# SPORTS MANAGEMENT

Volume 23

@sportsmag

## WHO: children 'damaged by inactivity'

The World Health Organisation (WHO) has warned that the majority of adolescents worldwide are not sufficiently physically active, putting their current and future health at risk.

A WHO-led study, published in The Lancet Child & Adolescent Health journal, suggests that "urgent action" is needed to increase physical activity levels in girls and boys aged 11 to 17 years.

The study reveals that more than 80 per cent of school-going adolescents globally do not meet current recommendations of at least one hour of physical activity per day – including 85 per cent of girls and 78 per cent of boys.

To improve levels of physical activity among adolescents, WHO says that "urgent scaling up" is needed of known effective policies and programmes to increase physical activity among the young.

Dr Fiona Bull, co-author of the study, said: "Strong political will and action can address the fact that four in every five adolescents



do not experience the enjoyment and the social, physical and mental health benefits of regular physical activity.

"Policymakers and stakeholders should be encouraged to act now for the health of this and future young generations."

READ MORE ONLINE



Fiona Bull



## Tories to invest £550m in grassroots football

Pledge forms part of 2030 World Cup bid plans

**p8** 



## **Liverpool FC launches Anfield consultation**

Plans include increasing capacity by 7,000 seats

**p9** 





# ukactive's Huw Edwards urges incoming Johnson government to invest in physical activity

kactive has urged the incoming Conservative government to invest heavily in physical activity in order to improve the nation's health.

In an open letter, ukactive
CEO Huw Edwards called on
Prime Minister Boris Johnson to
correct the "lack of attention"
from previous governments
towards exercise and to use
physical activity as part of a
preventative health care system.

"We note the commitment from the Prime Minister to turn his attention to domestic issues, now that the Brexit stalemate is coming to an end," Edwards writes in the letter.

"The lack of attention from previous governments to physical activity has



■Edwards called on the PM to correct the 'lack of attention' on exercise

"The new government must put physical activity at the heart of the prevention agenda for our health service"

contributed to the current crisis in public health, with physical inactivity now recognised as the fourth greatest cause of disease and disability in the UK – linked to one in every six deaths and costing the economy £20bn annually.

"The new government must put physical activity at the heart of the prevention agenda for our health service, recognising the full potential of the physical activity sector to deliver against this and other urgent societal challenges."

He also highlighted ukactive's four main policy calls, made ahead of the election in October.

These are to regenerate the high street through physical activity, opening schools as community hubs outside of term-time, improving accessibility to active travel and supporting older adults to access physical activity.

# City Football Group chair Khaldoon Al Mubarak reveals details of US\$500m investment deal with Silver Lake



■ Al Mubarak said the deal would open up new revenue streams globally



ity Football Group (CFG), owner of Manchester City FC and a host of other clubs around the world, has secured a major investment deal with US-based tech investment giant Silver Lake.

Silver Lake has signed a definitive agreement to make a US\$500m equity investment, equivalent to around 10 per cent of the CFG's worldwide businesses.

Proceeds from the investment will be used to fund international business growth



opportunities and develop additional CFG technology and infrastructure assets.

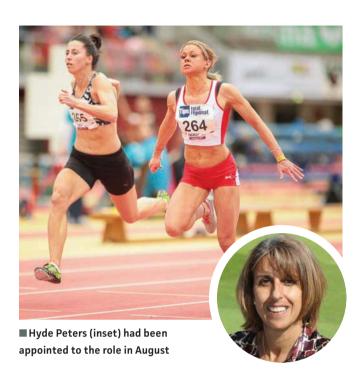
The deal values CFG at US\$4.8bn (£3.73bn) – breaking the record in global sports valuations.

The group has a stake in seven football clubs across the world, including in the US, Australia, Japan and China.

"Silver Lake is a global leader in technology investing

and their investment in CFG will provide us with opportunities for further growth," said Khaldoon Al Mubarak, chair of CFG.

"We and Silver Lake share the belief in the opportunities being presented by the convergence of entertainment, sports and technology and the resulting ability for CFG to generate long-term growth and new revenue streams globally."





"We reviewed the situation and we have agreed together that Zara will now not be taking up her position as CEO"



## 'Safeguarding issue' prevents Zara Hyde Peters from taking up CEO role at UK Athletics

ara Hyde Peters will not take up her role as the next chief executive of UK Athletics as planned.

The former international long-distance runner and British Triathlon chief was due to start work as UK Athletics CEO in December, but widespread press reports regarding a "safeguarding issue" have now put stop to her appointment.

