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MANAGEMENT

VOLUME 17 ISSUE 3 2013



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is helping Team
GB to Olympic
success

TONY HAWK

ON BUILDING SKATEPARKS IN DEPRIVED AREAS

ROYAL APPOINTMENT Wembley groundsmen on preparing Buckingham Palace pitch

SPORTED!

Keith Mills
speaks about
his partnership
with F1 boss
Adam Parr

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All inclusive?

Disability sport still
facing challenges



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EDITOR'S LETTER

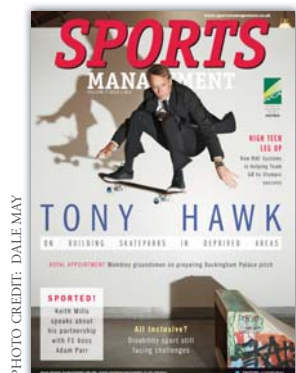


PHOTO CREDIT: DALE MAY

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New focus is inactivity

The ukactive Summit – which has become the main gathering place for policymakers to discuss sport and fitness – took place this month in London.

The event saw a well-orchestrated strategic shift by ukactive away from a focus on combating obesity towards a new focus on battling inactivity, with all the key speakers highlighting the challenges we face in getting people active.

Just as the NHS has always been orientated towards illness rather than prevention, so the same reverse thinking has spilled into our sector, where we've been focusing on the effect of inactivity – obesity – rather than lobbying around the cause – sedentary lifestyle. It's a seemingly small shift in focus, but a very important one.

Britain is in the grip of an inactivity crisis of enormous magnitude: Fred Turok, chair of ukactive, told delegates that physical activity levels have declined by 20 per cent in the last 50 years and are forecast to decline by a further 15 per cent

Apparently we're so lazy these days that by 2020, the average Briton will only use 25 per cent more energy than if they spent the entire day asleep in bed

by 2030. The financial costs associated with this are £10bn a year, and this will grow to around £50bn by 2050.

And the human cost is huge – there are 37,000 needless deaths each year from diseases associated with chronic inactivity, which shortens lifespan by an average of five years. Globally, it's responsible for 17 per cent of premature deaths, making it the fourth greatest factor in mortality, according to the UN World Health Organisation.

Apparently we're so lazy these days that by 2020, the average Briton will only use 25 per cent more energy than if they spent the entire time asleep in bed.

Clever parallels were drawn by Sir Keith Mills between the challenge of inactivity and the smoking lobby. He said once the government recognised smoking was a cause of death, it mobilised all its resources to combat the challenge, but it has taken 40 years to make a satisfactory difference. His message was that we need to dig in for the long term if we're to achieve behaviour change and turn the tide.

So what should we be aiming for? Turok said ukactive's ambition is a 1 per cent increase in activity levels year on year for the next five years, while Andy Burnham, MP – who spoke passionately about the importance of collaboration between political parties on this issue – said a target of 50 per cent of the UK population active by 2025 will be a cornerstone of Labour's manifesto at the next election.

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SAPCA

Sports Management is a partner of the Sports and Play Construction Association (SAPCA), the trade body for the UK's sports facility construction industry. *Sports Management* and SAPCA work in partnership to promote high standards in the design, construction and maintenance of UK sports facilities.

INDUSTRY EXPERTS SHARE THEIR VIEWS ON THE CURRENT ISSUES AFFECTING SPORT

Match-fixing is as grave a threat as doping, so why isn't tackling it given the same priority?



TIM LAMB, CHIEF EXECUTIVE OF THE SPORT AND RECREATION ALLIANCE @SPORTRECTWEETS

The Sport and Recreation Alliance has been making this point for quite some time and in light of a new flurry of corruption cases in the media, thinks it's high time we started to step these efforts up a gear.

This isn't to say that work isn't being done in this area: at national level, sports governing bodies are working harder than ever to ensure they have robust integrity rules, procedures and whistleblowing mechanisms in place.

Also, the Sports Betting Group (SBG) – led by the Alliance – was set up in 2010 to provide governing bodies with extra support. The group effectively lobbied to secure new legislation which will mean

overseas betting operators will be legally obliged to share all betting intelligence with the Gambling Commission and sports governing bodies, making it easier to investigate suspicious patterns.

At a transnational level, the Council of Europe is drafting an international convention to combat match-fixing, while Interpol and Europol are working closely with international sporting federations like FIFA to educate participants and identify match-fixing networks.

But this isn't enough. It has become a tiresome truism, but closer collaboration between all agencies is essential if we're to win the battle against this multi-dimensional problem: sports bodies, law

enforcement agencies, gambling regulators, betting operators and governments all have important roles to play.

During the London 2012 Olympics and Paralympics, a Joint Assessment Unit (JAU) was set up to collect, quickly assess and act on information relating to possible corrupt sports betting activity during the Games. The JAU brought together the International Olympic Committee, Gambling Commission and Metropolitan Police and was housed in the offices of UK Anti-Doping in London.

The initiative has been widely regarded as a great success and should be held up as an example of best practice moving forward. We should also look to Australia, which has been ahead of the curve when it comes to bravely and publicly acknowledging and tackling both doping and match fixing.

What's clear is that tackling corruption in sport comes at a price and many sports bodies are struggling to find the funds needed to invest in integrity measures.

So what steps can we take? Firstly, the government should make a real and public commitment to tackling the match-fixing issue on a collaborative basis.

Secondly, funding should be made available for sports governing bodies to help pay costs associated with player education and additional staffing, as well as intelligence and monitoring.

And thirdly, sports should be more closely consulted when it comes to deciding the types of bets that are offered on their sports. With conflicting priorities and levels of resource, the match-fixing issue isn't always straightforward, but it can be resolved with better collaboration and engagement by all parties involved.

One thing is for sure – we can't move forward without real commitment from all the stakeholders involved and significant resources being made available to tackle the issue head on.

Tackling corruption in sport comes at a price and many sports bodies are struggling to find the funds needed



The integrity of sport is crucial in order for it to inspire future generations to aim for greatness

Future talent unearthed at school games

JOHN STEELE, CHIEF EXECUTIVE OF THE YOUTH SPORT TRUST @YOUTHSPOTRUST



I've been privileged to witness first hand Olympic and Paralympic Games, World Cup Finals, Wimbledon Finals and many international competitions, but there was something uniquely special about the Sainsbury's 2013 School Games. It has an honesty and freshness like no other event.

Backed by National Lottery funding from Sport England and run by the Youth Sport Trust, this national multi-sport event, held in Sheffield from 12-15 September this year, provided our elite young sports stars with the opportunity to thrive and perform at the highest level. Over a period of four days, 1,600 athletes descended on the city's sporting venues to compete across 12 current and future Olympic and Paralympic sports.

