’t coming to Bristol who would otherwise come.

“This arena will strengthen Bristol’s attraction as a destination and it will be a major catalyst for the regeneration of the Bristol Temple Quarter Enterprise Zone, creating jobs and stimulating economic growth. It will bring tens of millions of pounds in additional spend to the region from business and leisure activity, increased hotel occupancy and other related spend.

“The design offers real flexibility for programming for now and into the future, giving performers and audiences a great acoustic and visual experience. Populous’ understanding of the site, combined with their knowledge of building arenas and creating great experiences, eased what initially looked like a difficult choice.” ●

RUGBY
WORLD CUP
SPECIAL

RUGBY

WORLD CUP

Eleven cities across England and Wales will host matches at this year's Rugby World Cup. Some of the 13 stadiums are primarily used for football. We take a look at each venue and chart their rugby heritage

Elland Road, Leeds

Capacity: 37,914

Opened: 1897

Home stadium of: Leeds United AFC

Matches at 2015 World Cup: 2

Background: Rugby union has been played here before – in 1992 more than 14,000 turned up to watch a North of England XV play South Africa in an exhibition match.

Home of Leeds United AFC, the stadium is England's 12th largest and throughout its history has hosted a number of rugby league clubs.



Elland Road will host two games



Brighton Community Stadium

Capacity: 30,750

Opened: 2008

Home stadium of: Brighton and Hove Albion

Matches at 2015 World Cup: 2

Background: Constructed at a cost of £93m, the stadium's architecture and atmosphere has won plaudits from both sports fans and architects. It has held one rugby union game – a under-20s Six Nations contest between England and France in March 2015.

The Brighton Community Stadium is one of eight football venues used for the 2015 Rugby World Cup



Gloucester's Kingsholm stadium, which is famous for its noisy atmosphere, will host four World Cup games

Kingsholm Stadium, Gloucester

Capacity: 16,500
Opened: 1891
Home stadium of: Gloucester Rugby
Matches at 2015 World Cup: 4
Background: After hosting its first Test match in 1900 (Wales beating England 13-3), Kingsholm had to wait 91 years and for the 1991 World Cup for its next international game, when 12,000 spectators witnessed an all-conquering New Zealand demolish USA 46-6. The stadium is home to Aviva Premiership side Gloucester – widely regarded as having the noisiest crowd in the country, due to the boisterous inhabitants of The Shed stand.



Kingsholm will be one of the oldest venues used during the tournament

Millennium Stadium, Cardiff

Capacity: 74,154
Opened: 1999
Home stadium of: Welsh rugby and football national teams
Matches at 2015 World Cup: 8
Background: For a relatively new stadium, the Welsh national stadium has

already sealed a place in rugby history – Wales secured Six Nations Grand Slam victories here in 2005 and 2012. Situated a stone's throw from Cardiff Central Station, it is the second largest sports venue in the world with a fully retractable roof and hosted games during the Rugby World Cup 1999 – including the Australia - France final.



The Millennium Stadium has a rich rugby heritage – despite its young age

London Olympic Stadium

Capacity: 54,000

Opened: 2011

Home stadium of: West Ham United, UK Athletics (from 2016)

Matches at 2015 World Cup: 5

Background: The iconic centrepiece of the London 2012 Olympic Games is currently undergoing a redevelopment programme which will see it fully reopen in 2016. The works will be interrupted for the Rugby World Cup and to make sure it is ready for the tournament, the stadium will host a test event rugby match on 29 August 2015, when the Barbarians will face Samoa.



Sandy Park, Exeter

Capacity: 12,300

Opened: 2006

Home stadium of: Exeter Chiefs Rugby Club

Matches at 2015 World Cup: 3

Background: Built to replace the ageing County Ground, the Chiefs' new home was expanded early from 8,000 to its current size of 10,744. A combination of Exeter's establishment as a top-flight club and Rugby World Cup 2015 will see the capacity increase further, to 20,600, over the next two years – making it one of the biggest club rugby grounds in England.



The City of Manchester Stadium has a rich tradition of hosting rugby games over the years

City of Manchester Stadium

Capacity: 47,800

Opened: 2002

Home stadium of: Manchester City FC

Matches at 2015 World Cup: 1

Background: Manchester's 2002 Commonwealth Games, the venue has witnessed athletics heroes Jonathan

Edwards and Paula Radcliffe set Games records to win gold in the triple jump and 5,000m respectively. The stadium had rugby at its heart early on. In the Sevens final at the 2002 Games, New Zealand defeated Fiji to claim gold. It has also hosted international rugby league, and the super league's Magic Weekend event in 2012.

Leicester City Stadium

Capacity: 32,312

Opened: 3

Home stadium of:

Leicester City Football Club

Matches at 2015 World Cup: 3

Background: While the decision not to use Leicester Tigers' Welford Park

during the World Cup was seen as a controversial move, Leicester City FC's home stadium has hosted a number of rugby games before. Leicester Tigers have played six matches here, including a 2005 Heineken Cup semi-final. In 2006, to celebrate the centenary of Springbok overseas tours, the stadium hosted a World XV v South Africa match.



The stadium was chosen ahead of Welford Road partly due to its superior facilities



UK's Premier 3G artificial turf manufacturer

TigerTurf has dedicated over 30 years to developing synthetic turf in order to ensure optimum performance from players. The diverse range gives thanks to our innovative and dedicated in-house Research & Development team who are market leaders in design and construction of sports systems.

3G turf systems have transformed the future for aspiring players, the technologically advanced synthetic turf surface rivals real grass due to the 24/7 play availability, aiding sportsperson to practice and perfect sports skills at any time of the year; building towards a brighter future for sport.

Professionals recognise that all sports systems require players to perform to the best of their ability; this is why TigerTurf not only manufacture synthetic turf that is durable and easily maintained, but most importantly tailor-made to individual activity.

Free your Passion for Performance™ with TigerTurf and call us now!



Twickenham Stadium, London

Capacity: 81,605

Opened: 1909

Home stadium of: England rugby (RFU)

Matches at 2015 World Cup: 10

Background: The home of English rugby, Twickenham is etched into rugby's DNA. The biggest dedicated rugby ground in the world, it staged its first game between two local sides, Harlequins and Richmond in 1909. It has played host to some of rugby's most unforgettable moments – from England captain Bill Beaumont being lifted off the field after the 1980 Grand Slam, to Phillippe Saint-Andre's incredible try for France in 1991. This year, it will host its second World Cup final.

The home of rugby will host the final, both semi-finals and two of the quarter finals during the World Cup

Stadium MK, Milton Keynes

Capacity: 30,717

Opened: 2007

Home Stadium of: MK Dons

Matches at 2015 World Cup: 3

Background: The ground has already staged a handful of rugby union games. In 2008, Saracens played Bristol here in a Premiership game and during the 2010-11 season, Northampton Saints used Stadium MK as a base for their assault on the Heineken Cup knockout stages. Saints have since returned to face Saracens, and both sides may play future games at the stadium, too. The arena has expanded this year, with a new tier adding 10,000 more seats.



Stadium MK will host three games

St. James' Park, Newcastle

Capacity: 52,409

Opened: 1880

Home stadium of: Newcastle United FC

Matches at 2015 World Cup: 3

Background: Outside London, St James' is the second biggest sports ground in

England. Built on the site of the city's execution gallows, the infamous location lends its name to one of the stands – the Gallowgate End. The stadium has hosted international football – including games at the London 2012 Olympic Games – but the World Cup will mark the first ever official rugby games for the stadium.



The World Cup will see the first ever official rugby union games played at St. James' Park

Villa Park, Birmingham

Capacity: 42,785

Opened: 1897

Home stadium for:

Aston Villa Football Club

Matches at 2015 World Cup: 2

Background: Originally built in a Victorian amusement park on the site of a Jacobean stately home, the distinctive brick façade of the Holte End is unmistakable, setting Villa apart from generic grounds. The stadium has hosted everything from athletics, cycling and boxing to rugby league. It has also seen two rugby union touring sides play – in 1924, a North Midlands select side were thumped 40-3 by New Zealand, and in 1953, a Midlands County XV were also dismantled, this time 18-3, by a Kiwi outfit including legendary All Blacks Bob Stuart, Richard White and Peter Jones.



Villa Park will host the Australians and the Springboks during the World Cup



The home of football was home to Welsh rugby when the Millennium Stadium was being built

Wembley Stadium, London

Capacity: 90,000

Opened: 2007

Home stadium for: The England football national team

Matches at 2015 World Cup: 2

Background: The original Wembley Stadium hosted five of football's European cup finals, the 1966 World Cup Final and the opening and closing ceremonies of the 1948 Olympic Games. The symbolic

twin towers were demolished in 2003 and re-emerged as an equally iconic Norman Foster-designed masterpiece, complete with distinctive arch. The venue has rugby pedigree, too. Wembley hosted its first rugby international in 1992, when England defeated a touring Canada side 26-13 while Twickenham underwent redevelopment, but Wales have played the most games here: contesting seven internationals while the Millennium Stadium was being built in the late 1990s.



Zaun offers a wide range of fencing system solutions for security, sports & leisure and the public sector.

We pride ourselves on our unique ability to provide assistance at every stage of a project, from planning and design through to project management, technical support and managed installation.



(t): +44 (0)1902 796699 | (e): sales@zaun.co.uk | www.zaun.co.uk

RUGBY
WORLD CUP
SPECIAL



Rugby union has grown to become the country's second most popular team sport, still trailing behind football but now ahead of cricket

STRENGTH OF THE UNION

The number of people regularly playing rugby has fluctuated over the past decade – but legacy plans for the World Cup could see that change to continual growth

It's an exciting year for English rugby. The Rugby World Cup in September/October will focus the public's gaze on the sport and bring thousands of overseas rugby fans to the UK. The 13 venues that will host the World Cup have been spread across 10 cities, meaning that the positive effects of hosting the event will be felt in every corner of the country.

The tournament will also be used to promote the game and it is hoped the heightened exposure will bring more players to the sport at community and club level. The national governing body, Rugby Football Union (RFU), is certainly taking no chances. It's been preparing ways to create a legacy from the 42-day tournament since 2012, when it published its wide-ranging *Lead Up & Legacy* document. The publication outlines detailed plans and tangible targets for participation, coaching, volunteers, facilities and outreach programmes.

Steve Grainger, RFU's rugby development director, says: "It's important we seize the opportunity that hosting the

World Cup brings. It's a once in a lifetime opportunity to build a future for our sport.

"We set out our *Lead Up & Legacy* strategy in October 2012, with a number of priority areas in which to invest efforts and resources. They aim to ensure that new people are brought into the game, those that have left it are inspired to return and those involved enjoy the best possible experience of rugby.

"In the past two and a half years a great deal of work has been done and significant investment made in both time and resources across the priority areas.

"The next 12 months will see a surge of interest which will rejuvenate a sport which brings much more to those involved than matches and results."

GROWING PARTICIPATION

There are currently 178,800 regular rugby players (aged 16+) who play every week. According to the Active People Survey (APS) – Sport England's annual measure of participation – the figure has fluctuated in recent years. While the current number of

regular players is lower than the first APS figure of 185,600 in 2006, it is higher than the 159,900 players in 2013. This suggests that rugby as a sport has lost some of its players since the early 2000s, but is increasing in popularity again.

What's encouraging for the RFU is the steady increase in the number of young people taking up the sport. In the 16 to 25-year-old age group, the number of active players has increased steadily and is now 123,000 – up from 111,000 in 2013.

The RFU sees the growing of grassroots as vital and has invested heavily in improving opportunities for people to play the sport. In 2012 it made a pledge to invest £26m in grassroots rugby, with the aim of capitalising on the 2015 World Cup.

The £26m has been divided among improving facilities and recruiting people – referees and coaches – as well as setting up a range of campaigns to get more people playing rugby.

Targeting young players has been a priority for RFU and it launched the All Schools programme to increase the number



There has been a healthy increase in the number of youngsters regularly playing rugby in England over the past 10 years



of schools offering rugby. As part of the campaign, more than 1m young people were offered opportunities to play, with the sport being introduced to 400 non-rugby playing secondary schools between 2012 and 2015.

RFU has also created a range of partnerships with commercial operators and other non-rugby entities, which have played a significant role in spreading rugby to communities. One of these has been a campaign to introduce touch rugby – a “softer” form of the game in which players do not tackle each other in a physical way – in partnership with mobile communications giant O2. Since 2012, RFU has set up more than 200 club- and 100 university-based O2 Touch Centres, which offer a range of pitch up and play activities and organised competitions.

HISTORY OF RUGBY UNION

The two codes of rugby - rugby league and union – were born out of a disagreement in the 1890s over whether players should be paid for missing work to play rugby. The clubs in favour of giving workers full compensation for wages lost due to missing work for match commitments, all in the north of England, formed the Northern Rugby Football Union (NRFU) in 1895. The move eventually led to the NRFU clubs severing their ties with the London-based Rugby Football Union (RFU), which was determined to run rugby as an amateur sport.

FACILITIES

For players and members to enjoy a quality experience and stay involved with rugby, clubs need modern facilities that appeal to those in the communities around them. RFU has been helping clubs to create better facilities, pledging an investment of £10m from 2013 to 2017 to provide modern day environments.

This follows on from the setting up of the Rugby Football Foundation (RFF) in 2003. In the past decade, RFF has invested £16.7m in developing community rugby clubs. More than 240 projects have received interest-free loans worth in excess of £11.6m while around 1,000 Groundmatch grants have been made with a value of more than £5m. In all, the awards have stimulated investment in



The NatWest RugbyForce – involving England stars such as James Haskell (right and below) – is one of RFU’s leading partnership initiatives



Only by improving clubs’ facilities for playing – and those in which to socialise – will we keep rugby at the heart of the community

► projects with a total value of nearly £60m.

Grassroots projects receiving funding from RFF include playing surfaces, drainage and pitch improvement projects, artificial pitches and floodlights and changing facilities. There have also been grants for rugby clubs’ social spaces – seen as an important part of creating friendly, community-friendly spaces in which the sport can be played and enjoyed.