In a short statement, Chris Clark, chair of UK Athletics, said: "Following recent press reports and significant media attention focused on Zara Hyde Peters, the UK Athletics Board convened a meeting on Sunday 24 November and discussed the situation fully. Following the meeting I had time with Zara to review the situation and we have agreed together, that she will now not be taking up her position as CEO in December."

Hyde Peters had been appointed to the role in August, following a near-one year search for a permanent UK Athletics CEO, following the stepping down of Niels de Vos in September 2018.

Hyde Peters' career as an elite athlete saw her compete for Great Britain in endurance events during the 1990s. She also represented England in the 1994 Commonwealth Games.

# **SPORTS**MANAGEMENT

**ISSUE 4 2019** 

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# Irish sports minister Brendan Griffin releases €4.2m of dormant account money to fund sport



■ Griffin said the money will go towards creating six new community sport hubs

he Irish government will utilise funds sitting in dormant bank accounts by investing them in sport and physical activity measures.

In total, €4.2m will be given to Sport Ireland, who will use the grant to engage with communities across the country, focusing on people with disabilities, those who are educationally disadvantaged and those from disadvantaged communities.

Among the Dormant Accounts Fund projects are six new Community Sport {

"The Dormant Accounts Funding has been vital to the growth of community and social cohesion through sport"

and Physical Activity Hubs, with additional funding for 30 existing hubs.

Brendan Griffin, junior minister for sport, said:
"The Dormant Accounts Funding has been vital to the growth of community and social cohesion through sport in disadvantaged areas around the country.

"The investment will support the continuation of

this work but will also see the implementation of new initiatives and programmes which will further contribute to the health and well-being of individuals and communities."

"This funding will enable our local sports partnerships and national governing bodies to deliver a comprehensive programme of initiatives under the National Physical Activity Plan."

# Premier League's incoming chief executive David Pemsel resigns before taking up role

he English Premier
League (EPL) is, again,
looking for a new chief
executive after the incoming
David Pemsel resigned from
the role before taking it up.

Pemsel, the CEO of of Guardian Media Group, was named Premier League CEO in October and was supposed to take the helm of the world's most-watched football league in February 2020. Allegations about his private life, however, led to Pemsel handing in his resignation at both Guardian Media Group – where he was working his notice - and the EPL. In a short statement, the EPL said: "Following media disclosures and discussions with David Pemsel, the



■ Pemsel was named Premier League CEO in October 2019

"Following media disclosures and discussions with David Pemsel, the Premier League has accepted David's resignation"

Premier League has today accepted David's resignation and we can confirm that he will no longer be joining as chief executive. Richard Masters will continue as interim chief executive."
Pemsel's resignation means
that the 18-month search for
a new EPL chief continues.

The search was first launched in June 2018, when previous CEO Richard Scudamore revealed his plans to stand down in December 2018 following a near 20-year reign.

Pemsel is the second person to be given the job – only for them to then pull out before starting.

In November 2018 the EPL announced that it had appointed Susanna Dinnage as its first female CEO.

Within weeks, however, Dinnage told the league that she will not be taking up the position.



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■ British athletes who trained at the NOP included Mo Farah

"There has never been any suggestion that any of the British athletes who trained at the NOP had done anything wrong"

# UK Athletics launches review of the Nike Oregon Project

K Athletics has launched an independent review of its handling of the relationship it had with the high-profile Nike Oregon Project (NOP) and its coach Alberto Salazar.

NOP was created by the sportswear company Nike in 2001 to promote American long-distance running.

Focused on elite coaching, the NOP attracted a group of top runners from both the US and internationally.

A number of British runners also trained at NOP under Salazar – including four-time Olympic champion Mo Farah. Salazar was banned for four years in October 2019 by the US Anti-Doping Agency (USADA) for "multiple antidoping rule violations".

Questions over Salazar's doping record were first, however, raised prior to the Rio 2016 Olympic Games in 2015 – but UK Athletics at the time decided that there was "no reason" to be concerned about any British athlete or coaches involved with the NOP. There has never been any suggestion that any of the British athletes who trained at the NOP had done anything wrong.

The review will be led by sports barrister John Mehrzad.

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#### INVESTMENT

## Tories pledge £550m for grassroots football

The Conservative Party has promised to invest £550m in grassroots football.

Prime Minister Boris Johnson said the investment would be part of a larger strategy to win the bid to hosting the 2030 FIFA World Cup and that it would "transform lives with a legacy to match the 2012 Olympics".