Records were broken and medals won, but equally, hearts were broken and

tears shed as the athletes put their preparation into play. Whether a good or bad result, it's about the experience gained from being part of such a big event.

Being part of a team, staying in an Athletes Village, knowing what and when to eat and balancing the fun with the competition; it's all valuable preparation for the future and for many, a stepping stone to competing at national level.

Over the years, the competition has played host to a number of successful athletes who have gone on to represent Team GB and Paralympics GB.

Alumni including Paralympic gold medallists, Jonnie Peacock, Hannah Cockcroft and Ellie Simmonds; sprinter Adam Gemilli and heptathlete Katarina Johnson-Thompson, all had the opportunity to experience the national competition and have gone on to achieve great things.

What I admire most about the event is that young people are central to it. They do everything from supporting athletes at the village and officiating at events, to being part of spectacular singing and dancing performances and hosting the opening and closing ceremonies.

More than 150 young athletes also headed to Sheffield to take part in the Youth Sport Trust's Talent Inspiration Programme – a great opportunity for athletes taking part in the Sainsbury's School Games programme to understand the demands of high level performance sport.

There have been many things said about legacy – and much of the impact won't be seen for years to come – but to me, this is an event which demonstrates that competitive sporting opportunity for young people is alive and well.

Creating the legacy by bridging the gap between operators, schools, communities and experts

DEAN HORRIDGE, CEO AND FOUNDER OF FIT FOR SPORT @FITFORSPORTUK



To establish a lasting legacy from 2012 we must engage children in physical activity so they can build on this to enjoy a healthy lifestyle into adulthood. There have been many articles published about the lack of legacy. I say stop talking and start doing something about it!

A good start point is to ensure all children are engaged in physical activity and not just focused on sport. The term sport is used too often and too early with young children. From working with schools for more than 25 years, we've learned that if we use the word 'sport' as an engagement tool for kids aged 5-8 (school years 1-3), we lose the engagement of two-thirds of the class – because only around a third are 'good at sport'.

Our focus needs to be on activity: if a child enjoys being active, we can build their confidence to take up a sport later.

I would like to see an emphasis on 'activity' for years 1 and 2, progressing to 'games' and competition to increase their confidence and sense of achievement in years 3 and 4. By years 5 and 6 (ages 9, 10 and 11) they will be ready for more sports-focused participation to take into secondary school and young adulthood. This is what I call the Journey to Sport.

The reality is few schools have the resources and expertise to deliver sufficient activities for pupils on their own. By working with operators, experts and their local community they can bring many more opportunities to children and deliver the legacy of sport everyone's looking for.

We know this from experience and are now running Legacy Games Days for schools in partnership with leisure provider Everyone Active. Up to 1,000 children from local schools engage in a day of fun, physical activity where the emphasis is on participation and trying new activities. Many of these activities are sports, but they're presented in a fun, engaging way. The children don't say they've spent the day playing sport: they say they've played games.

I'm convinced that with a little effort and commitment, operators, schools, experts and local communities working in partnership can deliver a lasting legacy of active participation for children.

Once children are excited about activity, their journey into sport is more likely.

Edinburgh wins National Performance Centre bid

The Scottish government has chosen Edinburgh as the city to host the new £30m National Performance Centre for Sport (NPCS). To be located at the Riccarton Campus of Heriot-Watt University, the NPCS will support the high performance needs for football, rugby and volleyball while offering additional dedicated support to athletics, badminton, basketball, cricket, fencing, handball, hockey, netball, shinty and squash. The centre is expected to be fully operational by 2016 with construction due to start later this year.

Edinburgh was chosen from a shortlist of three, with bids from Dundee City Council and a joint bid from Stirling Council and the University of Stirling losing out in the final stage. Deputy first minister Nicola Sturgeon said the government had accepted an unanimous recommendation from the NPCS Steering Group.

"The Heriot-Watt and City of Edinburgh Council team presented an inspiring vision," she said. "It clearly demonstrated a positive commitment to developing high performance and a strong focus on partnership. I am confident they will deliver an iconic project, in a great setting, that takes Scottish sport onto a new level. Details: <http://lei.sr?a=W9C8H>



An artist's impression of the new Sixfields stand

Northampton stadium 'biggest thing ever' for club'

Northampton Town FC chair David Cardoza has said plans to redevelop the club's Sixfields Stadium are "the biggest thing which has ever happened to the club."

A planning application was submitted on 10 October, with the plans including an expanded west stand and a complete redevelopment of the east stand, with new corporate boxes and a conference centre.

If planning permission is granted, work could begin as early as February 2014 and would give Sixfields a capacity of 10,000. Details: <http://lei.sr?a=b8H3F>

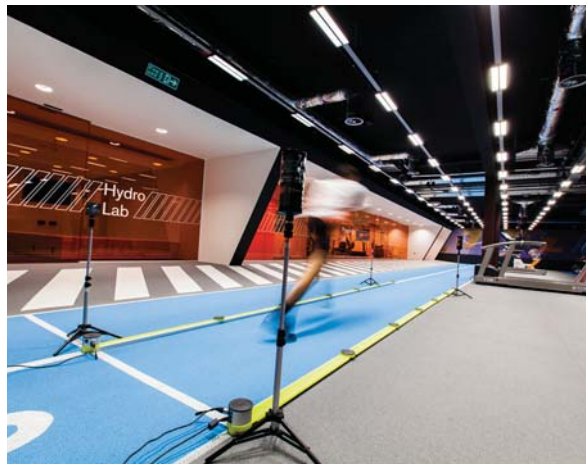
Glaxo launches sports science lab

Pharmaceutical giant GlaxoSmithKline (GSK) has opened the GSK Human Performance Lab – a sports science facility that will look to "deepen the understanding of human performance".

GSK will work in partnership with elite individuals and organisations – professional athletes and teams as well as sports national governing bodies – to better understand how the body and brain function. Confirmed partners that will work with GSK at the centre include Olympic gold and bronze medalists Alistair and Jonathan Brownlee, British Triathlon, F1 racing franchise McLaren and boxer Amir Khan.

Facilities at the centre, located at GSK's global HQ in Brentford, include a swim flume, a 4G artificial turf area and running track for speed and agility testing.

There is also an environmental chamber capable of producing conditions ranging from -20C to +50C degrees; humidity levels of between 10 and 90 per cent and oxygen levels equal to those at 5,500m altitude.



GSK will look to work in partnership with elite clubs and individuals

It is hoped that research carried out at the centre will help scientists develop improved training, recovery, nutrition and competition programmes for its partners.