With one eye on the World Cup, the aim has been to improve clubs’ entrances and common and bar areas, making club houses and spaces more appealing as new players and supporters are attracted in the lead up to the big event.

LeRoy Angel, chair of RFF’s board of trustees, says: “The Foundation has helped

change the landscape of the game in England over the past 12 years. Our clubs are ambitious to keep developing and by improving facilities and playing surfaces they make it possible for more people of all ages to enjoy rugby. Every grant or loan – no matter what the size – makes a meaningful difference to them.”

The importance of having fit-for-purpose spaces in which to play rugby is highlighted by John Spencer, former England and British & Irish Lions player – and an RFU representative on the International Rugby Board. “Without modern facilities we won’t continue to attract and keep young players,” Spencer says.

“When I began playing at 15, my club pitches were like rough pastures and the

clubhouse was a pub where we changed.

“Luckily, pitches, facilities and the social scene are all unrecognisable from the early days and the game is expanding and will continue to thrive. Only by improving clubs’ facilities for playing – and those in which to socialise – will we keep them at the heart of the community.”

As with participation campaigns, the RFU has recruited sponsors and commercial partners to help with facilities funding – through initiatives such as the NatWest RugbyForce challenge. Last year (2014), just under 500 clubs, with more than 14,500 volunteers, including 19 local MPs, took up the challenge to improve environments at their local clubs – ranging from cleaning, painting and decorating

MARK HARROD

NEW 2015/16
CATALOGUE
OUT NOW



RFU's All Schools programme has resulted in 400 schools adding rugby to their curriculum

to laying patios and even building flood defences. Project planning workshops saw 170 clubs refining their plans and support grants of £250 to £2,500 were offered to more than 300 clubs.

This season NatWest RugbyForce will see a new and improved programme of free workshops nationwide, the chance of receiving financial support and World Cup-branded "Get Behind England" packs with goodies to transform clubhouses. In addition to the 340 club projects, 75 social space projects have been awarded funding – with another 150 more to come.

WORLD CUP

Utilising the World Cup and the interest it will create remains a priority for the RFU – and there's a precedent that it would be happy to replicate. After England's World Cup triumph in 2003 there was a huge increase in children playing at grassroots level. The numbers of kids playing aged seven to 12 rose by 28 per cent over the three years after the tournament in Australia, while among teenagers (aged 13-18) there was a 16 per cent increase. That was set against a 3 per cent increase in the number of adults playing rugby.

RFU Chief Executive Ian Ritchie says: "It is an exciting time for the entire game in England, from the U8s playing in grassroots clubs to Stuart Lancaster's England squad running out at Twickenham and the fans tweeting messages of support."

No room for complacency should exist, however, as there's another, more recent yardstick that the RFU would do well to study. The Rugby League World Cup was held in England in 2013 and while the event itself was hailed as a success – credited with raising the profile of "the other rugby" – the number of people playing rugby league has suffered a fall since the tournament.

The RFU has initiated a number of World Cup-specific participation programmes. One of them will aim to increase the number of coaches – and in particular those who can coach at under-13 level and above. Following the 2003 World Cup win, the 7-13 age group saw big increases in participation but as players became older they were harder to keep in the sport.

An interactive website, created by the RFU in partnership with the youth Sport Trust and England Rugby, has also been launched to create interest and to encourage young players to find a club.

The All Schools programme, which has HRH Prince Harry as its patron, has already proved successful with young players of both sexes embracing rugby. According to RFU, teachers and coaches have been impressed by the way rugby's core values – teamwork, respect, enjoyment, discipline and sportsmanship – have made an impact both on the pitch and in school life. Who knows what the effect will be if England win the World Cup. ●

11-A-SIDE

GOALS

9V9

GOALS

MINI SOCCER

GOALS

5-A-SIDE

GOALS

FUTSAL

01502 710039

markharrod.com



MASS MARKETING

Running through rivers in winter, swimming in cold lakes, clifftop marathons...

Surely there isn't a market for that? Oh, but there is.

We look at the growth of mass participation sporting events

It's a particularly cold weekend in England and I'm watching my husband take part in the eight mile "The Scrooge" off road race at the Lost Gardens of Heligan, along with hundreds of other competitors. He was prepared for hills, mud and uneven terrain. What he wasn't expecting was to wade through icy cold, chest deep rivers. The blow is softened by the camaraderie of the competitors, encouragement from spectators and the good natured race officials – wearing Scrooge outfits of top hat and tails – giving a helping hand on the slippery river banks.

At the end, the competitors gather on straw bales in the barn to discuss the race over a pasty and a complimentary pint of Cornish lager. Unlike other sporting events, where the rivalry is intense, mass participation events tend to be relaxed and friendly; after all, the pressure to get placed is removed when there are hundreds or thousands of people taking part.

An increasing number of mass participation sporting events are springing up around the country. They range from one mile fun runs to 100 mile ultra trails, from open water swimming in iconic locations and Sky Rides to Ride London

– an annual event which gets 70,000 people cycling for an entire weekend.

OLYMPIC LEGACY

London 2012 inspired many people to get more active. Figures suggest that it's the more easily accessible, individual sports which people are opting for, rather than team sports, which often have more regimented training and match times.

Over the last 10 years there has been a 4.65 per cent increase in people running and jogging. Figures from the Active People survey show that sports participation has gone up since 2005, however it is really recreational cycling and running, especially mass running, which is pushing up the figures. In contrast, many team sports which are organised by national governing bodies are declining in popularity. According to Steve Wood, an independent coach who specialises in behavioural change, mass participation sports suit our lifestyle. "Many people don't want to participate in structured, organised club activities any more," he says. "They don't have the time. They want to be self determined. Mass participation sport is so successful because it gives people a goal to aim for – they go, do it and come away. Lots of sports are too exclusive because there's only a limited number of places on the team, whereas mass participation



Many of the mass participation events offer "mini events" to encourage families to take part



sports are democratic, often catering to those with disabilities as well.”

One of the sports to have benefitted most from the London 2012 Olympics has been cycling. Immediately after the Games, 52 per cent of survey respondents indicated they were more motivated to cycle as a result of Team GB’s achievements. British Cycling has doubled its membership in the past five years alone to 50,000, while weekend cycling races have increased massively since 2002 to more than 300 a year.

Another event, the Great Swim, was inspired by Team GB’s Beijing Olympic success in open water swimming. Launched in 2008, it now runs annually in five UK locations: Windermere, Suffolk’s Alton Water reservoir, Salford Quays, Loch Lomond and Canary Wharf, London.

The Great North Swim in Windermere, Cumbria, is the flagship event and 10,000 people take part over a number of

There are now hundreds of mass participation sporting events organised throughout the year in the UK – a booming market which is still growing

distances: from half mile races to 5k runs. “We’ve seen an increase in the number of people wanting to try new and exciting sporting activities, who may be daunted by the prospect of a run, but they know if they can manage 65 lengths of a pool they can complete a one mile swim and have a great time doing it,” says Great Swim spokesperson, Philippa Morrow.

Morrow says swimming is an accessible sport and open water swimming, without lanes, walls or chlorine is a liberating experience for those who like swimming. “The sport is growing. We’re really pleased we’ve been able to give people the opportunity to experience such an enjoyable way of staying active,” she says.

BUCKET LISTS

Marathon participation is also on the increase, as more events are springing up. According to Brighton Marathon organiser Tom Naylor, people are running more than one a year. “Marathon running is on a lot of people’s bucket lists, which mean events such as ours continue to grow,” he says.

“The marathon is a challenge anyone can take on. You don’t need skill or to be of a certain physique and age doesn’t play a factor. But it’s a challenge, no matter who you are. The marathon is unique in that way, which is why I think it’s so appealing. Nearly a third (32 per cent) of our participants have never run a marathon before, so clearly the event inspires people every year to get fitter for the event,” says Naylor.

New for this year at the Brighton Marathon was a 10k race, which took place before the main marathon start. More than 2,000 people participated in the secondary race, which took in the first stage of the



Cycling is experiencing a boom in the UK – thanks to the recent successes of British cyclists at the Olympics and Tour de France

One of the common themes of mass participation sport is that it allows an alternative experience of a location, or access to an area which is usually forbidden

- ▶ marathon route. The reason for introducing the event was to attract back those who've previously run the marathon, but wouldn't want to do the full distance again – and also to inspire future runners.

GOING HARDCORE

While there has been a rise in these huge mainstream events, there has also been an increase in hardcore mass participation events, where the focus is on personal challenge rather than placings.

Steve Wood believes that extreme mass participation sporting events fulfil an innate need for a bit of danger and being outdoors. "We wrongly feel that we have controlled all of the risks in life and this is all part of human desire to push boundaries. When we spend most of our lives indoors, it's also good to have to brave the elements occasionally," he says.

Jo Lake, co-founder of Mudcrew, which organises the Scrooge Run and the R.A.T run – a 20 mile run along the Cornish cliffs – says people enjoy the mental challenge as much as the physical challenge.

"Training your mind as well as your body is important, so you need to practice. I think people find it addictive," she says.

Paul McGreal, founder of Dirty Events, which organises extreme triathlon, The Celtman, says: "It appeals to an unegotistical group of people seeking out interesting and tough things to do. They don't mind failure in their lives and are motivated by challenge and fear. They start the race not knowing if they'll finish it, but they don't mind that."

VALUE TO THE COMMUNITY

There's another benefit of mass participation sports, which is the economic value to the region. Research published in 2012 by the Sport Industry Research Centre, found that non-elite events can generate substantial economic benefits comparable to – and in some cases greater than – those associated with elite events. An independent assessment of the Brighton Marathon showed that the event was worth £6m to the town in 2013.

The Celtman, which takes place in Wester Ross, Scotland, brings competitors from all over the world. All accommodation in the surrounding areas gets booked up, and the local community council sorts out homestays, matching athletes with people with spare rooms.

Charities also benefit greatly, with many people using mass participation sport challenges to raise funds for causes. Nearly 80 per cent of the 10,000 participants of the Brighton Marathon will raise money, much of which benefits the region. Kent, Sussex and Surrey Air Ambulance has received £89,000 since the event started in 2010. Andy Reed, chair of the Sport and Recreation Alliance, says the rise in mass participation sport is encouraging, especially as many of those taking part are not "die-hard sports nuts and are just the type of people sport needs to reach."

He says that increasing participation is one of the main challenges for the organisation's members and opportunities which involve being outdoors, in a social setting, are popular. He encourages all sports development professionals to offer events such as these, on a smaller scale, and to find interesting locations for them by building links with private landowners.

"For organisers and volunteers who have thought about setting up their own version of participation events on a smaller scale, but are put off by bureaucracy and red tape, we would say 'don't be'," he says. "There is the perception among some that



landowners are liable when accidents take place on their land, but this isn't the case at all. There are lots of guidelines like the Cabinet Office's new can-do guide to help with this aspect. As sports development professionals, our job is also to ensure that more private landowners allow these events to take place on their land."

One of the common themes of mass participation sport is that it allows an

The Celtman competition offers participants a spectacular backdrop in which to put their athleticism to the test

alternative experience of a location, or access into an area which is usually forbidden to the general public. RideLondon allows cyclists the freedom of the capital without cars, the Great

Swim means people can view the beauty of the Lake District from the middle of Windermere, the allure of the Celtman is the spectacular Scottish mountains and runners can at least admire the sea when their legs are giving up.

Our innate need to interact with nature is a big driver of mass participation sport and it could well be the key to mobilising even more people to get active. ●

WHATEVER YOUR SPORT WE'VE GOT IT COVERED



T: **01282 777 345**
 E: info@thorntonsports.co.uk
 W: www.thorntonsports.co.uk



We are the leading UK company for the manufacture and installation of **sports surfaces**. With over 35 years experience in the development and construction of sports surfaces, we are perfectly placed to meet your sporting needs – today, tomorrow and far into the future.

- Football pitches
- Rugby pitches
- Hockey pitches
- Multi use games areas
- Athletics tracks
- Field events
- Tennis courts
- Netball courts
- Cricket wickets
- Equipment

SHOW ME THE MONEY

Potentially a quick and exciting way of generating cash for facility projects and athletes, crowdfunding is establishing itself as a permanent feature on the sports landscape



At a time when public sector budgets are strained, grants are often too time consuming for small projects and bank finance is hard to get, crowdfunding offers an increasingly attractive option for clubs, organisations, individuals and teams.

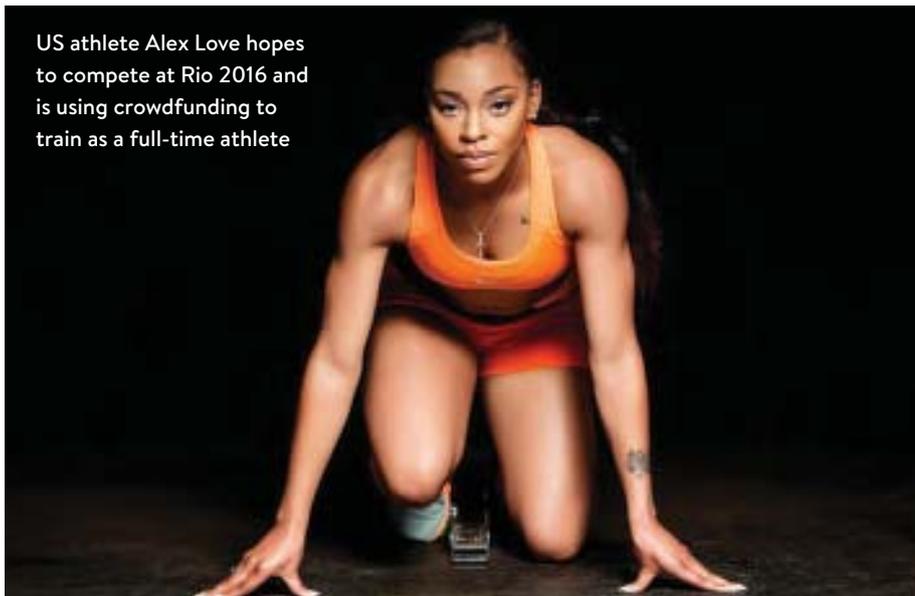
There are four principle categories. Donation crowdfunding provides a straightforward donation to the project, while reward crowdfunding offers donors something in return. Loan-based crowdfunding allows people to borrow money from lots of people and return it with some interest and equity-based crowdfunding is based on an offer of a share or stake in the business in return for investment. Not all of the pledged cash goes to the project, however. Most crowdfunding platforms take a cut – around 10 to 15 per cent – of the amount raised as a return for the high profile and exposure they offer.