"We will put a £550m investment in grassroots football at the centre of its plans to back a UK and Ireland World Cup 2030 bid," Johnson said.

"The new investment, the biggest ever government boost for grassroots football, will underline the Conservatives' support for the bid and demonstrate its vision for the tournament as a catalyst that

will unleash the power of the game at a community level."

The plans mark a four-fold increase in investment and are part of a £2bn project to "transform grassroots football". The goal is that by 2030, every family in England will be 15 minutes from a well-maintained local football pitch.

"The plan will turbocharge the current 25-year programme to deliver 2,000 new artificial pitches and fix 20,000 grass pitches in a decade," Johnson added.

The move comes in response to an audit of playing facilities that has found that only one in three grassroots football pitches in England are currently of adequate quality.

READ MORE ONLINE

■ The funding would form part of legacy plans for 2030 World Cup



This will transform lives with a legacy to match the 2012 Olympics

Boris Johnson

#### PARTNERSHIPS

# UK's first ever NFL Academy opens in London

66

The facility will serve as the official on-field training site for the NFL Academy and is managed by leisure operator Fusion Lifestyle

The UK's first ever NFL Academy training site has opened its doors in north London.

The New River Sport & Fitness in Wood Green will serve as the official on-field training site for the NFL Academy and is managed by leisure operator Fusion Lifestyle.

The academy has been set up to give aspiring young American football players and other "outstanding athletes" the chance to develop their skills and knowledge of the game, while receiving full-time education at Barnet and Southgate College. Students of the college have access to the extensive



■NFL legend Jerry Rice opened the training facility

facilities, which include a full-size 3G multi-sport pitches, full-size athletics track, tennis courts, indoor exercise studios and a fully-equipped gym.

The opening of the centre was marked with a visit by Jerry Rice, three-time Super Bowl champion with the San Francisco 49ers, who has been appointed ambassador to the academy.

#### MAJOR EVENTS

# 'Unprecedented interest' in hosting Women's World Cup



66

It's our responsibility to foster the game's incredible growth

Gianni Infantino

Four nations have submitted bids for the FIFA Women's World Cup 2023 – the latest sign that women's football is undergoing a boom in popularity.

According to FIFA, the bidding process saw "unprecedented interest" from member associations, with bids from Brazil, Japan, Colombia and a joint bid from New Zealand and Australia making it to the final stage.

FIFA will now implement an assessment process, including inspection visits to the member associations, which are expected to take place during January and February 2020.



■ The 2019 World Cup was deemed the "best ever"

Once finalised, the evaluation report will be published and all eligible bids will be presented to the FIFA Council, which is set to select the host of the even at a meeting in Addis Ababa, Ethiopia in June 2020.

The 2019 edition of the event, held in France, was deemed "the most successful ever".

"France 2019 was certainly a watershed moment for women's football and now it is our responsibility to take measures to keep fostering the incredible growth," said FIFA president Gianni Infantino.

READ MORE ONLINE

#### MAJOR PROJECT

## **Liverpool launches Anfield consultation**

Liverpool Football Club (LFC) has opened a first-stage public consultation exercise on the proposed expansion of the iconic Anfield Road Stand.

The plans include increasing the capacity of the stand by around 7,000 seats, which would expand overall capacity at Anfield stadium to 61,000 – making it the third largest in the English Premier League, behind rivals Manchester United and Tottenham Hotspur.

As well as the extra seating, the plans include sports bars and lounge hospitality areas.

The club will now host drop-in events to consult the local community, local businesses, supporters and key stakeholders on the plans.

"We're working towards creating an expanded Anfield Road Stand which will see around 7,000 additional seats," said Andy Hughes, LFC's chief operating officer.

"The majority of these seats will be for general admission use and we expect some seats will be allocated for a sports bar/lounge-type hospitality in order to ensure the economic viability of the expansion.

"These consultation sessions we are holding are crucial as they will be used to inform the design proposals we're developing, which in turn will help us to make a decision on whether to proceed with the expansion as a whole."



■ The plans include increasing capacity by around 7,000 seats



The majority of these seats will be for general admission use

Andy Hughes



#### DISABILITY SPORT

## Netball to focus on getting disabled active

England Netball has published its new Disability Strategy, in which it outlines plans to increase participation numbers among deaf and disabled women and girls.

The strategy has been introduced off the back of Sport England's *Active Lives* report, which found that disabled people are twice as likely to be physically inactive than non-disabled people.

In addition, it found that while nearly 1 million people played netball during 2017-18, only 448 deaf and disabled people took part in an England Netball session during that period.