Once research has been carried out, GSK also aims to apply the innovative science to improve the wellbeing of the general population by informing the development of new products. The initial studies at the centre will focus on cognition and bone health. Details: <http://lei.sr?a=Y4U4W>

Sharp increase in Welsh school sport

There has been a 50 per cent increase in the number of Welsh school children who regularly take part in sport and physical activity.

The figure comes from Sport Wales' School Sport Survey, which interviewed 110,000 pupils from nearly 1,000 schools across the country. Of those surveyed, the number of children taking part in physical activity at least three times a week rose from 27 per cent in 2011 to 40 per cent in 2013.

Results also show that 91 per cent of children enjoy school sport and that School remains the most important place in which children learn the competence and confidence to participate in physical activity.

Despite the increase, however, there was no signs of the gap between the number of boys and girls playing sport closing.

Boys (44 per cent) were still more likely than girls (36 per cent) to regularly participate in sport and physical activity.



The report shows 91 per cent of Welsh children enjoy school sport

Commenting on the survey results, Sport Wales chair, professor Laura McAllister said: "These excellent figures show what is possible when the sport and education sectors work together. They also help us understand how to encourage tomorrow's generation to participate more in sport and physical activity. But there are still challenges ahead and we need to build upon the success that we are creating uniquely in Wales." Details: <http://lei.sr?a=u5h3H>

Australia invests in innovation

The Australian Sports Commission (ASC) is to invest AU\$2.5m (€1.7m, £1.5m) to fund 17 projects benefiting 15 sporting organisations as part of its Competitive Innovation Fund programme.

Simon Hollingsworth, CEO of ASC, said the sports receiving fund are sailing, swimming, athletics, canoeing, diving, rowing, golf, hockey, winter sports, equestrian, badminton, rugby 7s, basketball, cycling and boxing. The fund projects provide a diverse range of initiatives – from advancing technology in rowing to computational analysis for canoeing and diving – to help Australia's high performance athletes and coaches perform at an even higher level on the world stage.

"The Competitive Innovation Fund is a significant investment in the future of high



Badminton – one of the sports to benefit from the funding initiative

performance sport," Hollingsworth said. "A key goal of the fund is to make sports think differently about the way they pursue success, including how they could possibly work with other sports to improve performance." Details: <http://lei.sr?a=A8x8r>

Number of UK sports clubs reaches 151,000

There are 151,000 sports clubs in the UK, which each club having an average of 141 adult members. The findings come from the Sports Club Survey 2013 – the largest ever survey of sports clubs in the UK – published by the Sport and Recreation Alliance (SRA).

Other key findings in the report include the average sports club having 33 non-participating members – evidence that clubs don't merely offer opportunities to play sport, but a social environment for the community to be part of.

Overall, participating adult membership levels at the average sports club are an 21 per cent higher in 2013 than they were in 2011. A total of 3,000 sports clubs across more than



There are now more community sports clubs in the UK than ever before

100 different sports took part in the survey, which aims to draw an accurate picture of the state of the UK's grassroots community clubs. Details: <http://lei.sr?a=k8w7f>

Independent Scotland would not be part of Team GB at Rio

Scottish sports minister Shona Robison has said the government wants to field independent teams separate from Team GB at the Olympics and Paralympics at Rio 2016 – if the country votes for independence in a year's time. Speaking to *BBC Sport*, Robison claimed

Scotland would meet the strict conditions in order to become an Olympic nation.

She didn't however, outline how the athletes would be funded. All Scottish athletes are currently part of the Team GB elite programmes receive their income from UK Sport.

Grant to replace Robertson as minister for sport

Conservative MP Helen Grant has been named the new minister for sports and equalities, following the move of current minister Hugh Robertson to the Foreign Office. The change is part of the coalition government's reshuffling of ministerial posts, instigated by Prime Minister David Cameron and his deputy Nick Clegg.

Grant moves to the DCMS from the Department of Justice, where she held the roles of under-secretary of state for justice and women and equalities. To read an interview with Helen Grant, turn to p. 44



The scheme also promotes less familiar sports

Active Universities reaches 100,000 student landmark

More than 102,000 students have taken part in organised sport through Sport England's Active Universities programme, surpassing its initial target by more than 20,000.

The programme targets broader participation in university sports, encouraging students to develop a sporting habit for life, rather than the traditional team and performance improvements.

Sport England figures show that 57 per cent of students at universities with Active Universities funded projects now play sport at least once a week. Details: <http://lei.sr?a=Q6x8v>

Wales hockey centre's new pitch a 'UK first'

The home of Hockey Wales has been upgraded with a Greenfield TXpitch, the first of its kind in the UK and the same surface that will be used at next year's Hockey World Cup in The Hague, the Netherlands.

The £170,000 investment included the replacement of the existing playing surface and shock pad and is part of a strategy to create a hockey centre of excellence at Cardiff. The contractors for the project was S&C Slatter. Details: <http://lei.sr?a=y3D6Y>



The volunteer workforce, including coaches, are instrumental for grassroots sport everywhere

Grassroots 'heavily reliant' on army of volunteers

Figures released by sports website provider Pitchero suggest that Britain's grassroots sport structure is heavily reliant on the hours donated by an army of volunteers.

Pitchero's report shows that there are an estimated 150,000 community sports clubs in the UK – each of which benefits from the support of an average of 24 volunteers.

Pitchero surveyed a total of 2,341 volunteers on its database and found that the average amount of time they volunteered for was 6.7 hours. With the UK's minimum wage set at £6.31, the hours put in by the UK's 3.6 million volunteers totals £7.9bn.

Research also showed that 95 per cent of the volunteers who completed the survey were adults aged 30 and over. Less than 2 per cent of those surveyed fell into the 16-21 age bracket. *Details: <http://lei.sr?a=D6A9e>*

Blackwell Meadows stadium to be redeveloped

Directors of Darlington 1883 football club (D1883) are close to finalising a ground-sharing agreement with Darlington Rugby Football Club (DRFC).

The deal will see D1883 play its league and cup games at DRFC's Blackwell Meadows ground. As part of the process, Blackwell Meadows will benefit from an upgrading of its facilities, planned to take place before the 2014-15 season.

In a joint statement, the two clubs said negotiations are still ongoing in respect of final designs, specifications and construction costs and that details would be announced at a later date.