KICKING IT OFF

Kickstarter was the trailblazer of the crowdfunding concept and a number of platforms have followed in its wake. The most popular industry sectors to have their own funding platforms – according to Luke Lang, founder of Crowdcube – are technology and food and beverage,

Canadian alpine skier Larisa Yurkiw raised more than CA\$20,000 on crowdfunding site pursu.it, which enabled her to compete at Sochi 2014

US athlete Alex Love hopes to compete at Rio 2016 and is using crowdfunding to train as a full-time athlete



Crowdfunding for an elite athlete can be light work, but for a small community sports project the experience can be quite different, as the pool of donors is smaller

but sporting platforms are becoming an increasingly popular niche.

An area which is rising fast is athletes asking their fans to donate money to take them to the next level. This can be easier than finding sponsorship, but also the skills they learn through a crowdfunding campaign – such as how to engage with fans – can benefit them when looking for a sponsor later. The 2014 Sochi Olympics put crowdfunding on the map in this respect, as many athletes and teams raised necessary funds through crowdfunding.

“Athletes who successfully crowdfund have a great relationship with their fans and are generally strong on social media, which is exactly what sponsors are looking for,” says Emily White, co-founder of Dreamfuel.

“We love providing new revenue streams for athletes, and also showing them how to engage and connect with their audience, so sponsors can work with them in that regard.”

Canada-based Pursu.it was formed by Olympic kayaker Julia Rivard and former gymnast Leah Skerry in 2013. It has raised hundreds of thousands of dollars for athletes around the world and sent eight athletes to Sochi, including Canadian skier Larisa Yurkiw who needed to find CA\$20,000 after losing her funding through injury. “We started Pursu.it after seeing the success of some of the larger

crowdfunding sites, like Kickstarter,” says Rivard. “Our goal has always been to connect the athletes directly to the fans who want to help them on their journey.

“The athletes are outstanding ambassadors and each campaign helps market the site.”

Rewards are an important part of crowdfunding and an elite sportsperson offers a great deal of scope for fun rewards for fans. “They can be as simple as a shoutout on Twitter or as customised as a personalised song or private lesson via Skype,” says White.

COMMUNITY FUNDING

Crowdfunding for an elite athlete might be one thing, but for a small community sports project, the experience can be quite different, as the pool of donors becomes much smaller. Many projects have found it’s not easy money and targets can be hard to reach. Campaigns take a lot of promoting both online and off.

When rugby club Bury Broncos decided to expand its facilities, it chose crowdfunding to raise £3,500 towards a pavilion upgrade. Club chair, Ryan Lewis, says they took the crowdfunding route, instead of looking for grants, because it seemed like the most achievable way of getting the money in a short space of time, and the project was too small to warrant

CASE STUDY - THE WAVE



The Wave’s crowdfunding project raised a total of £224,000

Urban surf reef, The Wave, in Bristol, decided to take the crowdfunding route as it had many supporters it was confident of mobilising. “Crowdfunder UK got in touch as they could see we were gathering a large base of online support and thought this could be a great project to showcase this unique form of fundraising,” says the Wave founder, Nick Hounsfield. “We saw the crowdfunder campaign as a great way to deliver some core aspirations, such as setting up a charitable trust and delivering more renewable technology and design into our development.”

A mix of rewards including bespoke t-shirts, surf lessons and preview parties were offered and they hit their £150,000 target about halfway through the campaign, ending up with a whopping £224,000.

“Building a big audience to talk to was critical in the success. I would suggest anyone wanting to attempt this fundraising needs a huge critical mass of people to talk to. Social media overload!” says Hounsfield.

A PR company was also engaged to keep up the fundraising exposure, which led to features in national papers and radio interviews.

“It totally absorbs your life for at least a month (the length of the campaign) and lots of admin afterwards. However, the sense of support and achievement is overwhelming. It’s also allowed us to go back to our investors with confidence of public support for the project,” says Hounsfield. “If the organisation or project is inspiring enough, crowdfunding could work. The bigger and more exciting the vision, the bigger the opportunity.”

FUNDING FOR SPORT

- ▶ the investment of time and skills needed for a funding bid. Lewis has found that crowdfunding has some drawbacks.

“There’s a lot of community support for the club, but that doesn’t automatically convert into giving money,” he says. “People seem to have a ‘what’s in it for me’ attitude about giving money, so if we were going to do another bid we would raise the stakes on the rewards.”

Twickenham Alive, the organiser of the Strawberry Hill House ice rink in Twickenham, also found that translating public support into cash is not as easy as it might appear. “People might like the projects, but they don’t just give you their money,” says Teresa Read, who ran the crowdfunding campaign.

This first experience of crowdfunding has put Read off running future



PICTURE: SHUTTERSTOCK

Portsmouth FC (above) completed the largest football crowdfunding project in the UK, raising £270,000 towards a new training academy building

campaigns: “To start with the campaign was fun, but then it became hard going.

“We just about managed to hit our £5,000 target, but we had to work very hard to make this happen. That said, the money raised was crucial and although it was a small percentage of the £200,000 we needed in total, we couldn’t have opened the rink without it.”

Other clubs have had a smoother experience of fundraising. Community-owned football team Portsmouth Football Club completed the largest football crowdfunding project in the UK last year when it raised £270,000 on the Tifosy website to build a new academy building. The club went down the crowdfunding route in response to feedback from fans for a fan-funded project.

Colin Farmery, who project managed the campaign said they tried to make it a textbook campaign: “We got the backing of a sports personality, kept fans up to date all the way along and made sure the interest never lulled. The project suited the model perfectly because it was a clearly defined, concrete project.”

Although he says the club would consider using crowdfunding again, he says it’s important not to over use it: “Crowdfunding isn’t a tap which can be turned on and off.”

Hertfordshire company, WallJAM, completed an equity crowdfunding campaign last year to get £100,000 to complete the funding needed to build its prototype interactive rebound wall. They went over the target by £30,000. Again, founder, Tim Worboys stressed the need to work the network.

Looking ahead, it is clear that crowdfunding offers an option worth exploring, but it’s not a case of sit back and let the money roll in. If you take this route be prepared to work your network, max out on social media and take every media opportunity offered. ●

CASE STUDY - BRITISH NORDIC SKI TEAM



Andrew Musgrave, a member of the cross country team which raised £7,700

The British Nordic Ski Team is now ranked in the top 20 in the world. Despite the British Ski and Snowboard (the national governing body for skiing and snowboarding) distributing a record £4.9m of National Lottery funding in 2014, the ski team receives very little direct funding and has had to raise most of its own funding.

Crowdfunding gave the team the chance to raise the additional funds for more coaching camps at altitude, in the run up to the Sochi Olympics.

“Being a small team, fundraising tends to come directly from parents and families and the support team is principally made up of volunteers,” says spokesperson Bruce Murray. “Access to commercial lending doesn’t exist and being a minority sport can be a challenge to ensure any sponsors maximize their ROI. Crowdfunding gave us the opportunity to both raise funds and the profile of the sport.”

A range of British Nordic products were created as rewards. Fans were encouraged to take selfies in their gear, which were posted on social media. With donations from all over the world, it took just 10 days to reach the target and they ended up with 147 per cent of the initial target.

“Social media was key to the success,” says Murray. “Prior to 2013 our media presence had been poor, but after the London 2012 Olympics we realised we needed to capture that spirit and had a limited window of opportunity to raise funds, as well as the profile of the team and the sport of cross country skiing.”

The next goal is a top 10 position at the 2018 Winter Olympics in South Korea. “We would definitely use crowdfunding again, but only when it fits with our objectives. It’s an option we intend to use sparingly,” he says. “We’re confident crowdfunding will play an important part in British Nordic achieving gold for Team GB.”

The TurfMuncher TM2000 lifts the turf, separates the infill, and rolls up the turf in one process without damage to the base



Above: The TurfSaw TS350 cuts artificial turf with or without infill material with a cutting speed of 164 ft/min. Below: The Turf Winch TW 2500 rolls up artificial turf, with or without backfill to transportable rolls



RECYCLING OF ARTIFICIAL TURF

Along with the complete range of machines for the installation and maintenance of synthetic sports surfaces and artificial turf, SMG now also offers equipment and machinery for the professional dismantling of artificial turf

Whenever an artificial turf field is eventually replaced, the old surface must of course be disposed of. It used to be the case that the turf, with all its infill materials, was simply rolled up or taken directly to waste disposal sites. However, such methods are now – at least in Europe – regulated by statutory requirements, meaning that synthetic sports surfaces are no longer simply thrown away but are incorporated into a cycle of reclamation. One common method is to separate the roll from the infill material at a recycling facility, but recently there have been far better ideas implemented that also save on cost and time.

SMG – known worldwide as a manufacturer and supplier of complete machine programs for the installation and maintenance of synthetic turf and track surfaces – now also produces solutions for the complete deconstruction of such products.

Their highly efficient machine is transforming the hitherto expensive, time-consuming and labor-intensive exercise of artificial turf deconstruction, disposal and treatment. One method devised by SMG is to directly separate the infill material from the lawn in one step during the reeling process. This method removes as much as 98% of the filling from the lawn. The lawn is then rolled up tightly and stapled on to the back of the machine so that the grass, sand and rubber are easily separated, transported and recycled as valuable raw materials for recovery.

This deconstruction, using SMG machinery, not only saves time but also money, as individual pieces of old artificial turf with infill often weigh as much as 35kg/m² (830lb/ft²), resulting in substantial transportation costs.

A particular highlight is SMG's new self-propelled artificial turf remover. The TurfMuncher TM2000 has been specially designed to wind artificial turf into compact

2m rolls and separate out the infill materials. It is driven by a water-cooled 44hp Kubota diesel engine with a maximum operating speed of 7m/min and a material discharge of up to 500 kg/min (1,100lb/min). This enables the removal of a standard artificial turf pitch in just 14 hours. The elastic substructures are protected during operation, meaning they can be used for longer.

For the dismantling of elastic base layers and the reclamation of all artificial turf, including separation of different infill materials, SMG provides a number of other devices, techniques and special machines such as the TurfSaw TS 350 or the TurfWinch TW2500.

MORE INFORMATION

SMG Sportplatzmaschinenbau GmbH
Tel. +49 (0) 7306 - 96 65 0
info@smg-gmbh.de
www.smg-gmbh.de



The growing popularity of 3G/4G pitches means that each year around 1 million sq m of artificial turf needs to be replaced. The industry now faces a challenge – how to do this in an environmentally friendly way?

GOING GREEN

As the number of artificial sports pitches increases across Europe, so does the need to renovate and refurbish them. It is in the artificial turf industry's interests – as well as the end users' – that existing stock is kept in good, safe and playable condition.

The maintenance and upgrading of pitches, however, creates by-products – tonnes of sand and rubber and thousands of square metres of unwanted turf. This all needs to be discarded – or recycled – in an appropriate manner.

Currently, around 100 full-size pitches are replaced in the UK each year. The number of smaller pitches being replaced is harder to count, but will add significantly to the total volume of material in need of disposal on an annual basis. Best estimates put the total figure of artificial turf to be disposed at around 1 million sq m each year. Presently, the majority of this unwanted turf ends up in landfill or in other unspecified sites.

The industry is aware of the issue, but has found balancing a high volume/low margin production with a sustainability policy – which would make recycling more affordable – challenging. The competition and the relative over-supply in the market means that upgrading to a recyclable product is seldom considered due to the initial cost of purchasing the product. Processes do exist, for example, to deal with the difficult to recycle polymers within artificial turf, but these

processes are expensive to deliver.

What the sector needs to aim for is a multi-faceted approach to recycling – encompassing development of products which can be more easily recycled and the adoption of a low waste approach at all levels of production and delivery. Other measures should include cost effective plants and the setting up of processes to allow infill and turf materials to be better developed into new raw materials and converted to new products.

Luke Edwards, commercial director at Murfitts Industries – a leading producer of rubber granules used in sport pitches – says that recycling shouldn't be seen as a problem, but rather as a challenge.

"Recycling is certainly achievable and using current methods it is possible to recycle around 90-95 per cent of the

materials," Edwards says. "The challenge we have is really twofold. Firstly, recycling methods tend to be complex and expensive – so the key is to bring down the cost to make recycling more accessible. Secondly, we need to balance cost with solutions that are both practical and feasible, at the same time as respecting the fact that the old turf is a waste material.

CHALLENGES

An example of how the lack of incentive creates barriers to recycling is the way a client can easily dispose of an artificial pitch by sub-contracting a specialist firm to remove and cart off the old turf system and infill for as little as £1.50 per sq m. In most cases there is no audit trail of where the used materials end up. Even if proper landfill is used, the cost of disposal is

unlikely to be more than £2 - £3 per sq m. Compare that with the cost of recycling a used pitch – around £5 - £6 per sq m, depending on what is done with the turf at the end of its life – and it's clear to see why recycling is not seen as a cost-friendly option.

While recycling costs are likely to come down in the future, a lot has to happen before there is any incentive to recycle in the UK. At present, there is no reprocessing plant in the country and funding agencies do not incentivise contractors to have sustainable practices by offering a bonus or dividend. It's not all doom and gloom though; there are products and companies offering



While methods exist which would allow up to 90-95 per cent of materials to be recycled, the high cost of doing so remains a barrier



It is estimated that in the UK, around 100 full-size pitches need replacing each year

The change towards more environmentally friendly practices needs to be instigated by those who fund the refurbishments and installations of artificial pitches

eco-friendly lift and de-fill services – such as Turf Muncher and TRS – while suppliers are increasingly looking at recycling.