Addressing that disparity, the strategy includes plans to get more than 5,000 deaf and disabled people to participate in netball programmes by 2021.

England Netball hopes to achieve this by hosting new competitions tailored specifically to people with disabilities and providing coaches, officials and session providers with the training required to provide more accessible sessions across the country.

"This strategy gives people a glimpse into our future and breaks down our ambition to understand, engage with, and maximise opportunities in netball for disabled people," said Richard Evans, the strategic lead for disability at England Netball.

READ MORE ONLINE



■The NGB is looking to increase the number of disabled players



This strategy gives people a glimpse into our future

Richard Evans

#### SPORT IN THE COMMUNITY

# ECB and EPL launch joint venture to promote diversity



Cricket can be a real agent of social change

David Mahoney

The England and Wales Cricket Board (ECB) and the English Premier League (EPL) are partnering to encourage primary school children across England and Wales to celebrate diversity.

They have launched 'Roar! for Diversity' – a curriculum-linked PSHE (personal, social, health and economic education) resource and competition for seven to 11-year-olds.

Downloadable from the EPL's Primary Stars website and ECB's partner, Chance to Shine, the resource will enable teachers to discuss with their class how diversity within a team helps to make it stronger.



■ England captain Eoin Morgan launching the scheme

"Cricket can be a real agent of social change and we're delighted to partner with the Premier League to help tackle the important subject of inclusion and diversity," said ECB chief operating officer David Mahoney.





#### FOOTBALL CLUBS

## Wimbledon needs £11m to 'finish stadium'

AFC Wimbledon has revealed that it needs to raise a further £11m by January 2020 in order to complete building work on its new stadium at Plough Lane in south London.

Citing "unforeseen planning delays and increased building costs", the EFL League One club said it is now in a race against time in order to come up with a financial plan in order for works to continue.

In a statement, the club said: "The stadium is already taking shape and, while we are totally committed to completing the project, we are also about to reach a point of no return.

"Our constructors need a financial commitment from us by January to enable them to complete the final phases and instruct their own sub-contractors. As it stands at the moment, we're unable to make that commitment.

"Because of unforeseen planning delays and increased building costs, we will need to raise a further £11m to complete the stadium as we all want it to be, with income-generating conference and banqueting facilities, an additional 5,000 covered seats through semi-permanent stands."

The club added that it now has three options to solve the issue. These are to either borrow the money, to only build "what it can afford" (one stand without hospitality areas) or to find an external investor.

READ MORE ONLINE



■The new stadium, in south London, is already taking shape



Borrowing the money would mean very high repayments, which will leave us with a playing budget barely capable of surviving in League Two

AFC Wimbledon

#### POLITICS OF SPORT

# Sports bodies send open letter over 'public health emergency'

66

The wellbeing of young people across the UK is in decline – and this comes at a time when children are increasingly missing out on the benefits of sport and play

More than 40 sports industry leaders from across the UK have signed an open letter urging the main political parties to address the "alarming public health emergency" of inactivity among young people.

Addressed directly to the leaders of all the main UK political parties, the letter calls for investment in teacher training and school sport facilities to ensure every young person enjoys 60 minutes of sport and physical activity every day.

"On behalf of the country's leading sport organisations, we ask for your commitment to tackle an alarming trend," the letter reads.



■The letter calls for investment in teacher training

"The wellbeing of young people across the UK is in decline. This comes at a time when they are increasingly missing out on the benefits of sport and play.

"Only one in five young people is active for 60 minutes every day and Physical Education is being squeezed from the timetable in many secondary schools."

#### STADIUMS

# Cambridge United reveals plans for new stadium



The scheme remains in its early stages and would be located on greenbelt land. Plans for funding the development of the stadium are not arranged

Cambridge United

Cambridge United Football Club (CUFC) has revealed plans to build a new 12,000-capacity stadium in the east of the city.

The club is working with property consultancy Stace – which worked on the development of Tottenham Hotspur's new stadium – and with architects KSS on proposals to build the venue on a site near to junction 35 on the A14.

CUFC wants to build a "sustainable design for a sustainable location", with multi-use purposes beyond the ability to host football matches. The club wants a venue in which it can



■ Architects KSS have created the designs for the stadium

organise concerts, conferences and extended community activities, as well as establish a medical centre.

Plans also include to build in flexibility so the initial 12,000 capacity can be extended if needed.

"The scheme remains in its early stages and would be located on greenbelt land. Plans for funding the development of the stadium are not arranged," the club said in a statement.