DFC, which was founded in 2012 and purchased the assets of now defunct Darlington FC, currently plays its home games in Bishop Auckland. *Details: <http://lei.sr?a=u2z7Y>*

Disability gymnastics initiative launched

British Gymnastics has launched a new disability gymnastics programme, designed to create more opportunities for disabled people to take part in the sport. The programme will create and support a network of gymnastics "hub clubs", with the aim of empowering coaches to deliver better quality opportunities for disabled people.

It's hoped the programme will also raise the profile of disability gymnastics; increase the demand for gymnastics by disabled people; and enable disabled people to become involved in the sport. The initiative will be divided into three separate strands: I'M Inclusive; I'M Involved and I'M Inspired.

I'M Inclusive will see British Gymnastics appoint 10 Disability Hub Clubs in England, which will be recognised for their disability expertise and great track record in providing quality gymnastics opportunities for disabled people. The 10 Hub Clubs will be contracted to deliver and coordinate a range of activities



The initiative will see a number of community hub clubs being created

and education support for clubs and coaches. Linked to that, the I'M Involved strand will see the 10 Hub Clubs throughout England deliver a series of engaging gymnastics taster events which appeal to a wide variety of disabled people.

The aim of the events is to allow disabled people to come and try gymnastics for the first time; get excited about what gymnastics has to offer and get involved in gymnastics at their local club. *Details: <http://lei.sr?a=H6K6U>*

Beckham to co-own MLS franchise

Former England captain David Beckham is set to become a co-owner of a new Major League Soccer (MLS) franchise in Florida, US.

Beckham spent five of his last six seasons playing in the MLS for Los Angeles-based LA Galaxy, before retiring from competitive football earlier this year.

It is believed that his contract with LA Galaxy, signed in 2007, included a clause allowing him to bid for a MLS franchise with a 25 per cent discount. Beckham is part of a group of investors looking to set up a franchise in Florida. Other group members include Bolivian-born billionaire Marcelo Claure, who was unsuccessful in his attempts to launch an MLS franchise in the state in 2009.

Talks to confirm the location of the franchise are at an advanced stage and an announcement could be made by the end of the year.

The MLS has been keen to reintroduce a franchise in Florida in recent years, following



Beckham spent five of his last six seasons playing for MLS' LA Galaxy

the demise of Miami Fusion and the Tampa Bay Mutiny. Both teams were axed in 2002 when MLS decreased the number of teams from 12 to 10 as part of cost-cutting measures.

MLS currently consists of 19 teams – 16 in the US and three in Canada – and is expanding its reach across North America. In July, MLS commissioner Don Garber announced that the league planned to reach a total of 24 teams by 2020. *Details: <http://lei.sr?a=E4M7d>*

Sportscotland spends £38m on 17 sports

Sportscotland has invested a total of £38m on the 17 Commonwealth Games sports during the four-year Glasgow 2014 funding cycle.

Figures released by the sports body today (30 September) show that during 2011-15 sportscotland's investment in the 17 sports increased by 23 per cent – compared to the previous cycle of 2007-11, when the total spend was less than £31m. The record investment is part of a strategy to better equip the sports to deal with anticipated membership rises and demands on the sports as a consequence of Glasgow 2014.

Louise Martin CBE, chair of sportscotland, said: "We're putting record levels of investment into the 17 Commonwealth Games sports to allow the NGBs to work with key local partners to increase capacity and cope with the expected



Clubs are expected to see an increase in interest following Glasgow 2014

growth from Glasgow 2014. It also allows the sports to enhance their governance, which underpins development strategies."

Shona Robison, minister for Commonwealth Games and sport, added: "This additional investment will help clubs, volunteers and coaches to cope with the anticipated interest in sport in 2014." Details: <http://lei.sr?a=a7v4Y>

Sweeney named new BOA chief executive

Bill Sweeney, head of business development for German sports equipment giant PUMA, has been confirmed as the next chief executive officer of the British Olympic Association (BOA). Sweeney has a strong background as a business executive in the sports equipment sector, but hasn't previously worked for a sports governing body or association.

He replaces Andy Hunt, who stepped down earlier this year, in the role.

Sweeney will take up the position in November and will be responsible for directing the day-to-day activities of the British Olympic Association, including overseeing preparations for the Sochi 2014 and Rio 2016 Olympic Games, the inaugural European Games in 2015, and the many other international, multi-sport events in which Team GB will compete.

Lord Sebastian Coe, BOA chair, said: "We had a number of outstanding candidates but Bill's business and sport experience, and his impressive record in developing global



Sweeney joins BOA from equipment giant PUMA

sports brands, makes him the right choice for this role. He's worked in the Olympic environment and he understands the needs of athletes who compete at the highest levels.

Details: <http://lei.sr?a=y4M9X>

British Cycling invests in Torbay velodrome

Torbay is soon to benefit from British Cycling's legacy plans to get millions more people cycling, through improved infrastructure and facilities. The governing body is looking to establish a network of cycling facilities in every region of the UK and the south west has

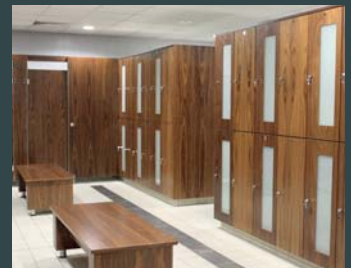
been identified as the most important national priority area for new facilities.

Plans for the town include an outdoor velodrome and closed road circuit with British Cycling providing 50 per cent of the funding. Details: <http://lei.sr?a=H2h9G>

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Soccerex conference axed – confusion over reasons

Fears about disorder and disruption at next year's football World Cup in Brazil have been raised after the cancellation of Soccerex, a global football conference scheduled to take place in Rio de Janeiro.

While there is no doubt Soccerex has been cancelled, there is confusion over the reasons for the cancellation. The organiser of the event, also called Soccerex, claims that Rio's state government had called off the event due to concerns about ongoing civil unrest in the country. The government, however, has strongly denied this, claiming a funding dispute was the cause. Details: <http://lei.sr?a=q4z8G>



The lack of safe places to play sport is an issue

Report shows link between wealth and activity levels

A new report by Public Health England claims that people from lower socio-economic groups tend to have poorer access to environments which support physical activity and sport – such as parks, gardens or safe areas to play.

The report, *Social and economic inequalities in diet and physical activity*, focuses on the link between diet and obesity in low income areas. Among its conclusions, the report states that low income households are less likely to have disposable income for non-essential costs such as leisure-time physical activity.

The report came as ukactive chair Fred Turok made a call to “change the debate” from a simple focus on obesity to provide an equal recognition of physical inactivity as a “top tier public health priority”.