Fieldturf and TigerTurf are among the companies which recycle materials into shock pads. Tiger Turf also recently launched a new multifunctional and environmentally-friendly synthetic turf system, which aims to reduce the waste accumulated by 3G pitches at the end of their natural lives. TenCate Ecocept is a porous base which uses a combination of recycled materials and prevents the need for waste materials to go to landfill – as well as significantly reducing the carbon footprint of new pitch installations. According to Paul Langford, managing

director at TigerTurf, the system offers “cradle to cradle recyclability”, with up to 90 per cent of the base layer made from otherwise landfilled products such as end of life waste plastics and a rubber crumb infill. “This has the potential to save as much as 140 tonnes from landfill for each full-size pitch installed,” Langford says.

Another company which has taken an innovative approach to tackling the problem is Xtraction. By carrying out work on site and reclaiming and re-using materials, the company aims to minimise damage to the environment and reduce consumption and cost by ethically removing playing surfaces. An example of Xtraction’s work is the Mayfield School

in Redbridge, London. The school had to have its all-weather pitch removed and replaced just months after it had been laid because it did not meet the Football Association’s specifications.

Xtraction was able to reclaim 156 tonnes of infill from the pitch, allowing it to be reused as infill material for the new 3G pitch – removing the need for an estimated 19 lorries to remove it and bring new material to site. The carpet itself was undamaged by the process and will be re-used in public access areas at Twickenham during the Rugby World Cup later this year – it will also be available for further relocation and reuse after that. Xtraction co-director Nick Wells



A high percentage of used turf and associated materials still end up in landfill

The reality is that while fully-recyclable turf products and systems already exist, they are often more expensive to produce and are seen as being inferior quality

described the project: “There had clearly been a misunderstanding regarding the school’s new pitch as it was only four or five months old. We took on the contract at cost. It was a risk, but we wanted to demonstrate our process and show how crazy it is to throw away valuable materials.

“We’re talking about sand from the Jurassic period – one of the world’s finite resources and worth a lot of money. All in all, the process avoided a huge amount of material being dumped in landfill and saved the environment more than 2,000 haulage miles. What we demonstrated is that pitches can be replaced in a responsible, eco-friendly way with zero waste.”

WHAT CAN WE DO ABOUT IT?

The change needs to be instigated by those funding refurbishments and installations of artificial pitches. Local authorities, clubs and national governing bodies (NGBs) need to create frameworks for sustainable approaches to be implemented on every job they fund. Failure to act now will only compound

the problem, as artificial turf grows in popularity and the number of pitches needing replacing will increase.

What also needs to happen is that those who specify contracts will need to be educated on what can be done to lower the carbon footprint of artificial pitch construction and refurbishment projects. If sustainable materials and practices are incorporated at the specifications stage, then projects will become more environmentally friendly.

Murfitts Industries’ Edwards agrees. “While research and development will undoubtedly have a major role to play in this, so will education. The reality is that while fully recyclable turf products and systems already exist, they are often more expensive to produce – and are seen by some as being inferior to what is already on the market. However, I believe that once the cost is brought down, there will be more demand for them.

“In short, I believe the challenge is to create better value recycling solutions for the fields already in the ground, at

the same time as developing more cost-effective, recyclable turf systems.”

Meanwhile, on-site processing can reduce the need to transport materials off site to remote processing plants – reducing the carbon footprint of recycling further. Manufacturers also need to make it easier for products to be recycled, by introducing compatible polymers, backing cloths and adhesives so that the processing of materials becomes more easily accomplished – and with a low energy requirement.

For Wells, suppliers and contractors play a crucial role. “There are still companies out there which claim only new sand should be used in 3G pitches,” he says. “Something we’ve proved not to always be the case. Sadly, there are also contractors willing to dispose of old carpet in ways that are simply unsustainable.”

Owners and operators of pitches – and suppliers too – will probably need to pay more for recycling to happen. The question to address right now is can they afford not to? ●

CASHIN ON ZERO WASTE



Xtraction
reclaims infills and
carpet allowing for:

- ↻ Reclamation
- ↻ Relocation
- ↻ Recycling
- ↻ Refurbishment

Reclaim your pitch, reclaim the values.

CARPET RECYCLING UK

www.xtraction.com
info@xtraction.com
Tel: 0208 785 6406

Xtraction
Releasing value from synthetic surfaces
↻ Reclamation ↻ Relocation ↻ Recycling ↻ Refurbishment

PITCH PERFECT

What does it take to prepare an Ashes cricket pitch? We spoke to Edgbaston Cricket Ground's head groundsman, Gary Barwell, to find out

When the doors open at Edgbaston Cricket Ground on July 29 2015 for the third Investec Ashes between England and Australia, head groundsman Gary Barwell will be confident in the knowledge that he has done everything in his power to produce the best possible playing surface. Being responsible for the pitch at one of the country's busiest cricket venues, however, means that he has his work cut out. Each season Warwickshire CCC plays eight four-day English County Championship games and 12 or more one-day fixtures at Edgbaston, and there are also a number of one-day Internationals. In addition, the ground is used for daily practice sessions.

PREPARATION IS EVERYTHING

Barwell's role at the five-hectare site is to prepare all international and domestic pitches plus two international-standard net facilities, and to oversee the preparation

of the pitches at Warwickshire CCC's outgrounds. He manages budgets in conjunction with the club's director of finance and is responsible for an ongoing pitch plan which is submitted to the England and Wales Cricket Board (ECB) and Sky TV for televised games.

With the modern cricket seasons now extending from April through to September (though work in the nets usually starts in mid-March), Barwell and his six-man grounds team will be kept busy.

An Ashes game was last staged at the Birmingham ground in 2009, but the stadium facilities have seen a number of improvements since. Barwell will be relying on some of those improvements to assist him in the lead up, especially when it comes to the weather dictating what he and his team can do.

"Heavy rain is certainly the scourge of the game of cricket," says Barwell, who was crowned the 2013 Institute of Groundsmanship (IOG) Professional Cricket Groundsman of the Year.

"To counteract it, we decided to invest £600,000 in a remodelled outfield in 2010. The pitch is so much better now, and it's getting better every year, with the turf sitting on four inches of sand. The pitch is surrounded by land drains and the outfield drains at 33mm per hour. That said, when you have a month's rain in a week – like we did last year – it really doesn't matter what drainage you have."

The disruption caused by the rain can limit Barwell's options, but when it comes to the type of pitch he wants to produce at Edgbaston, his aim is clear – consistency in speed and bounce. "Heavy rain prevents us from getting onto the square to do what we need to do. Sometimes we get just three days to get the pitch ready. When that happens, we roll the pitch on days one and two and take the grass off on the third.

"But whatever the conditions, my objective is to keep some level of pace in the wicket. Pace results from a mixture of moisture, grass coverage/density and heat – all have to combine in the right way."





ASHES TO ASHES

According to Barwell, the pitch preparation for the forthcoming Ashes will follow a strict regime to ensure there is adequate pace. The build-up to the Ashes Test will also involve a number of meetings with Edgbaston's cricket

Edgbaston will host an Ashes Test for the first time since the drawn match in 2009 – a game which was badly affected by rain, allowing only 275 overs to be bowled over the five days

operations team, concerning their use of the nets and practice sessions, while there will be the usual high level of communication and liaison with the various contractors involved in staging the event, including broadcasters and other media. Any specific requests from ▶





Edgbaston has a rich history and has staged a host of memorable games – such as the 2013 Champions Trophy final between India and England

“The standard of playing surfaces in this country is outstanding when you consider our weather – it’s clear that groundsmen put their heart and soul into the job”

► ECB for Barwell to produce a certain type of pitch will, of course, be a closely guarded secret. “I work directly with all of the game’s key stakeholders – governing bodies, broadcasters and sponsors – to

ensure everyone benefits from their involvement at Edgbaston,” he says. “There will not be that much difference for the Ashes game; apart from an increased level of security checks and, of course,

heightened media scrutiny of every ball and, naturally, of the pitch itself.”

Barwell has been at Edgbaston since 2011, after a two-year spell as assistant head groundsman at Trent Bridge, the home to Nottinghamshire CCC. At Trent Bridge, he primarily looked after the World 20/20 nursery ground. Before Nottingham, he had established himself as part of the team at Leicestershire CCC, where he completed his work experience while studying for NVQ Levels 1, 2 and 3 in greenkeeping and turf management.

He credits his recent IOG award to his hard-working team – and to the very particular type of passion that any successful groundsman “must possess”.

“My guys do a great job, often working very long and unsociable hours around – or because of – the weather,” Barwell says. “I do ask a lot of them and I appreciate their support. Every groundsman faces the same challenge: a battle to get the pitch right. But the standard of playing surfaces in this country is outstanding when you consider our weather. It is clear that groundsmen put their heart and soul into the job.” ●

EDGBASTON FACT FILE

ESTABLISHED: 1886 **CAPACITY:** 25,000 **FIRST TEST:** 1902

Edgbaston’s first Test Match was the opening game of the Ashes series in 1902, for which the club erected a permanent stand, two temporary stands and facilities for 90 members of the press. Since then, 47 Tests have been held at the venue.

The record attendance at a County Championship match at Edgbaston is 28,000 against Lancashire in the



Edgbaston Cricket Ground in 1895

championship-winning season of 1951, and the record for a single day of a Test Match is 32,000 against the West Indies in 1957. Of all England’s Test grounds Edgbaston is the least disrupted by rain – losing an average of fewer than

90 minutes of play per match between 1979 and 1988, compared to more than eight hours per match at other grounds.



Exclusive 1 day event where you tailor your itinerary

"An effective way of scanning the market for key suppliers in an informal, time efficient manor"

Serco Leisure

Providing a perfect platform for peer-to-peer collaboration with industry focused networking, match-made meetings and complimentary seminar programme:

- **Gain insight about inspirational sports facilities ideas to enhance business performance**
- **Learn about best practice management methods to grow customer retention**
- **Discover and discuss the latest market trends, developments and challenges**

"Great day, very informative and great networking opportunity"

Doncaster Culture and Leisure Trust

There are limited spaces, so call now to book your free place on **01992 374100** or email **sports@forumevents.co.uk**



SPORTS & LEISURE FACILITIES FORUM

8th July 2015
Hilton London Wembley

 [@SportsLF_Forum](https://twitter.com/SportsLF_Forum)

Media Partners

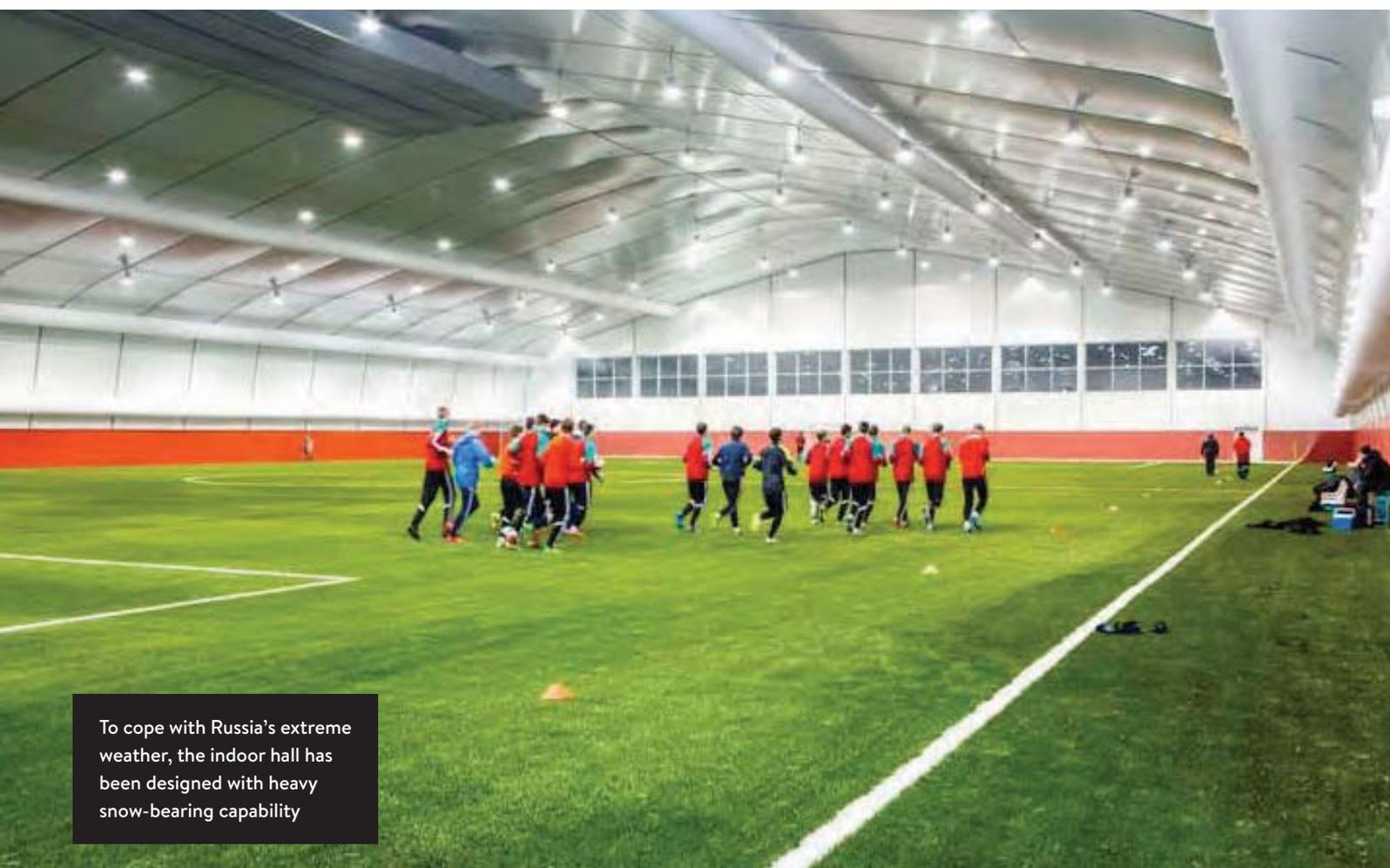
health club
management

SPORTS
MANAGEMENT

 FACILITIES NEWS

INTERIM DESIGNS

Non-permanent facilities are increasing in popularity and are now being used in a number of ways across the world of sport. We look at some examples



To cope with Russia's extreme weather, the indoor hall has been designed with heavy snow-bearing capability

Lokomotiv Moscow has invested in a new indoor football pitch to cater for both its junior set up and its first team professionals. Lokomotiv chose Veldeman to design a tailor-made indoor hall. Veldeman worked in collaboration with its Russian distributor Magnum Sports to deliver the structure.