READ MORE ONLINE

#### PARTICIPATION

# Swimming initiative reaches landmark in number of pool visits

A push to get millions of more people to hit the pool in the UK has reached a significant landmark.

At the start of the year, national governing body Swim England and leisure operator Everyone Active launched a mission to achieve 10 million swims at the leisure operator's pools by December.

Now, the two organisations announced they have surpassed this target, achieving a total of 13,146,261 swims. The figure marks an increase of more than 1 million registered swims when compared to the same period in 2018.



■ The campaign achieved a total of 13,146,261 swims across the facilities taking part



The local pool is often where a love of swimming begins

Jacqui Tillman

The pledge to achieve 10 million visits is part of a new three-year collaboration between the NGB and leisure operator, through which they are aiming to 'create a nation of swimmers'.

Over the past 12 months, Swim England and Everyone Active have worked together to promote all forms of waterbased activity, highlight the health benefits of swimming and remove barriers that prevent participation. "For a lot of people, their local pool is where a love of swimming begins and where they develop exercise habits that will help keep them healthy and active," said Jacqui Tillman, group swimming manager at Everyone Active.

"It's essential that we support more people to feel these benefits and ensure they have the skills and confidence to make swimming one of their chosen leisure options."



## DIARY

21-23 JANUARY 2020

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24 FEBRUARY 2020

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www.sapca.org.uk

23-25 MARCH 2020

#### **AMI's Artificial Grass**

Hilton Hotel, Barcelona, Spain
AMI's Artificial Grass, formally The Grass
Yarn & Tufters Forum, is now in its 14th
year. The well-respected conference
focuses on technical and commercial
developments in the artificial grass/
synthetic turf supply-chain.

www.amiconferences.com

25-26 MARCH 2020

#### active-net 2020

Eastwood Hall, Nottingham

The event will comprise of inspiring educational sessions, productive one-to-one meetings and an gala dinner.

www.active-net.org



30-31 OCTOBER 2020

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www.iogsaltex.com

19-24 APRIL 2020

#### SportAccord

Beijing, China

SportAccord is the world sport and business summit. It is focused on driving positive change internationally and dedicated to engaging and connecting; international federations, rights holders, organising committees, cities, press and media, businesses and other organisations involved in the development of sport.

www.sportaccord.sport

17-18 JUNE 2020

#### **Elevate**

**ExCeL London** 

The event attracts thousands of decision makers from independent and multi-site operators – such as sports clubs and universities – to source the latest equipment.

www.elevatearena.com

01-02 OCTOBER 2020

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Now in its sixth year, the PAF Forum
attracts more than 50 supplier delegate
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# IMPROVE ATHLETES







## SUPPLIER NEWS

Suppliers tell Sports Management about their latest product, design and technology launches

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■ The new "Sneaker Sharing" initiative has been designed to challenge people with the tag-line of "Why ride when you can use your feet?"

## Reebok adds "rent-a-shoes" alongside e-scooters to encourage people to get moving

ommuters in the Swedish capital Stockholm are used to the rows of colourful, rental e-scooters dotted around town. Recently though, the scooters were joined by Reebok To Go – an initiative to get anyone and everyone to hire brand new pairs of shoes fitted with GPS for free.

The new "Sneaker Sharing" initiative has been designed to challenge people with the tagline of "Why ride when you can use your feet?".

Reebok To Go works in a similar way to rental scooters. The shoes are equipped with a QR- Code you simply scan with your phone. Once you have entered your details, it's just a case of putting them on and away you go. The soles of the shoes also have a GPS tag, so each pair can be tracked on a map.

Behind all of this is the recent focus in Sweden on how moving can affect wellbeing. Doctor and author Anders Hansen discussed the benefits of training for mental health earlier this year, which became one of the year's most listened-to programmes on Swedish Radio.

It follows statistics from the WHO, which showed that a quarter of Swedes do not get enough exercise. "People are moving around less, which negatively impacts their health," said Nicolas Nath, Nordic brand director at Reebok.

"As mental health problems grow – especially among younger people – this can cause serious problems. E-scooters have evolved from being a fun, new thing in to de facto mode of city transportation. So we saw an opportunity to remind people how beneficial it is to move around more. You don't need hours at the gym – you just need a pair of shoes."