David Stalker, CEO of ukactive, said: “Studies have shown that physical inactivity could be responsible for 17.5 per cent of all premature deaths in the UK. There is a clear link between activity levels and the environment in which you live and we need a resourced national strategy to be put in place to tackle this.” Details: <http://lei.sr?a=G9n2V>

Mills criticises participation efforts

Speaking at the ukactive Summit held in London on 7 November, Sir Keith Mills, founder of Nectar and Air Miles and former deputy chair of LOCOG, criticised the way in which efforts are made to increase participation in sport.

Mills, who was asked to oversee the aborted attempt to merge UK Sport and Sport England, said: “We spend, depending how you calculate it, between one and two billion pounds of public money in this country each year on sport. From school sport, local authority facilities, through to Sport England, Wales, Scotland and Northern Ireland, UK Sport, 70-plus governing bodies of sport and so the list goes on.

“Many of them do a good job – but sadly, some don't, and there is one thing that is clearly evident and that is that there is very little focus or joined up thinking. Most of these organisations are doing their own thing. We need to adopt a more strategic joined up approach.”

Mills was making his comments at the ukactive Summit, an event which brought together more than 400 delegates with an interest in



Keith Mills called for more joined-up thinking to improve participation

improving the health of the nation by getting more people, more active, more often.

At the summit, ukactive launched a national ambition to “turn the tide of physical inactivity”, highlighting that a 1 per cent reduction in inactivity rates for five years would save an estimated £1.2bn.

Fred Turok, ukactive chair, said: “Reducing inactivity is where we can deliver the biggest public health gains, tackle health inequalities and get the maximum financial return.”

• To read an interview with Mills and former Williams F1 boss Adam Parr, turn to p. 32

Judy Murray to help get families active

David Stalker, CEO of ukactive, has announced that the organisation will be joining forces with tennis coach Judy Murray in a bid to get families more physically active.

“A key strategic objective of ukactive is to champion the importance of activity from the earliest possible stage. That means starting at home, encouraging fun and play for families,” Stalker said.

As part of this partnership, ukactive will publish a report in the New Year outlining the health benefits of physical activity from the earliest years.

ukactive will join forces with Murray, mother of 2013 Wimbledon Champion Andy Murray, to promote simple games for families “to build physical literacy and confidence” as part of Judy's Set4Sport campaign, which has been supported by RBS since its launch in 2011.

Murray welcomed the announcement from Cancun in Mexico where she is a keynote



Judy Murray and ukactive will look to promote simple games for families

speaker at the International Tennis Federation's Coaches Conference.

She said: “This initiative will raise awareness of the benefits of families getting up and active together. It is not about training to be an Olympic Champion from the cot but helping children to have fun being active through play that builds confidence and the basis of skills that can help them win later in life.”

Work to begin on Welsh circuit

Work is set to begin on a £280m motor racing circuit in Blaenau Gwent, Wales, after the group behind the plans – Heads of the Valleys Development Company (HVDC) – signed a legal agreement with the local council. HVDC reached an agreement on the Section 106 aspect of the circuit's planning application with Blaenau Gwent County Borough Council (BGBC) and expects to begin pre-enabling works before the end of the year. Full construction will start in early 2014 with completion due in 2015-16.

To be built as a low carbon automotive centre of excellence, Circuit of Wales represents the UK's largest ever privately-led capital investment programme in motor sport related infrastructure. The first phase of the multi-purpose development will be the construction of an international specification motor racing circuit, including a hotel and commercial and retail complexes.

It is designed to host international motor sport events and will be a centre for motor sport-related industries. It will include a



Construction is scheduled to begin in 2014

3.5-mile track that takes advantage of the unique topography of Ebbw Vale, a Motocross track, an international karting track and off-road driving facilities.

It is estimated that some 750,000 people will visit the completed facility each year. Details: <http://lei.sr?a=p4h3R>

Guinness' basketball advert goes viral

An advert for beer brand Guinness, depicting a group of friends playing wheelchair basketball, has gone viral and could change the perception of disability sport for many.

The advert – produced by creative agency BBDO New York for drinks giant Diageo, which owns the Guinness brand – begins with a group of friends playing an intense game of wheelchair basketball. There is a twist, however, as all but one of the friends stand up from their chairs at the end of the game before heading to the pub as a group. The advert is groundbreaking as it places able-bodied people in the environment of disabled sport.

The way wheelchair basketball is portrayed in the advert could make it attractive for able-bodied to get involved in the sport, in return improving the number of opportunities for disabled people to take part.

In a recent study, the English Federation of Disability Sport (EFDS) found that 64 per cent of disabled people would prefer to take part in



The advert features able-bodied men in wheelchairs

sport with a mix of disabled and non-disabled people. However, only 51 per cent currently have the opportunity to do so. To read more about the EFDS report, turn to page 46.

Residents object to Belfast's £70m Casement Park stadium

A Belfast residents' group has issued a formal objection to the proposed new £70m GAA Casement Park stadium.

The Department of Environment has received a letter of objection from west Belfast's The Mooreland and Owenvarragh Residents'

Association (MORA). The residents' group is opposing the plans on the grounds of "quality of lives and value of properties." Work on the 38,000 all-seater stadium is due to start in early 2014 with a view to hosting GAA Games in 2016. Details: <http://lei.sr?a=A2W9u>

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NEWS UPDATE

Entrepreneur announces £18m community stadium

Plans have been revealed to transform a 32-acre site in Kirkham, Lancashire into an £18m community sports, science and education centre. Plans for the Mill Farm site, drawn up by Frank Whittle Partnership, include a new 6,000-capacity home stadium for non-league AFC Fylde, a large indoor sports science building, a range of all-weather pitches for community use and a 63-bedroom hotel. There will also be a food store, a distribution centre with associated office space and a public house. Details: <http://lei.sr?a=7B2q3>



Powell, a former captain of Welsh hockey team

Sarah Powell becomes first female CEO at Sport Wales

Sport Wales has appointed former Welsh hockey captain Sarah Powell as its first female CEO. Since retiring from elite sport, Powell's roles in sport administration have included a directorship of the 2010 Ryder Cup organising team. More recently, she was corporate director at Sport Wales.

Commenting on her appointment, Powell said: "Recent successes show that Wales has the potential to be a leading light in the world, not just in terms of medals won, but in terms of the life opportunities we can offer our children."

European recommendations on sport discussed

The European Commission is to produce official recommendations on physical activity levels as part of its strategy to tackle the high rates of inactivity in Europe.

It will be the first ever recommendation the council has produced in the field of sport and will build on the EU Physical Activity Guidelines. The Council will start discussing the recommendation later this month (September) and could publish and adopt the new guidelines as early as the end of the year. Details: <http://lei.sr?a=E5M9m>

Athletes become apprentice coaches

An initiative to help former top-class athletes become coaches has been launched by sportscotland. The Coaching Futures initiative will see eight sports employ a retiring or retired athlete who will use their knowledge and expertise to help develop and inspire the next generation of champions.