Due to the extreme weather during winter months, the 60x100m hall has snow-bearing capability of 180kg per sq metre. Up to a height of 3m, the side walls consist

Project: Indoor football pitch

Client: Lokomotiv Moscow

By: Veldeman

of steel plate and over the height of 3m, a double PVC canvas creates an insulating effect. The design – combined with modern heating and air conditioning systems – means the temperature can be maintained

at a pleasant level and the hall can be used for play throughout the year. The arena took six weeks to build at a cost of around RUB200m (£2.6m, €3.5m, US\$4m).

Olga Smorodskaya, president of FC Lokomotiv, said: “The very name of the club, ‘Lokomotiv’, implies the will to lead, to be the first.

“We’ve been Russian champions several times, and won several Russian cups. Now we’re pioneering again: this structure is the first of its kind in Russia.”

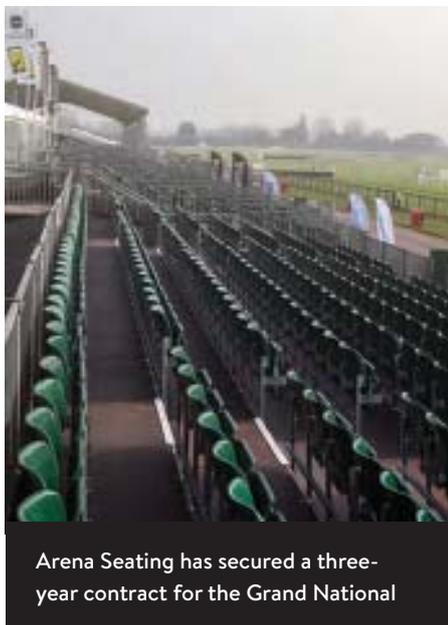


The temporary spectator structures provided nearly 6,000 seats for racegoers

■ RACING DAYS

Arena Group's Seating and Structures divisions supplied a comprehensive range of temporary event infrastructure to Aintree Racecourse for this year's Crabbie's Grand National Festival.

For Arena Seating, this was the first of a three-year contract with the Jockey Club – owner of Aintree and organiser of the Grand National – to supply all of the 5,750 temporary seats. This year's project included a new Arcus grandstand containing 2,750 seats covered by a curved roof; an Embankment Stand with 1,500 seats; and a Pavilion grandstand with 1,512 tiered tip-up seats. Arena also supplied six tiered standing facilities with a capacity of 924. The group recently launched a new temporary stand, which has improved focus on safety through the load-bearing capacity of its handrails.



Arena Seating has secured a three-year contract for the Grand National

Project: Temporary stands and seating areas

Client: Aintree Racecourse

By: Arena Group

While the Aintree seating contract is new for Arena Group, its Structures arm has worked on the Grand National Festival for more than three decades. This year, it provided more than 8,650sq m of temporary venue space – ranging from the two-storey Amberleigh House hospitality facility (2,100sq m) to the Crabbie's VIP hospitality space (250sq m).

Arena spent five weeks at the site ahead of the opening of the Grand National and for Dave Withey, Arena's sales and marketing director, this year's event provided some fresh challenges.

"Arena Structures has been working on the site for decades, but being the first year of our Arena Seating contract we have had to familiarise ourselves with the clients' aspirations," Withey said.

"We had to acquaint ourselves with their way of working as part of introducing new spectator facilities to a well-established, historic racecourse.

"We paid particular attention to the engineering calculations and installation of the Embankment and Chair Pavilion grandstands because they were located on steep grass banks. With the design of the Chair Pavilion we also had to balance optimum capacity without compromising the experience of the users of the Chair Hospitality facility behind – so we worked with the clients to make sure we put the spectators experience first."

NEW CDM INTRODUCED

The new Construction, Design and Management (CDM) 2015 regulations came to force on 6 April and replaced the 2007 CDM. The legislation will affect all temporary – as well as permanent – sports building projects in the UK. Arena Group's Dave Withey outlines the main changes.

"Central to the new CDM regulations is the appointment of a principal designer and a principal contractor. The key thing to note is the change is



Dave Withey

in regards to the management systems and not products. This means that the organiser/venue has to be aware of its duties and responsible for the implementation of the regulations. The issue of managing unauthorised site access will be a new factor, along with the provision of CDM compliant welfare facilities for crew, which ensures working conditions are of a particular standard.

The build and deconstruction phase of any event will now come within these CDM regs and will be enforced by the Health and Safety Executive, while event days will still fall under the enforcement of the local authority. From our perspective, the new CDM will make event organisers focus more on their responsibilities – and if that raises the bar to create an improved safety culture it can only be a good thing."

▶ TEMPORARY STRUCTURES



The Inverclyde facility will transform community sport in the area, providing a flexible space for team sports



■ EUROMILLIONS WINNERS FUND COMMUNITY HALL

The opening of a new a £1.75m indoor 3G pitch at Inverclyde Sports Centre in Largs, Scotland, is set to transform community sport in the area. Designed and built by Collinson, the 60x40m hall's playing surface meets IRB and FIFA standards and can be configured as a single seven-a-side pitch or two five-a-side pitches using a retractable dividing curtain.

Facilities at the centre include a spectator area and changing rooms.

Project: Indoor sports centre

Client: Sportscotland

By: Collinson

John Kent, Sportscotland's principal of the National Sports Training Centre at Inverclyde, said: "It has always been a vision of Inverclyde to have this indoor facility and this development will now

enhance opportunities for sports people from all over Scotland, as well as the local community, to come and enjoy sport in an indoor environment."

Called Weir 3G Indoor Hall, the facility has been named in recognition of local Euromillions-winning couple Christine and Colin Weir, who donated £1.5m towards the building. The Weirs, who won a total of £161m in 2011, famously supported the pro-independence Yes Scotland campaign last year – donating £5.5m to the cause.

■ TENNIS COURTS POPPING UP AT A FESTIVAL NEAR YOU

Each year the Lawn Tennis Association (LTA) aims to inspire more people to play tennis by creating participation festivals at high-profile events such as the Aegon Open and Wimbledon. To increase the

Project: Temporary tennis courts

Client: Lawn Tennis Association

By: PopUp Arena

impact of the LTA presence at these festivals, an enhanced 'pop-up tennis experience' was sought that could be deployed with a rapid turnaround.

During 2014 PopUpArena and the LTA worked together to design and commission a temporary LTA PopUpCourt to meet the association's requirements. PopUpArena was appointed to deliver the courts in January 2015.

Adapted from PopUpArena's interlocking performance surface tile system, two specific PopUpCourts were designed to suit the different ages and abilities of participants to play mini tennis. Twelve 2m, branded sponsor stands are set up around the court giving event information, acting as crowd control and stray ball retention.

The PopUpCourt is 200sq m in total which is stored and transported in a single van. The temporary court is installed in 90 minutes prior to an event start time and removed with 60 minutes. In addition, the design and colours of the PopUpCourt create an impressive visual impact and produce a "real arena" experience for fans.



The PopUpCourt has been designed to give tennis fans a flavour of the "arena experience"



Global Events. Designed and Delivered.

SEATING • OVERLAY • STRUCTURES • INTERIORS

CHARLES LAWRENCE

SURFACES

ATHLETIC TRACKS



SYNTHETIC PITCHES



INDOOR



TENNIS



MULTI-USE GAMES AREAS



BUILDINGS



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

Brunel House, Jessop Way, Newark, Nottinghamshire, NG24 2ER, England
 tel: +44 (0)1636 615866 fax: +44 (0)1636 615867
 email: sales@charleslawrencesurfaces.co.uk
 www.charleslawrencesurfaces.co.uk

A DIVISION OF THE
MALCOLM
 GROUP



Isokinetic London offers facilities which would usually only be available at elite sports medicine or military rehabilitation centres

KINETIC ENERGY

Italian rehabilitation expert Isokinetic has opened its first international facility in central London. The new clinic was recently accredited as a FIFA Medical Centre of Excellence

During 1987, Dr Stefano Della Villa and his colleague Dr Gianni Nanni launched Isokinetic Medical Group and opened the company’s first orthopaedic rehabilitation centre in Bologna, Italy. Now, after spending 27 years developing the concept – which aims to shorten the time it takes to recover from serious injuries – they have opened the doors to Isokinetic’s first international centre on London’s famous Harley Street. The London site was recently accredited as the first FIFA Medical Centre of Excellence.

Isokinetic aims to offer a new approach to the way in which sports injuries are managed. At the core of its strategy is an inter-disciplinary approach to recovery. With a range of rehabilitation specialists – including sports medicine experts, physiotherapists and rehabilitation scientists – working together in a team setting, the Isokinetic ethos is to create a personalised service and to place the patient at the very heart of recovery.

“We pride ourselves in tailoring our rehabilitation programmes to the patient,” says Mike Davison, MD of Isokinetic London. “Each patient at Isokinetic is assigned a dedicated case manager who co-ordinates a team of experts and supports



Isokinetic is an expert in ACL injuries

Specialised care

With more than 27 years’ experience in sport injury rehabilitation, Isokinetic Medical Group has dealt with a wide range of injuries, but has specialised in acute knee injuries.

According to Mike Davison, Isokinetic’s MD for UK operations, the group has treated more than 7,500 anterior cruciate ligaments (ACLs).

“As one of the body’s most complex joints the knee is susceptible to injury, especially under the pressures placed on the joint during sport,” says Davison.

“All too often we see ACL ruptures as a result of sport, in particular among elite players.”

the patient from day one of the recovery journey through to a return to the field. For us, every patient is treated equal, whether they are an international footballer or somebody who plays tennis to keep fit.”

Central to Isokinetic’s philosophy is comradery; so often associated with sport but lost in sport rehabilitation. With open plan recovery spaces, patients are encouraged to train alongside each other, providing support and encouragement – whether elite stars or weekend players.

“Recovery is a long process and there is no such thing as a quick fix,” says Davison. “The way Isokinetic operates is to build a rapport among patients.

“The aim is to make sure no-one feels alone on the journey. Through experience, we’ve found that this approach leads to greater adherence to the rehabilitation processes. It’s not for everyone but it makes for a great atmosphere.”

AN ITALIAN HISTORY

Dr Stefano Della Villa’s vision – for there to be a new high-tech approach to sports injury rehabilitation and for it to be at the forefront of scientific research – came to him after completing an internship in the US. Having worked alongside professor Michael Dillingham, director of Stanford University’s sports medicine programme,



Della Villa returned to Italy determined to put his freshly gained knowledge to use and to set up his own business. At the core of his vision was the intention to focus on developing technologies.

He founded Isokinetic Medical Group in 1997 and began working with professional athletes, including one of Italy's most iconic footballers, Roberto Baggio. When Baggio ruptured his anterior cruciate ligament in 2002, Della Villa and his team supported his intensive rehabilitation back to international football in just 77 days – the fastest recorded return to professional football following this type of injury.

Recognition for Isokinetic's methods came in 2009 when the company – which by this time had opened centres in Rome, Verona, Bologna, Milan, Cortina and Turin – was awarded FIFA Medical Centre of Excellence status.

As well as developing technologies, Isokinetic has also invested in research. For the past 24 years the company has hosted the annual Football Medicine Strategies conference, attracting more than 2,000 delegates from 75 countries

Staff at the centre include leading doctors in sports medicine, experts in biomechanics and a team of physiotherapists and coaches

each year. Discussing the latest issues and new research, the conference is attended by international leaders in the sports industry, such as FIFA's chief medical officer, professor Jiri Dvorak.

In addition to this, Isokinetic boasts a dedicated Education and Research Department, pioneering new techniques for the industry.

THE JOURNEY TO LONDON

After establishing seven centres in Italy, the Isokinetic Medical Group looked to expand its reach by launching an international hub. As host to the 2012 Olympic Games and a centre for international sports events, London has become a destination for global sporting activity and was seen as the obvious choice for the first international Isokinetic

centre. To test the waters, the company initially developed a 'pop-up' centre on Welbeck Way, London. The site also served as a temporary clinic while the flagship Harley Street centre was built.

The newly opened Isokinetic London, designed by Sonnemann Toon Architects, boasts 11,000sq ft over four storeys, hidden behind a historical Georgian façade in a building owned by Howard de Walden Estate – whose historic connections to Marylebone date back to around 1710.

The development did not come without its issues, however. Both landlord and estate owner faced a construction conundrum, as the properties which were earmarked for conversion were back to back instead of side by side.

Initially plans for the buildings were turned down, requiring a radical rethink of the original design. However, patience, creativity and persistence allowed Isokinetic to officially open its doors for business in September 2014.

"It was critical that the complex design incorporated our five stages of recovery," says Mike Davison. "Patients need to see ▶



THE SHARING OF OUR KNOWLEDGE, PRACTICES AND PATHOLOGIES IS WHAT SETS US APART FROM OTHER CLINICS





Facilities include an indoor 4G surface and camera systems allowing on-field movement analysis

► their progress through the rehabilitation journey and this is why we designed the centre with initial water rehabilitation sessions starting at the base of the building and working up to the final fitness pitch recovery sessions on the top floor.”

The London clinic houses three floors of modern rehabilitation spaces, which are typically associated with elite sports or a military rehabilitation environment.