SPORT-KIT KEYWORD

**REEBOK** 



■ The shoes are equipped with a QR-code, which users scan with their phones

17

#### SUPPLIER NEWS

## TVS overhauls netball and tennis courts at high school



■ TVS repaired damage to the courts using resin aggregate

A fter a number of years without maintenance or refurbishment, the tennis and netball courts at Hilbre High school in West Kirby had fallen into a state of disrepair.

The surface was clogged with mud, vegetation and loose chippings and the remnants of older line markings criss-crossing the courts were confusing and hard for players to distinguish. Even newer thermoplastic markings were in a cracked and failing state in places making the surface difficult to play on.



■ Hilbre High School is located in West Kirby in Wirral

TVS prepared the surface with specialist chemicals to loosen debris and kill off moss and algae so it could be fully pressure-cleaned to ensure a stable base from which to start repairs. A separate contractor heated and removed some of the thermoplastic markings and TVS repaired the damage using resin aggregate patching

to ensure uniform bounce characteristics – and guarantee a good standard of play.

Lines were reinstated using a textured paint to even out cracks and imperfections before markings and surface were coated in porous acrylic layer.

#### **SPORT-KIT KEYWORD**

**TVS** 

#### Crown Sports Lockers to launch sector first at IHS 2019

o celebrate its ninth
year at the Independent
Hotel Show (IHS) Crown
Sports Lockers will launch
a waterproof locker that will
open the door to facilities
demanding a sustainable
solution for wet changing areas.

The company creates bespoke fitouts for the fitness, sport

and leisure industries, will debut the innovation at the show. It features a waterproof locker carcass constructed from recycled plastic and antibacterial agent preventing MRSA and E-coli growth.

Spencer Grimwood, project manager at Crown, said: "We've been developing



Crown Sports Lockers creates bespoke locker solutions



■ The waterproof lockers were designed with sport in mind

the product for some time and eagerly anticipate its impact at the show."

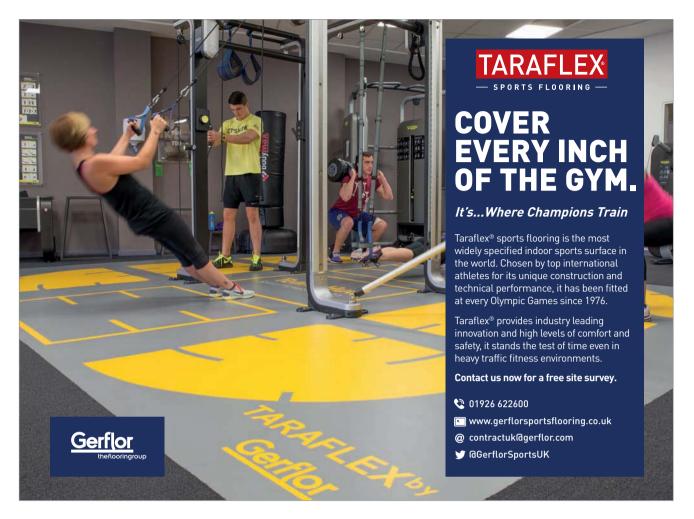
"The advance will allow us to combine the natural appeal of timber lockers and ancillary furniture fitted in spa treatment rooms, with changing facilities that wish to enhance hygiene while meeting mounting demand for environmentally green solutions."

The made-in-Britain manufacturer uses sustainably-sourced timber to deliver stylish, made-to-measure facilities meeting modern needs for comfortable, secure, brand-building elements of an operator's offering.

The leisure sector forms an increasingly important marketplace for Crown, who have fitted out changing facilities throughout national operator Village Hotels' estate, including its latest compact footprint builds at Portsmouth and Bristol.

**SPORT-KIT KEYWORD** 

**CROWN SPORTS LOCKERS** 







## THE VOICE OF YOUTH

CIMSPA will host a Youth Panel at next year's active-net event, with the aim of offering real insight into Gen Z





When I attended the CIMSPA AGM and conference in the past, I was struck by how it was dominated by middle-aged people



t's just months until active-net 2020, the two-day educational, networking and business meetings event, which attracts professionals from across the physical activity sector.

Following recent research by Leisurenet into the behaviour, attitudes and perceptions of 16 - 24 year olds (Gen Z), the theme of the event is: 'Gen Z-What makes them tick?'.

#### **YOUTHFUL INSIGHT**

To help delegates learn more about this important demographic, active-net 2020 will host members of the CIMSPA Youth Panel, a vibrant mix of young people from across the UK, ranging from students and apprentices to those in employment.

Formed in summer 2018, the Youth Panel is chaired by Malcolm McPhail, group CEO of Life Leisure.