The programme follows a successful six-month pilot project which resulted in Olympian Kris Gilchrist becoming an integral part of Scottish Swimming's coaching team. The other sports which will employ an apprentice are athletics (Alan Scott, Olympian); cycling (Kevin Stewart, former British record holder); judo (Matt Pursley, 10-time British champion); netball (Lesley MacDonald, Scotland's most capped player); rowing (John Higson, former Scottish champion); tennis (Joe Gill, Aegon British Tour winner); and triathlon (Bex Milnes, former elite triathlete).

Stewart Harris, CEO of sportscotland, said that with many ex-athletes naturally drawn towards coaching, the programme will help



Kim Gilchrist took part in the six-month pilot scheme

to increase the number of home grown performance coaches delivering in Scotland, retain vital knowledge and expertise within sport, and provide a stream of future national coaches. Details: <http://lei.sr?a=r8N6p>

'Record investment' for Welsh rugby

The Welsh Rugby Union (WRU) invested a record £22.1m into the game at all levels during the year to July 2013. Publishing its annual report, WRU said it has allocated £4.0m into grassroots rugby, while the cost of elite rugby went up 2 per cent to a figure of £4.2m.

Included within the £22.1m are one-off investments of £1.3m into the community game, mainly through facilities grants, and £1.0m made available to the four Regions to fund player recruitment, retention and development.

As a result of the investment in grassroots, WRU said there were now 2,000 new junior players involved in the game. WRU reported a total turnover of £61m for the year, with



The cost of WRU's elite programme increased by 2 per cent in 2012-13

pre-tax profits at £29.1m - up from £27.6m the year before.

The see the full results of the WRU annual report, see: <http://lei.sr?a=v7M8c>

CIMSPA review gathering pace

A business review of The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) is gathering pace, with a number of insights already being drawn from the three month process. According to CIMSPA trustee David Stalker, high numbers

of individuals and organisations have come forward offering opinions, ideas and support for the Institute.

The review will now enter the electronic consultation phase before a final revision. Details: <http://lei.sr?a=e4q2m>

£102m for grassroots football

Grassroots football facilities in England are set to benefit from £102m of investment over the next three years. The Premier League & The FA Facilities Fund will provide financial aid to hundreds of grassroots facility projects across the country, aimed at improving the experience of playing the national game at the lowest levels and help to increase participation in football.

The funding will be provided jointly by Sport England, the FA and the Premier League and delivered by the Football Foundation.

Many of the facilities created by the fund will be designed to strengthen the connection between professional football clubs and their local communities, particularly in the most deprived areas of the country, through the professional clubs' community trusts' outreach work.

Launching the new fund at a school in central London, the newly-appointed minister for sport and equalities, Helen Grant, said: "This partnership between the Premier League, the FA, Sport England and government shows what can be achieved when the



The funding will aim to improve football facilities

public and private sectors work together to help strengthen our national game at the grassroots. The investment of £102m into facilities, delivered by the Football Foundation, will encourage many people to get into sport in some of the most deprived areas of the country." Details: <http://lei.sr?a=P8R9H>

First compact athletics facility launched

The world's first ever Compact Athletics Facility (CAF), designed to allow track and field facilities to be built in places where there is limited space, has opened in Hackney, north east London.

A joint initiative by England Athletics and Sport England, the £370,000 facility at Stoke Newington School includes a sprint straight, a long jump straight and pit, a high jump area, a throws area and a running trail around the school. Funded by Sport England, England Athletics and the London Marathon Trust, the venue has been designed to give both school children and the local community more opportunities to take part in athletics.

The CAFs form a key part of England Athletics' aim to get more people into the sport over the next four years across the country.

The concept has been designed with community engagement in mind and is part of their successful Run! Project, which has been linked to significant number of people taking part in the capital prior to and since the 2012 London Games.

There are plans to set up further CAFs to help increase access to athletics in cities and



Olympic medallist Christine Ohuruogu opened the facility in Newham

rural areas up and down the country.

Sport England strategic lead, Hannah Bladen, said: "We are looking forward to working with England Athletics and UKA to develop more CAFs across the country.

"They provide an excellent place for young people and adults to get into the sport of athletics, enabling them to develop their skills and interest either for fun or for competition. It is great to see this pilot project come to fruition and I look forward to seeing many more."

The facility was opened by 400m world champion and double Olympic medallist Christine Ohuruogu, who grew up in the area. Details: <http://lei.sr?a=d9m8v>

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INTERVIEW

TONY HAWK

From a hyperactive kid messing around on a board to the world's most famous skateboarder, Tony Hawk has come a long way. He tells Magali Robathan why he's using his success to build skateparks in deprived communities



Hawk gives a speech at the opening of the Compton Skatepark in LA in 2009. THF raised more than \$70,000 for the park

PHOTO: JODY MORRIS/TONY HAWK FOUNDATION

He may be the world's most recognisable skateboarder – indeed one of the world's most recognisable sportspeople – and he may have made a fortune from skating, but

for Tony Hawk it has never been about the money or the fame.

"I never expected any of this when I started," he says. "There was no dream of becoming rich and successful, because no-one had ever done it – and it didn't even seem possible. I just loved skating. It gave me a sense of accomplishment and a sense of self confidence that I couldn't find anywhere else – as well as a creative outlet."

At 45, with four children, a hugely successful skateboard business, a wildly popular video game franchise and a charitable foundation to take care of, 'the Birdman' still makes sure he skates for at least two hours a day and regularly performs in skate demos around the world. When I talk to him, he has just come back from a tour of Canada, which saw him perform alongside other world class skateboarders in cities including Toronto, Winnipeg and Calgary.

"I'm still actively skating," he says. "I don't have every hour of the day to devote to skating any more, because I have so many other responsibilities, but

I never expected any of this when I started, there was no dream of becoming rich and successful

going out and trying new moves is what I strive to do. Plus I'd never want to make a living from skateboarding if I weren't actually skateboarding myself."

To say that he makes a living from skateboarding is something of an understatement. He runs the hugely successful Birdhouse Skateboards skate company, while his Tony Hawk Pro Skater series is one of the most successful video game franchises in history. He makes skateboard videos, organises extreme sports events, regularly appears on tv and in films, has made millions from a wide range of endorsements, has launched a premium channel on YouTube dedicated to skating and has published a hugely popular autobiography.