There are three specific treatment, testing and recovery gyms, a multi-depth 50sq m aqua therapy pool and an indoor 4G field. The centre is also equipped with a camera system and light reaction technology for on-field movement analysis, as well as Technogym fitness kit, including a Leg Press MED, specifically designed for sport rehabilitation.

Alongside this, there are a series of consulting suites and relaxation areas

which have been designed to make the patient feel more at home, calm and comfortable. Isokinetic London is now home to some of the leading practitioners in the field of sports and physical medicine, such as Dr Phil Batty and Dr Matthew Stride. Dr Batty previously held the position of senior team doctor for the English Rugby Football Union and also worked with Manchester City FC when the team won the Premier League title. Dr Stride’s experience spans both sport and the military, having formerly held positions at Headley Court and in professional football with Chelsea Football Club’s Academy and as Team Doctor for Brentford Football Club.

THE FUTURE IS CONNECTED

Dr Della Villa remains passionate about the concept he has created and says

that Isokinetic’s approach – to put the patient at the heart of the rehabilitation – may seem a no-brainer, but is rarely implemented at other centres, especially in the UK where the healthcare system has a reputation for being somewhat disjointed. Della Villa also sees the sharing of Isokinetic’s knowledge, practises and pathologies as being of paramount importance to the future of sports medicine and rehabilitation.

He says that his concept – which is based on “meeting of the minds and a consistent drive for innovation” – has been crucial in setting Isokinetic apart from other clinics.

“Prevention is the answer,” Della Villa adds. “The more we can educate and implement our knowledge and training, the healthier the economics of injury become for all parties involved.” ●



Mike Davison is director of Isokinetic UK and runs the operations at 11 Harley Street

Isokinetic in brief

- Company founded: 1987 in Bologna
- Isokinetic London opened 29th September 2014 and officially on 11th November 2014
- 11 Harley Street is a Howard de Walden Estate property
- Isokinetic London was designed by Sonnemann Toon Architects
- Number of centres around the world: 8
- Oldest and youngest patient: 7 and 94
- Number of patients: 11,000 per year (1,200 in London)
- Most common injury: anterior cruciate ligament of the knee (ACL)

MATRIX

THE FASTEST-GROWING COMMERCIAL
FITNESS BRAND IN THE WORLD





SAPCA is focusing on promoting its member companies abroad and SAPCA members will again attend the FSB show in Cologne later this year

British sports facility companies urged to look overseas

Over the years, British manufacturers, designers and contractors of sports facilities have shown they can compete on the world stage. Keen to develop this exporting expertise further, SAPCA has invited Paul Langford of TigerTurf to join its board with the remit of helping companies with limited export experience to take the first steps.

This links well with UK Trade & Investment (UKTI), which has, historically, focused on only working with exporters involved in the delivery of major sports events. It is now broadening its strategy to encourage UK companies that are involved in sports facility construction and development at any level to consider the opportunities abroad.

SAPCA has recently been reaccredited by UKTI as a Trade Challenge Partner, and



Paul Langford will chair SAPCA's Export Group

will be working more closely with UKTI in the future. It has created a new Export Group within the membership and will start by producing an export strategy.

FSB showcases the latest trends within the games, sport, swimming pools and amenities industry.

Held every two years, the show will feature an exhibition floor of more than 80,000sq m and is described as a 'source of inspiration for the design of tomorrow's urban living spaces.'

• Any company, even if not a SAPCA member can join the UK trade delegation to the show.

More information is available from SAPCA on 024 7641 4773

or by email: info@sapca.org.uk

www.businessopportunities.ukti.gov.uk

www.fsb-cologne.com

SAPCA AND IOG PARTNERSHIP

SAPCA will be working closely with the Institute of Groundsmanship (IOG) in 2015, with both organisations actively supporting each other's events. The IOG will participate in and help to promote SAPCA's Sports Facility Shows, and SAPCA will support and take part in the IOG SALTEX exhibition.

This year, on its 70th anniversary, SALTEX will move indoors and will be held on 4-5 November at the NEC, Birmingham.

As well as taking part in the exhibition, SAPCA will support the show's enhanced

and free-to-attend education programme, entitled LEARNING LIVE, by presenting four seminars:

- Maintenance of synthetic sports surfaces;
- Standards for sports equipment;
- Design of multi-use games areas; and
- Design of bases for outdoor sports surfaces.

With a new venue, a more convenient date and an impressive exhibitor list, IOG believes SALTEX 2015 will be one of the must-attend events of the year.

• Register free at www.iog-saltex.com

Keep in touch:

To be kept informed of SAPCA activities, news and technical updates, you can register to receive the association's email newsletter.



Visit the Contact page on www.sapca.org.uk
Follow @SAPCA on Twitter



RUGBY MOVES ONTO NEW SURFACES

An increasing number of rugby venues are opting for hybrid pitches. During this year's Rugby World Cup, a total of 25 out of the 40 games will be played on pitches that combine natural grass and plastic fibres

For many, the sight of rugby players – international as well as amateur – covered in mud, slipping and sliding as they tried to take advantage in the scrum or a rolling maul is a familiar one. Thankfully, those images are fast receding into history as sports pitch technology advances to provide pitches that allow the technical skills of the players to flourish and fast free flowing games to become the norm.

At the international level advances in natural grass pitch construction – and in particular the development of hybrid

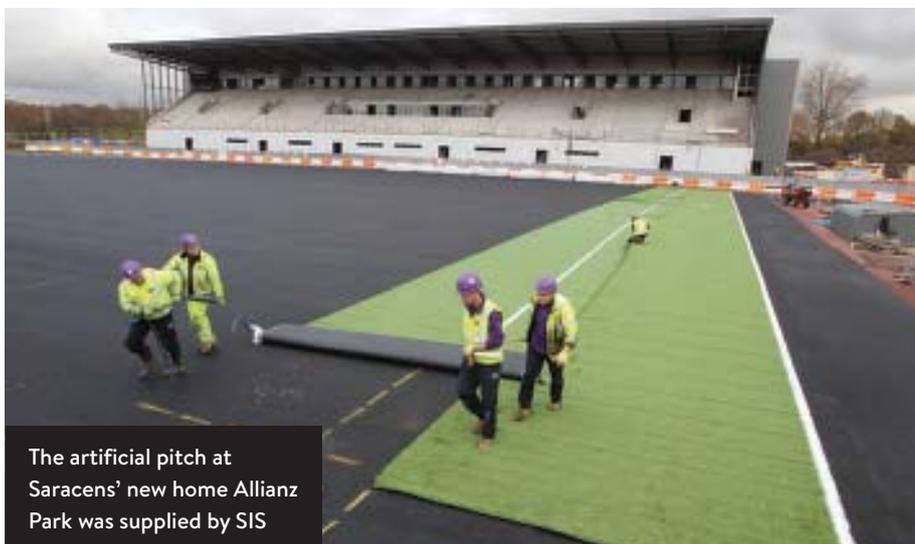
pitch technology – has resulted in fast, stable and free draining surfaces. Now installed at Twickenham, Murrayfield, Millennium and Aviva Stadium, the development by SAPCA member Desso Sports Systems of the Grassmaster system has set a new standard in natural grass pitch construction.

The system incorporates a free draining sand rootzone into which mono-filament fibres are injected 200mm deep, at 20mm spacing across the pitch, resulting in approximately 20 million fibres (or 40,076 km of yarn)

covering 3 per cent of the total playing surface and reinforcing the natural grass. The ingenuity of the system is found below the surface where the natural grass plant roots grow around the plastic fibres, anchoring the pitch together to create stability and reinforcement, ensuring a uniform surface in good condition at all times.

Installed by specialist machines the synthetic turf yarn is injected into rootzone either prior to seeding of the pitch or after the seeding and establishment of the grass sward. Once the grass has established the synthetic fibres are hardly visible within the grass sward. But, if the grass cover is lost through high use the synthetic fibres provide some 'natural' looking coverage whilst protecting the crown of the plant and rhizomes to aid a faster recovery of the plant leaf. It is claimed by Desso that the use of Grassmaster increases the carrying capacity of the pitch from a typical 200 to 300 hours per annum to around 900 hours and if growing lights, etc. are used this can be increased further to around 1000 hours.

While the use of the Desso Grassmaster system or alternative hybrid technologies from SAPCA members SIS and Greenfields has greatly improved



The artificial pitch at Saracens' new home Allianz Park was supplied by SIS



Twickenham, the home of rugby, is one of a number of stadiums to have installed a hybrid playing surface to aid with pitch care

the quality and carrying capacity of natural grass pitches it is the development of synthetic turf pitches specifically for rugby that is starting to allow cost effective superior playing surfaces within the professional and club sectors or the game. The International Rugby Board (now World Rugby) back in the early 2000s recognised the potential benefits long pile third generation synthetic turf surfaces offered the game by providing surfaces that could be installed in regions where natural grass could not be grown or at venues where the playing demands meant that natural grass pitches could just not sustain the high levels of use.

Wishing to ensure that only acceptable quality synthetic turf surfaces are used for rugby the IRB developed a performance standard for synthetic turf rugby surfaces and incorporated it into the Laws of the Game via IRB Regulation 22. Similar in concept to the standards developed by FIFA for synthetic turf football surfaces the World rugby Standard is based on ensuring synthetic turf surfaces are manufactured from materials of proven quality and offer levels of performance that replicate good quality natural grass.

Of particular concern is the risk of player injury and the Standard pays particular attention to minimising the risk of high impact forces, concussion,

At the community level, the ability to sustain higher levels of use on a single pitch is proving attractive to rugby clubs

fatigue, carpet burns and injury through slipping or twisting.

Compliance with the World Rugby Standard is mandatory for any facility being used for any form of competitive play or rugby training; Regulation 22 requiring all pitches to be surfaced with a synthetic turf surface that has been laboratory tested and shown to meet the Standard. In addition each pitch needs to be tested prior to use and then retested once every two years to ensure it is still providing the performance and safety the game requires.

Under constant review by World Rugby the Standard has just been upgraded to provide even greater levels of player protection through the life of the playing surface. This means that a typical system satisfying the 2015 requirements will comprise a 60mm synthetic turf carpet with a granulated

rubber (or other form of material such as granulated cork) infill and sand stabilising layer overlaying a rubber or foam shockpad.

Synthetic turf rugby surfaces are now being used for premier league rugby by Saracens, Cardiff Blues and Newcastle Falcons and a number of other elite level clubs are known to be considering converting to the surface.

At the community level the ability to sustain much higher levels of use on a single synthetic turf pitch is proving very attractive to many rugby clubs and leisure centres. They are now able to train and hold a large number of matches on the same pitch or diversity and allow the use of the pitch for football, rugby league and even basic hockey training. This ability to maximise the use of a pitch is one that World Rugby, FIFA, FIH and RFL all wish to encourage and they are jointly working towards a common standard that define the basic requirements to allow all four sports to be played safely on one surface.

Likely to be published later this year or early in 2016 the One Turf initiative my help to finally allow all players to move away from the mud baths or yesteryear to the clean, fast and technically skilled surfaces that the professional game is already using. ● *Alastair Cox, Alastair Cox Associates Technical advisor to SAPCA*



ArenaVision LED

Enabling new experiences at sports venues

Philips ArenaVision LED system – a new innovative LED pitch lighting solution supporting the latest TV broadcast standards and, thanks to a dedicated control platform, creating a complete immersive experience.

Designed exclusively for televised high-end sports and multifunctional lighting applications, fulfilling all contemporary and future field-of-play requirements i.e. light level, uniformity, glare rating, super slow motion broadcasting, ArenaVision LED offers outstanding light quality, effective thermal management, and a very long lifespan.

innovation  you



Philips ArenaVision
Floodlighting System

www.philips.co.uk/outdoorlighting

PHILIPS

The Sports and Play Construction Association, SAPCA, has strengthened its role in promoting high standards for the UK's sports and play facilities, with the launch of its new Quality System



SAPCA's inspection teams ensure members deliver high quality facilities

SAPCA launches new quality system

The new Quality System brings together a number of key areas of SAPCA's activities, and puts a strong emphasis on regular inspections of SAPCA members' work, to ensure that contractors always deliver projects to the satisfaction of their clients.

The main elements of the Quality System are as follows.

Strict membership criteria

SAPCA's membership criteria ensure that only specialist contractors, with a proven track record and trading history, can be admitted. Through inspections of applicants' work, SAPCA checks that contractors have the requisite expertise and experience, and can offer clients the necessary high standards of workmanship.

Financial stability

SAPCA works closely with credit reference specialist Experian, and bases its membership criteria on the Commercial Delphi Scoring System used by Experian within its Risk Reports. SAPCA demands that all contractor and manufacturer applicants must have a minimum Commercial Delphi score of 40 out of 100. SAPCA also monitors the financial stability of its members on an annual basis and insists that all contractors and manufacturers must meet its current requirements for financial stability in order to renew their SAPCA membership at the start of each year.

Customer service

Each year all SAPCA members are required to re-sign the Code of Professional Conduct, through which companies are

committed to high standards of customer service and business practice.

Standards of design and construction

SAPCA has a series of codes of practice that set out and define the industry's standards of construction. SAPCA members must comply with the required construction specifications and quality of completed work.

Inspection of contractors' projects

In order to ensure that SAPCA contractors continue to deliver high quality facilities, the Association has introduced a new inspection programme, through which checks are carried out on a selection of members' projects, both during construction and on completion.

The new initiative began last year with the inspection of tennis facility projects, built by members of SAPCA's Tennis Court Division. An inspection team, including representatives of the Lawn Tennis Association, visited a number of sites and assessed the projects. As well as providing valuable feedback to the contractors directly involved, the information gathered was also



SAPCA members deliver a wide range of projects, from elite to community sports

used to share best practice at the association's annual conference.

The inspection regime is being extended to all of SAPCA's Principal Contractors, in order to cover all types of sports and play facilities constructed by SAPCA members. A new system has just been introduced for regular inspections of synthetic pitch projects, based largely on feedback from independent consultants that are members of SAPCA's Professional Services Group.