"When I attended the CIMSPA AGM and conference in the past, I was struck by how it was dominated by middle aged people like myself, so when I joined the board, I was determined to make a difference," says McPhail.

Working with Danielle Peel, CIMSPA's head of organisation design and development, McPhail set about creating the chartered institute's first Youth Panel, an advisory group comprising young adults aged 16 to 25, with a view to engaging the younger generation and





## The Youth Panel has already helped to shape the CIMSPA strategy, in both its vision and mission



gaining insight into their perspective on the sector. The impact of the young adults is already being felt across CIMSPA.

"They have been brilliant. Not only have they helped to shape the CIMSPA strategy, both its vision and mission, they have acted as our advocates and consequently have put CIMSPA in front of a wider and younger audience through social media," says McPhail."

#### **EVERYONE BENEFITS**

At active-net 2020, members of the Youth Panel will help operators understand how to engage with Gen Z consumers, who get their information, news and entertainment through their phones or tablets in constantly streamed, bite-sized chunks.

Fraser Ford is a member of the CIMSPA Youth Panel. The 22-year-old is a Community Champion at Southampton FC. Based at one of the largest schools in the city, with some 1,800 students, Ford works with pupils to engage them in physical activity, whether that's one-on-one or in group sessions.

With a lifelong passion for sport, Ford started volunteering with Southampton FC four years ago when he started university. He applied for a position on the CIMSPA Youth Panel after his tutor made him aware of the opportunity.

"I thought it would be good for me and my career – and it certainly has been," Ford said. "I've enjoyed so many amazing experiences – not many 22-year-olds get to experience these things."

Being on the panel has also been useful for Ford's masters research project, which focused on how CIMSPA works with football foundations. He is looking forward to sharing his experiences and views with active-net delegates, particularly when it comes to communicating with Gen Z.



■The two-day active-net event will feature networking sessions, a panel session and a number of breakout workshops





## **ACTIVE CHILDREN**

The latest *Active Lives* study from Sport England has shown that children's activity levels are on the rise

Imost half of children and young people (46.8 per cent) in England are currently doing the recommended average of 60 or more minutes of physical activity a day.

The figure, from the second annual Active Lives Children and Young People Survey, shows there has been a rise of 3.6 per cent in the number of active children over the last year.

In total, 3.3 million children are now meeting the new recommended Chief Medical Officer Guidelines – an increase of 279,600 when compared with 2018. Crucially, the figures show that there

has been a rise in children getting active outside of school, with 57 per cent now doing an average of 30 minutes or more a day outside of school (up 4.6 per cent in the last year), compared to 40 per cent being active at school. Activities that have seen a particular increase in popularity outside of school include

active play, team sports and walking. At the other end of the scale, 2.1 million children and young people (29.0 per cent) are doing less than 30 minutes of physical activity a day. This means that the number of inactive children is slowly decreasing – by 3.9 per cent over the last year. Another 1.7 million (24.2 per



During the summer holidays children's fitness levels fall by around 74 per cent – and by even more in areas of high deprivation





cent) children are 'fairly active' taking part in average of 30-59 minutes a day.

There is a persistent inequality factor in activity levels, with children from the most affluent families more active (54 per cent) compared to the least affluent families (42 per cent) - while boys remain more active than girls at every age from five up.

Commenting on the figures, Jack Shakespeare, director of children, families and research at ukactive, said the figures show that increasing exercise opportunities outside of school is working.

"The report shows that out-of-school provision is helping children to be more active," he said. "ukactive's members are clearly playing a lead role in delivering out-of-school provision and we remain committed to working side by side with Sport England to make this available to all, regardless of gender, race or affluence."

Shakespeare added, however, that the persistent gaps in activity levels that remain between genders - and affluence - need to be addressed.

"While it is positive to learn that activity levels are increasing for some children and young people, it is clear that stark inequalities remain entrenched for many children across the UK. It is unacceptable that physical activity levels are lower among girls, children from poorer

backgrounds, and those who are black, Asian or from a minority ethnic group.

activity levels between genders

"The new Tory government must make physical activity opportunities for all children and young people an urgent priority, not just for the physical health of the next generation but for their mental and social health too.

"Our research shows that during the summer holidays children's fitness levels fall by around 74 per cent, and by even more in areas of high deprivation. However, 39 per cent of community sports facilities remain locked behind school gates. The government has a duty to protect the most vulnerable in society."