In 2002, he established the Tony Hawk Foundation (THF), a charitable organisation that helps build skateparks in low income communities across the US. His Twitter biography (he has more than 3.5 million followers at @tonyhawk) reads: 'professional skateboarder, dad, videogame character, CEO, kid chauffeur,

global hopscotcher, food glutton and public skatepark defender.'

HOW IT ALL STARTED

When Hawk was nine years old, his brother gave him one of his old skateboards. A self-confessed "hyperactive demon child," Hawk discovered that skateboarding gave him an outlet for his excessive energy and he found a home from home at the Oasis Skatepark near San Diego in southern California.

By 12, he was winning amateur competitions throughout California and by 14 he had turned pro. By 25 he had competed in 103 professional competitions, winning 73 of them and coming second in 19, and was widely regarded as the world's best vertical skater.

In the early 1990s the global recession hit and skateboarding died a sudden death. Skateparks were torn down or bulldozed, competitions were cancelled and skate companies closed down. Hawk stuck with the sport though and launched his skateboard company, ➔



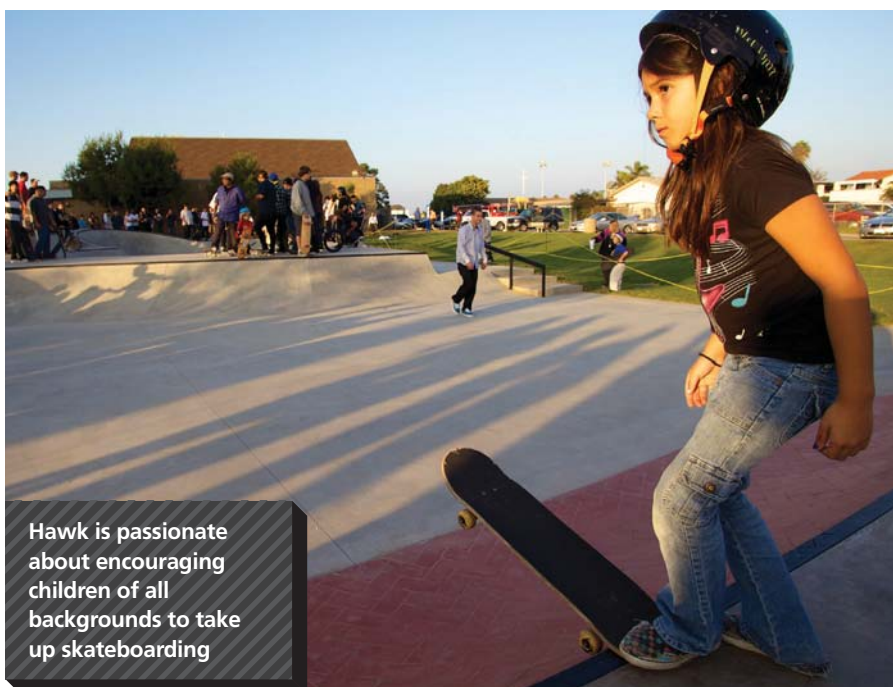
Hawk with some of the young people who lobbied for the creation of the Compton Skatepark

Tony Hawk on the work of the foundation

It's exciting to think that skateboarding has come that far, to affect kids from all walks of life. It makes me very proud

The skateparks in high-risk areas that we have helped to fund are thriving – they offer kids a safe place to go and something to do that gives them a sense of self-esteem they may never find anywhere else. This is especially true when the kids that have been championing their own park are validated with a grant and resources from THF. Once communities get their first park, they almost always seek to build more because they realise the enduring positive effects they have on kids. And the parks are busy from dawn to dusk.

With our help, skateparks are growing steadily in numbers, but we still need plenty more of them, built correctly and located in communities where kids are most at risk. We are committed to helping those in need more than ever before and our staff is an encyclopedia of knowledge on the process, resources and benefits of building free, public skateparks in areas where they are needed most.



Hawk is passionate about encouraging children of all backgrounds to take up skateboarding



As a child, skateboarding gave Hawk an outlet for his excessive energy and helped him to feel accepted

► Birdhouse Projects (now renamed Birdhouse Skateboards), with fellow professional skater Per Welinder in 1991.

Hawk had a few tough years, but his confidence was eventually rewarded, as skateboarding began to increase in popularity again and Birdhouse grew into a hugely popular and successful skateboard company. In 1999, he had his most successful business idea, when he teamed up with Activision to create the Tony Hawk Pro Skater video game.

The same year, he became the first person to successfully land a 900 (two and a half rotations) at the X Games in San Francisco, a feat which was broadcast by television sports network ESPN and catapulted him – and skateboarding – into the mainstream.

“Landing that 900 was one of the highlights of my career,” says Hawk. “It was something I’d been trying off and on for more than five years prior to that, so to finally make it in such a huge venue was a big deal. It really changed my life in terms of the recognition factor and opportunities.”

Hawk retired from professional skate competitions shortly afterwards, but has continued to perform in skate demos, as well as organising his own events. He launched the Boom Boom Huck Jam show in 2002 – an extreme sports tour featuring freestyle skateboarding, BMXing and motorcross that toured arenas and Six Flags amusement parks across the US (Six Flags also launched a rollercoaster with Hawk’s name: Tony Hawk’s Big Spin). The last Boom Boom Huck Jam was in 2008, but Hawk says he’d be keen to relaunch it. “We still have all the ramps, so if we found a good sponsor we’d happily go on the road again,” he says.



GIVING SOMETHING BACK

Hawk’s huge personal success made it important for him to put something back into the sport that had given him so much. In 2002, he set up the Tony Hawk Foundation, with the aim of providing skateparks in low income communities, and “empowering youth to want to make a positive difference to their communities.” The idea for the Foundation was born when Hawk realised the poor quality of many of the skateparks being built in the US.

“About 10 years ago I saw that there was a lot of interest in skating, and communities were starting to build skateparks, but mostly in affluent areas in big cities,” he says. “I got invited to some of the openings of these parks, and when I went to skate them I realised that they were really built poorly.

“They clearly weren’t designed by skateboarders; they were designed by people who thought they knew what skateboarders needed, and were built by contractors that had no experience of building skateparks.

“I wanted to change that cycle and try to encourage the cities to get skateboarders involved in the design, but also to direct funding towards the cities that needed those facilities – the low income areas with at risk youth.”

Hawk was convinced of the power of skating to help give disadvantaged young people a positive focus. “A lot of kids in those areas choose to skate and they don’t have any support in that, so they get discouraged from doing something they have a passion for and they end up probably doing something more subversive,” he says.