Complaint resolution

Clients that choose member contractors have the added reassurance that SAPCA provides impartial assistance in the resolution of complaints and disputes on the technical aspects of projects.

Customer feedback

The clients of all SAPCA members are invited to provide feedback on their projects, and the performance of the companies that they have employed.

Education and training

Each year, SAPCA provides a series of educational opportunities for its members that help to share technical knowledge and best practice, and reinforce the high standards that are required of SAPCA companies.

SAPCA CEO Chris Trickey said: "The Quality System ensures that only specialist companies that can consistently deliver high standards can join SAPCA and remain as members. The Quality System underlines the benefits of choosing members of SAPCA and will give greater peace of mind to sports clubs, schools and universities, local authorities and all other clients".

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.

PRINCIPAL CONTRACTORS

KEY

Charles Lawrence Tennis Courts
4 Rupert Law Close, Quorn, Loughborough, Leicestershire LE12 8PE
Tel: 0800 294 8066
Fax: 01509 558691
email: allcourts@btinternet.com

A D I J K P

CHARLES LAWRENCE SURFACES
tel: +44(0)1636 615866
www.charleslawrencesurfaces.co.uk

A B C D O Q

The Chiltern Group
Honours Yard, Lodge Lane, Chalfont St Giles, Bucks HP84AJ
T: 01494 766673 F: 01494 766674
E: sports@thechilternigroup.co.uk
www.thechilternigroup.co.uk

A D I J K O Q S

Specialist Installer of Synthetic Surfacing for Sport & Play Throughout the UK
T: 0116 2813200
E: sales@dura-sport.co.uk
www.dura-sport.co.uk
DURA-SPORT
synthetic sport & play surfaces

A B D F

To book your advertisement in the SAPCA DIRECTORY call John on
+44 (0)1202 742968

ETC SPORTS
Design, Build & Maintain the Finest Tennis Courts & Sports Surfaces
01621 85 86 86
www.etcsports.co.uk

A B D

- A** Tennis Courts
- B** Synthetic Pitches
- C** Athletics Tracks
- D** Multi Sports
- E** Natural Sportsturf
- F** Play Surfaces

To book your advertisement in the SAPCA directory call John on
+44 (0)1202 742968

Fosse Contracts Ltd
28 Cannock Street Leicester LE4 9HR
Tel: (0116) 246 0500 Fax: (0116) 246 1561
Email: info@fossecontracts.co.uk
www.fossecontracts.co.uk

A D I J K O P S

Hunter Construction (Aberdeen) Ltd, Centaur House, Thainstone Business Park, Inverurie AB51 5GT
HUNTER
Tel: 01467 627290 Fax: 01467 625791
E-mail: info@hunter-construction.co.uk

B D

Kestrel Natural & artificial sports pitch specialist
Tel: +44 (0)1256 880488
Email: info@kestrelcontractors.co.uk
Web: www.kestrelcontractors.co.uk

B E

LAND UNIT CONSTRUCTION LIMITED
Established 1960
Cosgrove Road, Old Stratford, Milton Keynes MK19 6AF
Tel: 01908 260217 Fax: 01908 261659
Email: sales@landunitconstruction.co.uk
www.landunitconstruction.co.uk

E

McArdle Sport-Tec
McArdle Sport-Tec is one of the UK's longest standing artificial pitch and track contractors. In the past our 3G installations have included: Manchester United FC, Stoke City FC, Wolverhampton Wanderers FC, West Bromwich Albion FC, Swansea City FC & Reading FC.
T: 01491 827810
12 Thames Park, Lester Way, Wallingford, Oxon OX10 9TA
E: jenny@mcardlesport.co.uk
www.mcardlesport.co.uk

B C D

SPORTS PITCH CONCEPT TO CONSTRUCTION
O'BRIEN Contractors Limited
Tel: 01926 423918
www.obriencontractors.co.uk

A B C D E Q

PLATT CONSTRUCTION
Unit 32, Chyd Close, Howarden Industrial Est, Manor Lane, Howarden, CH5 3PZ
T: 01244 533184
F: 01244 533184
E: Sales@plattconstruction.co.uk
www.plattconstruction.co.uk

A D J K P Q

polytan
POLYTAN SPORTS SURFACES LIMITED
Phone: 0845 224 1416 Fax: 0845 224 1617
Email: info@polytan.com
www.polytan.de/en

B C D O

**LOOKING FOR A SUPPLIER?
INTERESTED IN BECOMING
A SAPCA MEMBER?**

Tel: 024 7641 6316
Email: info@sapca.org.uk
www.sapca.org.uk

S&C SLATTER LTD
Newbury Berkshire
t: 01635 34521
www.sandcslatter.com
info@sandcslatter.com
SUPPLY AND INSTALLATION OF SURFACES AND EQUIPMENT FOR:
• Multi-Sport Facilities
• Cricket Facilities • Play and Educational Facilities

D F

Design, Build and Maintenance Service for all Sports Surfaces
SMITH
For help & advice call us on 01529 461 500
Email: info@smithsportscivils.co.uk
Web: www.smithsportscivils.co.uk

A B C D C F Q S

ThorntonContracts
Sports Surface Solutions
www.thorntonsports.co.uk • T: 01282 777345

A B C D

Quality contractors at affordable prices
WHITE HORSE
tel 01865 736272
www.whitehorsecontractors.co.uk

B D E

ANCILLARY CONTRACTORS, MANUFACTURERS & SUPPLIERS

KEY

Synthetic multi-sport surfaces
Northern Office
11 Enterprise Way
Jubilee Business Park
Derby DE21 4BB
0800 687 0290
info@sport-top.co.uk

SPORTTOP www.sport-top.co.uk
INVEST IN BETTER PLAY SURFACING, FROM THE GROUND UP.

K S

To book your advertisement in the SAPCA DIRECTORY call John on
+44 (0)1202 742968

B&L Fencing Services Ltd
Phone: 01527 882101
Fax: 01527 882123
www.blfencing.co.uk
Fencing Specialists to the Sports Industry

J

BRIDOME
your advantage
Bridome Ltd, The Courtyard, Wisley, Surrey GU23 6QL
Tel: +44 (0)1932 350365 Fax: +44 (0)1932 350375
e.info@bridome.com www.bridome.co.uk

L

BRITANNIA ADVANCED COATING SYSTEMS FOR SPORTS AND RECREATION SURFACES
Britannia Paints Limited Unit 7 and 8, King Street Trading Estate, Middleswich, Cheshire CW10 9LF
T: 01606 834015 F: 01606 837006
E: sales@britanniapaints.co.uk www.britanniapaints.co.uk

M P

Regupol Sports flooring · Sports surfaces
Tracks for champions
www.berleburger.com
Tel: 01422 200 143
Email: maguirejbswuk@aol.com

O

Collinson SPORTS FACILITIES
Tel: 0800 9886370 www.collinson.co.uk

L

COVAIR
LEADING AIR DOME MANUFACTURERS
T: 01883 743988 F: 01883 744076
E: johnwright@covairdomes.co.uk
www.covairdomes.co.uk

L

Sports Lighting Specialists
www.cuphosco.com
CU PHOSCO
Design · Manufacture · Install · Maintain
Tel: 01920 860600
Fax: 01920 485915
Email: sports@cuphosco.co.uk

K

Leading in Artificial Turf Systems
EDEL
Phone: +31 (0) 384250050
E-mail: info@edelgrass.com
www.edelgrass.com

O

Suppliers of Adhesives for all applications in the sports surface industry
EnviroStik
Tel: 01889 271751
www.envirostik.com

G

To book your advertisement in the SAPCA directory call John on
+44 (0)1202 742968

FieldTurf
A Tarkett Sports Company
Tel: +44 (0) 131 629 0437
www.fieldturf.com

O

MULTI-USE SPORTS FLOORING FOR ALL ROUND PERFORMANCE
Gerflor taraflex™ COMMUNITY
Call: +44 01926 622600
Email: contractuk@gerflor.com
Visit: www.gerflor.co.uk

O

GTCSports
Sports Equipment & Flooring
www.thorntonsports.co.uk • T: 01282 777345

I O P

The leading manufacturer of netting, posts & sports ground equipment
Harrod UK LIMITED
www.harrod.uk.com • Tel: 01502 583515

I

THE SPORTS AND PLAY CONSTRUCTION ASSOCIATION CAN BE CONTACTED ON:

Tel: 024 7641 6316
Email: info@sapca.org.uk
www.sapca.org.uk



HEXA SPORTS
High quality sports posts, nets and tennis court equipment
T: 0121 783 0312
F: 0121 786 2472
E: sales@hexasports.co.uk
www.hexasports.co.uk

I

luminance pro
lighting systems
floodlighting systems
T: 01276 855 666
www.luminancepro.co.uk

K

MARK HARROD
Products for Sport

I

MRI POLYTECH
Polyurethane Systems built to ADAPT
Tel: +44 (0)1625 575737 www.mri-polytech.com

O

To subscribe to Sports Management, log on to www.leisuresubs.com email subs@leisuremedia.com tel +44 1462 471930. Annual subscription rates are UK £27, Europe £37 rest of world £58, students UK £13 Sports Management is published four times a year by The Leisure Media Co Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK. The views expressed in this publication are those of the author and do not necessarily represent those of the publisher The Leisure Media Co Ltd. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. Printed by Manson Group Printers. Distributed by Royal Mail Group Ltd and Whistl Ltd in the UK and Total Mail Ltd globally.
©Cybertrek Ltd 2015 ISSN 1479/9146

ANCILLARY CONTRACTORS, MANUFACTURERS & SUPPLIERS CONTINUED

Murfitts Industries Ltd
 Station Road, Lakenheath, Suffolk, IP27 9AD
 Tel: 01842 860220
 Fax: 01842 863300
 Email: info@murfittsindustries.com

O

NEPTUNUS Temporary buildings
 structures
www.neptunus.co.uk

L

Nordon
 Synthetic Grass Manufacture
www.thorntonsports.co.uk • T: 01282 777345

O

LOOKING FOR A SUPPLIER?

INTERESTED IN BECOMING A SAPCA MEMBER?

Tel: 024 7641 6316
 Email: info@sapca.org.uk
www.sapca.org.uk

playrite visit www.playrite.co.uk
 or call 01924 412488

O

PHILIPS
 Complete lighting solutions for all sports venues
www.philips.com/lighting
 t: +44 (0)7920 711442 e: sports.lighting@philips.com

K

PROGAME
www.progame-shockpads.com
 Contact: Martin Laidler - Sales Manager
 Tel: 07831 178690
 Email: mlaidler@trocellen.com

O

REPLAY Maintenance Ltd
 Wesley House, Whittle Close,
 Newark, NG24 2DY
01636 640506
 info@replaymaintenance.co.uk
 Taking Care of Britain's Sports Surfaces.

I P S

RUBB
 BUILDING SYSTEMS
 we will never stop innovating
www.rubb.co.uk

L

SIS
 Market leaders in the manufacture, supply, installation & maintenance of synthetic and natural sports surfaces.
 Tel: 01900 817837 Email: sales@sispitches.com
www.sispitches.com

B D E J K O P Q R S

Spatial structures
 All the space you need
 Specialists in Tension Membrane Structures.
 01242 700277
www.spatialstructures.com

L

Surfaces and equipment for sport, play and leisure.
 Tel: 01858 545789
 Fax: 01858 545890
 e-mail: sales@sportsequip.co.uk

I O

SPORTS SURFACES (UK)
 Celebrating 20 years providing durable, resilient & quality multi use sports floors
 01244 321200
 info@sportssurfacesuk.com
www.sportssurfacesuk.com

O

SPORTS LABS
 surface testing & consultancy
 Tel: 0845 602 6354
 Email: louise@sportslabs.co.uk
 Web: www.sportslabs.co.uk

T

STRI Sports Turf Research Institute
 DESIGN & ADVICE FOR SPORTS SURFACES
 t. +44 (0)1274 565131
 e. info@stri.co.uk
www.stri.co.uk

T

TECHNICAL SURFACES
 Synthetics sports pitch maintenance experts
 tel:// 08702 400 700 fax:// 08702 400 701
 email:// info@technicalsurfaces.co.uk
 web:// www.technicalsurfaces.co.uk

S

Tiger Turf™ UK LTD
 t: +44 (0)1299 253966
 e: ukinfo@tigerturf.com
www.tigerturf.com

O

VELDEMAN Sports Buildings
 STRUCTURE SOLUTIONS
 +44 28 9264 8344 | sport@veldemangroup.com
www.veldemangroup.com

L

ZAUN The future of fencing™
 tel: 01902 796699
 email: sales@zaun.co.uk
www.zaun.co.uk

J

EXHIBITIONS & SEMINARS: SPORTS FACILITY SHOWS

SAPCA regional exhibitions featuring the leading constructors of sports facilities and suppliers of related products and services, together with seminars on key aspects of sports facility design and construction.