Working with companies which have sports facility and pitch construction expertise is crucial

# BUILDING YOUR PROJECT

Sports Management is running a series of four articles, in partnership with SAPCA, to outline the steps you need to take to ensure a successful facility project. In this, the fourth and final part, we look at the building phase



■You should always appoint a contractor that has delivered similar projects in the past

e've now reached the stage where you've secured the financial support for your facility and you've completed the detailed designs for it. You are finally ready for perhaps the most exciting phase – the building stage and the construction of your new facility.

#### **BUILDING ON EXPERIENCE**

The key to any successful construction project is to ensure the company (or companies) involved in the works are capable of undertaking the job to your requirements – and in line with the project specification. You should, therefore, appoint a contractor that has experience in delivering projects like yours.

When considering potential contractors, it is important to remember that companies specialising in large-scale facility projects



Make sure you agree and record instructions and variations and take time to keep a project diary, including photographs

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– such as a full-size football pitch – do not necessarily have the expertise needed for smaller projects, like a tennis court.

The reverse is also true. Those with a proven track record of constructing smaller, community and club facilities might lack the resources for larger projects. For example, you might have a trusted partner who has helped you with smaller projects – but they might not be the right company for your "once in a generation" larger one.

In any case, working with companies which have sports facility and pitch construction expertise is crucial. It is equally important that you choose a company which has experience in completing projects for the sport or activity your facility will be used for. To ensure your principal contractor has all the skills required, you can use the "find a member" service on the SAPCA website (sapca.org.uk/members).



■ Work with your chosen contractor to agree a clear schedule

#### **KEEPING TRACK**

In addition to appointing a company with the relevant experience and knowledge, it is important to ensure you have an agreed project programme with explicit timescales and terms of payment. Work with your chosen contractor to agree a clear schedule and make sure you understand how the planned programme might have to be altered. For an example, bad weather can sometimes impact on the delivery of the project.

Clear and effective communication between you and your contractor is vitally important. Make sure you agree and record instructions and variations and take time to keep a project diary, including photographs. Each project will be managed slightly differently – depending on the size, complexity and value of the works – but that should not stop you from seeking regular project updates.

25

#### SAPCA COMMENT





## For larger projects, pitch performance tests will be required to ensure compliance with the NGBs and SAPCA's codes of practices



▶ Along with the day-to-day management of the project, inspections and monitoring during the process should ensure the facility will meet your expectations and the project specification. If the base of the pitch has not been built to appropriate standards, for example, the pitch's lifespan could be negatively affected – leading to issues in the future.

To assist you in the process of managing your project, you can reach out to SAPCA and its Professional Services Group, whose membership includes specialist project managers, architects, test houses and laboratories that specialise in overseeing construction projects – along with the comprehensive testing of facilities both during and on completion of projects.

#### **MEETING THE STANDARDS**

Be also sure not to underestimate the importance of project completion and handover. This is the point at which

## Steps to take at the building stage

- **1.** Browse our verified members to find a construction partner
- 2. Find inspiration and gain confidence from similar organisations from our case studies
- 3. Discover our guides, including SAPCA's codes-of-practice for construction and installation of various facilities or surfaces

you should inspect the works carefully and highlight any concerns to your contractor. For larger projects, such as the construction of football, rugby or hockey pitches, performance tests will be required to ensure compliance with the relevant national governing body (NGB) or the relevant SAPCA Code of Practice.

Linked to the testing of a pitch on completion of the project, the FA manages a synthetic pitch register for all approved pitches. For a synthetic turf pitch to be added on to register, it needs to be tested to ensure that the pitch meets the relevant standard. If it fails the testing assessment, the facility won't be added to the register and will not be allowed to host any FA-affiliated games.

#### **HOW CAN SAPCA HELP?**

To help ensure a project's success, you can use the member search function to find qualified, experienced and local contractors who have the expertise to take on your project. SAPCA has also brought together a collection of case studies covering a wide variety of projects, so you learn more about the challenges faced by similar organisations and gain confidence in your own project. ●

For more information, visit: sapca.org.uk



## SAPCA BUYERS' GUID

#### The Sports and Play Construction Association,

**SAPCA,** is the recognised trade organisation for the sports and play facility construction industry in the UK. SAPCA fosters excellence, professionalism and continuous improvement throughout the industry, in order to provide the high quality facilities necessary for the success of British sport. SAPCA represents a

wide range of specialist constructors of natural and synthetic sports surfaces, including both outdoor and indoor facilities, from tennis courts and sports pitches to playgrounds and sports halls. SAPCA also represents manufacturers and suppliers of related products, and independent consultants that offer professional advice on the development of projects.



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