Forthcoming shows in 2015:

Tuesday 9 June: Madejski Stadium, Reading

Tuesday 24 November: AJ Bell Stadium, (formerly Salford City Stadium), Salford

MORE INFORMATION:

Tel: 024 7641 6316 Email: info@sapca.org.uk
www.sapca.org.uk

SUPPORTED BY





New technology reduces energy consumption

MHA Lighting's new LED technology has been installed at Hyndburn Leisure Centre with the aim of reducing energy consumption and bills. Hyndburn Borough Council selected MHA Lighting's LED technology for the light uniformity and colour rendering offered, as well as the fact that it is low glare. The company designed a bespoke solution for the sports hall, installing 40 LightStar 205 LED luminaires into the pre-existing high bay infrastructure.

sport-kit.net **KEYWORD**

mha lighting



Abacus completes 'white rose' Headingley project

New 56-metre high 'white rose' emblem floodlights from Abacus Lighting are now fully operational at Headingley cricket ground, home of Yorkshire County Cricket Club. The company met specified lighting performance levels with the installation around the perimeter of the pre-existing stand structure. Four Abacus Challenger 3 floodlights combined with louvre shields were used to provide upward light and over-spill control at the cricket ground.

sport-kit.net **KEYWORD**

abacus

sport-kit.net

the search engine for leisure buyers



Wherever you are in the world, find the right products and services 24/7 by logging on to Sport Management's free search engine www.sport-kit.net

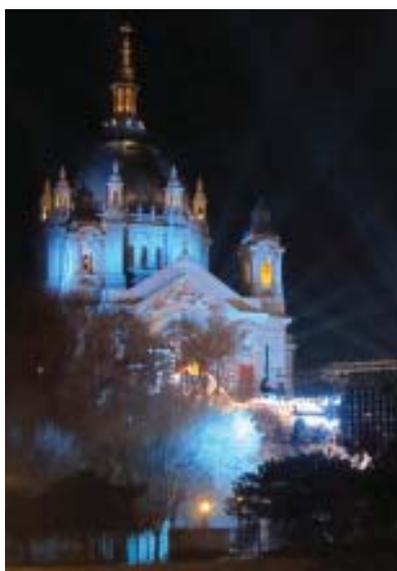
Musco's LED lights shine brighter at Twickenham

An LED lighting solution from Musco is being used as a way to enhance the playing and viewing experience at Twickenham Stadium. The installation is part of the Rugby Football Union's stadium redevelopment plan. Musco's solution offers a higher level of efficiency and more targeted lighting than the previous system, which also means that the spill light and glare coming from the stadium is reduced. Instant on/off/dimming controls enable the stadium to feature special effects lighting.



sport-kit.net **KEYWORD**

musco



sport-kit.net **KEYWORD**

martin professional

Crashing through the ice at skating competition

Spread out over 3sq miles in St. Paul, Minnesota, US, Harman Martin Professional fixtures were used to light the track and viewing area at Red Bull's Crashed Ice event. An after-dark competitive ice cross downhill skating event, Crashed Ice takes place four times a year on temporary 1,500ft long ice tracks in different cities. 108 of Martin's new fixture, the MAC Quantum Wash, were used for their colour rendering, beam punch, and low weight, mounted on towers along the track. MAC Viper Wash DX units were used in filling in dark sections of the tracks, making the races more photogenic.

log on to www.sport-kit.net and type the company name under 'keyword search'



Saints install Vision Accendo's new stadium floodlight

Vision Accendo has launched the 600W and 900W Vision Sphere LED Stadium Floodlight. It has been installed at Southampton Football Club's St Mary's Stadium, where it had to meet the new and exacting Premiership lighting standards for Sky 4K broadcasting. The company says the floodlight is ideal for use in sporting environments as it includes glare reduction reflectors and lens technology to enhance lighting output, a flicker rate of 0.2 per cent and a low overall weight per light. Other installations have also taken place in the UK.

sport-kit.net **KEYWORD** **vision accendo**



sport-kit.net **KEYWORD**
robe

Robe's extreme solution

A moving light rig from Robe helped light the way at a festival of extreme sports in South Africa. The Ultimate X festival took place at the Grand Arena in Cape Town over two days, and featured freestyle motocross, BMX and skateboarding.

A combination of 42 Robe moving lights were used, including four BMFL Spots and four miniPointes. The BMFLs were positioned on the edges of the main rig as their powerful beams could deal with the extreme throw distances and the 10 metre trim height. The spots also lit the FMX 'kicker' – or launch ramps.



No horseplay for Core in unusual installation

Core Lighting's wireless LEDs have allowed Devon-based Lindsey Nash to integrate more horse training into her work schedule by extending the day. She is currently training up a young dapple grey purebred Arab, HS Casimir, for the world of endurance riding. Core's FLOOD30 fixtures exude 7,500 lumens and are available with a neutral white (4200K) output. There is also an RGBW version available in the company's similar POINT30 unit.

sport-kit.net **KEYWORD**

core lighting



KC Stadium transformed with Philips floodlighting

Hull Tigers will install a computer controlled LED floodlighting system from Philips at its KC Stadium this July. Meeting the latest broadcast requirements set out by the English Premier League, the Philips ArenaVision system will be installed in time for the start of the 2015-16 football season. The solution enables instant switching between optimal lighting configurations and an ability to switch on and off or dim each floodlight individually.

sport-kit.net **KEYWORD**

philips

SPORTS MANAGEMENT DIRECTORY

AV/Lighting/Sound

Lightmasters

- › Wireless Cardio Cinema
 - › Wireless Audio for Spin Classes
 - › Full PA & AV Systems
 - › LED & Fibre Optic Lighting Systems
- Finance Package Available

01480 407727

info@lightmasters.co.uk
www.lightmasters.co.uk

lightmasters uk ltd.

Indoor sports halls/temporary or non - traditional structures

Temporary buildings



www.neptunus.co.uk

structures

exercise equipment



Jordan®
**RUBBER
SOLID END
DUMBBELL**



GIVING YOU THE EDGE IN FUNCTIONAL FITNESS EQUIPMENT. SAQ.

Scan for a brochure



+44 (0)1553 763285
www.jordanfitness.co.uk
sales@jordanfitness.co.uk
or find us here

Jordan®
Functional Fitness Specialists



PRACTICE MADE PERFECT

Tel: 0800 3891490
www.norsemanstructures.com



RUBB
Building Systems

**DESIGNED
TO ACHIEVE**

excellence in engineering

+44 191 482 2211 | www.rubbuk.com

**COME
OUTSIDE
& PLAY**

Taking fitness outside is just one step
in the Life Fitness evolution.

LifeFitness.co.uk | 01353 666017
Follow the evolution at lifefitness.co.uk/bluesky

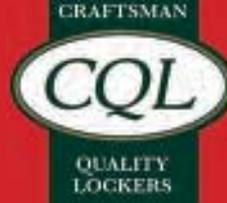
© 2014 Life Fitness, a division of Brunswick Corporation. All rights reserved.
Life Fitness is a registered trademark of Brunswick Corporation.

DESIGN
CONNECT
EVOLVE

LifeFitness

WHAT WE LIVE FOR

lockers/changing rooms



Craftsman
creating great
changing
environments

- Lockers • Cubicles • Vanity units
- Bench seating • Ancillary furniture

Call 01480 405396

johng@cqlockers.co.uk

www.cqlockers.co.uk



Ready for a new experience?

PRECOR

precor.com • 08448 480101 • info@precor.com

BE SEEN BY OVER 5,500 ACTIVE BUYERS IN EACH ISSUE

Call the Sports Management team now on +44 (0)1202 742968

Email: johnchallinor@leisuremedia.com

sports equipment suppliers & manufacturers



newitts.com

tel: 01904 468551 |

web: www.newitts.com | email: support@newitts.com

MARK HARROD

Goals make games. **We make goals.**

Fantastic deals to be had on a great range of sports equipment for your club.

01502 710039 • markharrod.com

sports lighting

the night sky in safe hands



Tel: 01623 511111
Email: sales@abacushlighting.com
www.abacushlighting.com



Picture courtesy of Cheshire County Sports Club

Sports Lighting Specialists
www.cuphosco.com



Design . Manufacture . Install . Maintain

Contact us now for your
Free Lighting Design

Tel: 01920 860600
Fax: 01920 485915
Email: enquiries@cuphosco.co.uk

tennis hockey football netball rugby cricket
basketball
athletics
skate parks
mugas

luminance pro
lighting systems

LED & Sports Floodlighting
Indoor and Outdoor

HiLux™

Tel: 01276 855666
info@luminancepro.co.uk
www.luminancepro.co.uk

sports surface maintenance

IOG
Official Training
Supporter to the IOG

**REAL CARE
FOR SYNTHETIC
SURFACES**

Tel: 01636 640506
email: info@replaymaintenance.co.uk
www.replaymaintenance.co.uk

sports flooring

DORRELL
SPORTS FLOOR CARE

Sports Floor Markings, Floor Sanding,
Squash Court Refurbishment

Tel: (01684) 567504 Fax: (01684) 563101 Email: info@peterdorrell.co.uk
www.peterdorrell.co.uk

**TARAFLEX™
COMMUNITY**

MULTI-USE SPORTS
FLOORING FOR ALL
ROUND PERFORMANCE

T: +44 01926 622600
E: contractuk@gerflor.com
W: www.gerflor.co.uk

Quality
Innovation
Value

Gerflor
theflooringgroup

wet leisure play products

- Interactive Water Play
- Flume Slides
- Safety Solutions
- Filtration Service & Maintenance

HippoLeisure

T: +44 (0) 1752 771740
E: sales@hippoleisure.com
W: www.hippoleisure.com

9 JUN 2015

Sports Facility Show

Madejski Stadium, Reading, Berkshire, UK

The second of the year's SAPCA Sports Facility Shows takes place in Reading. The one-day event comprises a series of informative and educational seminars, together with an exhibition featuring specialists in the design, construction and maintenance of sports facilities and leisure centres.

Tel: +44 (0)247 641 6316

www.sapca.org.uk

24-27 JUN 2015

20th Annual Congress of the European College of Sport Science

Malmö University, Malmö, Sweden

The ECSS has been organising annual congresses since its inauguration in 1995. Today the ECSS congresses rank among the leading sport scientific congresses worldwide. The congress comprises a range of invited lecturers, multi- and mono-disciplinary symposia as well as tutorial lecturers and Socratic debates. The ECSS congress is attended by international sports scientists working in academia. The ECSS congresses now welcome up to 2,000 participants from all over the world.

Tel: +49 221 4982 7640

www.ecss-congress.eu/2015

08 JUL 2015

Sports & Leisure Facilities Forum

Hilton London Wembley, Wembley, UK

The Sports and Leisure Facilities Forum is a one-day event that aims to "save months of time, money and effort" by bringing together senior sports and leisure professionals with solution providers, for a full day of prearranged face-to-face business meetings. The event provides an insight into the latest technology, innovations and developments in all aspects of the sports facilities business. Attendees have the opportunity to network with industry-leading experts and share best practice.

Tel: +44 (0)1992 374 100

www.forumevents.co.uk

05-09 SEP 2015

Soccerex Global Convention

Manchester Central Convention Complex, UK

The Soccerex Global Convention is the world's largest football-related business event which gathers the global leaders of the sport together to debate, network and do business. Lasting five days, the event also includes a two day Football Festival – the 2015 edition will again take place in Manchester.

Tel: +44 (0)20 8742 7100

www.soccerex.com

22-23 SEP 2015

Leisure Industry Week (LIW)

National Exhibition Centre, Birmingham, UK

Leisure Industry Week (LIW) is a trade show that caters for the entire out of home sport and leisure industry. The show has six sectors (sport, health and fitness, pool and spa, play and attractions, eat and drink and leisure facilities) which host 300+ exhibitors showcasing their products and services.

Tel: +44 (0)20 7955 3790

www.liw.co.uk

28-30 SEP 2015

Stadia & Arena Asia Pacific

Singapore Sports Hub, Singapore

The Stadia & Arena annual conference and exhibition is PanStadia & Arena Management magazine's annual meeting of the world's sports venue owners, operators and developers as well as the sector's leading architects, designers, contractors, producers and suppliers. Launched in 1999 in London, the event is internationally acclaimed as attracting a high quality audience of industry decision-makers from around the world. It quickly established itself as Europe's leading industry event for the entertainment and sports venue industry, taking place in cities as diverse as Barcelona, Geneva, Milan, Munich, Rome, Prague, Marseille and Bordeaux. It is expected that the event will again attract more than 400 high-ranking industry attendees representing 30+ countries, alongside 50 industry elite speakers and 50 industry leading exhibitors and sponsors.

Tel: +44 (0)208 133 7678

www.saevents.co.uk

27-30 OCT 2015

FSB / Aquanale

Koelnmesse, Cologne, Germany

Covering an exhibition area of around 80,000sq m (861,112sq ft), FSB – the International Trade Fair for Amenity Areas, Sports and Pool Facilities – is among the world's largest sport-related trade shows. From 2015, FSB will occupy Koelnmesse's modern North Halls. Having adopted a new themed hall concept, FSB will share the location and dates with its sister show Aquanale (the International Trade Fair for Sauna, Pool and Ambience).

Tel: +49 1806 603 500

www.fsb-cologne.com

04-05 NOV 2015

IOG Saltex

National Exhibition Centre, Birmingham, UK

The Institute of Groundsmanship (IOG) recently announced that SALTEx will be moving indoors for the first time in the show's history in 2015 – a year which also marks the 70th anniversary of the event. From turf care and specialist machinery to landscaping and playgrounds, more than 250 exhibitors cover the complete range of grounds care services.

Tel: +44 (0)20 7973 6401

www.iog-saltex.com

22-24 NOV 2015

UK Pool and Spa Expo

National Exhibition Centre, Birmingham, UK

UK Pool & Spa Expo is the UK's only independent trade show for the wet leisure industry and offers manufacturers and suppliers to this sector the greatest opportunity of reaching a national and international audience. The 4th Edition of UK Pool & Spa Expo will be at the NEC and will once again host a larger selection of exhibitors than ever before. The New Product Zone will be featuring cutting edge technology from the industry and training and networking opportunities will be plentiful.

Tel: +44 (0) 1483 420 229

www.ukpoolspa-expo.co.uk/visiting

TAKE INSPIRATION IMPLEMENT IT.

The perfect programme for fitness and nutrition professionals.

TOPICS INCLUDE:

Prevention vs cure: the role of the fitness industry

Building a successful PT business

What makes a great coach?

Increase leisure facility profit through secondary spend

PLUS MANY MORE...



**LEISURE
INDUSTRY
WEEK** NEC Birmingham UK

22nd-23rd September 2015

Register as a visitor at: www.liw.co.uk
Stand enquiries: p.mortimer@bodypower.tv



newitts.com

Tel: 01904 468 551 | Fax: 01904 468 386 | Email: support@newitts.com | www.newitts.com

BEAT . YOUR . GOAL

Delivering 100s of top sporting brands overnight

YATREQ



speedo

APOLLO