“Not all kids fall into mainstream sports – in the US, as many kids are into skateboarding as are into baseball, and if the cities aren’t recognising that desire they’re fooling themselves.

“Skating teaches them a lot about self confidence. It’s healthy, it’s creative, it’s active and also it allows them to be part of a community and share ideas and develop new techniques.”

The foundation is not just about handing over money – the idea is to empower ►



Hawk retired from professional skateboarding in 1999, but continues to skate in demos around the world

PHOTO: JODY MORRIS/©TONY HAWK FOUNDATION

- young people who have already taken it on themselves to try to create skateparks in their communities.

Hawk cites Los Angeles' infamous Compton district. Young people in the area spent three years lobbying for a skatepark, working with the city and key members of the community, washing cars and putting on events to raise money and awareness for their project. The Tony Hawk Foundation was approached and got involved with fundraising and designing the park, raising more than \$70,000 towards the \$500,000 needed. In June 2009, the Compton Skatepark opened, with Hawk there to cut the ribbon and try out the park himself. As well as giving the young people a safe place to skate, the opening of the park made them feel listened to, and a part of their community, says Hawk.

"It gave the kids there a sense of validation and support that they are doing something different and they are supported in it by the community."

On a personal level, Hawk says he derives huge satisfaction from being part of new skateparks opening in areas that really need them. "It's very validating for me too, but it's also exciting," he says. "It's exciting to think that skateboarding has come that far, to affect kids from all walks of life. It makes me very proud that I had a hand in getting that park open."

The Compton Skatepark is just one of 505 free, public skateparks in the US that have been awarded grants by the

Tony Hawk Foundation, with 420 of those currently open and being used by 4.5 million people a year. The Foundation was set up with a gift from Hawk, and money for the grants is raised by corporate donations and fundraising events, including the annual Stand Up For Skateparks action sports event. This showcases top skaters and BMXers riding on Hawk's vertical ramp, as well as music performances, food and silent and live auctions. As well as providing grants, the Foundation also gives advice on building safe, properly-designed parks.

"We do advocacy as much as funding," says Hawk, who pores over every design himself, and marks it up to ensure it's as well-designed as possible. "We're not set up to give funding internationally, but we can give advice and direction on how to get parks built."

I ask whether Hawk would like to take the work of the foundation global. "That's the ultimate dream, for sure," he says. "We need more funding and staff, but if anyone asks which direction the foundation is headed, that's the direction we're going in. We'd go where skateboarding is recognised and growing, like the UK, France, Spain, Australia and New Zealand."

For now, the priority is to secure more funding, with Hawk and his team working hard on getting grants from bigger organisations. "We're well on our way," he says. "We got a couple of awards this year from bigger philanthropic organisations that have put us on the map."

HIGHS AND LOWS

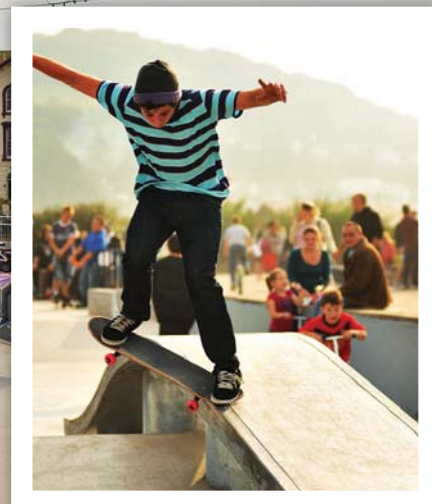
Despite Hawk's huge successes, it hasn't been all highs – not all ventures have succeeded. I ask about his worst business idea, and he laughs and says: "My high end denim line. We launched it in 2004 and it started off pretty well, but the jeans were just too expensive." What did it teach him? "Not to get involved in areas that I know nothing about!"

Another low came in 2003, when he broke his pelvis while performing at Quicksilver's Action Sports Weekend at Downtown Disney in Anaheim. "That was the lowest point in my career," he says. "I was doing a 540 and over-rotated and came down on my hip. It kept me out of skating for a couple of months." As well as fracturing his pelvis, the accident left him with concussion and 15 stitches above his eye.

For Hawk though, the pleasure he's got from skateboarding more than makes up for the many injuries he's sustained. He is driven by new challenges, he says, and by "finding new ways to promote skating, spread awareness and get more skateparks built."

And of course, he's driven by the sheer pleasure of getting on a board, messing around for a couple of hours and trying new moves. At 45, he shows no signs of slowing down and when I ask him how long he plans to carry on skating for, he sounds surprised.

"I don't know," he says. "I don't give myself ultimatums that way. As long as I'm good at it, I'll keep on skating." ●



There are a number of Sport England-funded skate projects in the UK

GET ON BOARD

While skateboarding doesn't have a national governing body in the UK, it's officially recognised by Sport England. This means that centres and clubs looking to add skating facilities can apply for grants. We look at the funding options available

Sport England has been tasked with helping communities across England create a sporting habit. In total, the organisation is investing £1bn of National Lottery and Exchequer funding into grassroots sport. Around half of this funding will support 46 governing bodies, while the rest is invested directly into sport, including non-traditional activities such as skateboarding. Below are the funding streams available to groups, facilities and clubs who are interested in creating opportunities for skateboarding.

INSPIRED FACILITIES

This fund helps breathe new life into existing facilities. From refurbishing changing rooms to upgrading skate parks, Inspired Facilities covers it all.

Grants of between £20,000 and £50,000 are available for community and voluntary organisations and to date more than 1,300 sports clubs have shared nearly £70m of Lottery funding.

Skateboarding facilities which have received funding include:

- St Newlyn East Parish Council in Cornwall, which received £49,161 to construct a new multi-purpose skateboard and BMX space on the village recreation field to replace existing ramps.

- Stonehouse Town Council, which received £50,000 to develop a new concrete skatepark in the town.

With an additional £40m of budget to extend the programme until 2017, the next round of funding is now open. To find out more or to apply, visit <http://inspiredfacilities.sportengland.org>

SMALL GRANTS

One of Sport England's most popular funds is the Small Grants programme. Designed primarily for smaller clubs, the programme hands out awards of between £300 and £10,000 to not-for-profit organisations to help more young people and adults develop a sporting habit for life.

Successful recipients of Small Grants awards for skateboarding include:

- Sutton Ramp Events, which received £9,550 to encourage people to take part in skateboarding in a safe environment.
- Windlestone School in County Durham which was awarded £4,325 to provide skateboarding as an after school activity.

The Small Grants fund is open all year round, with funding decisions made in only six weeks, which means the benefits of Sport England's investment can be felt almost immediately.

SPORTIVATE

As part of Sport England's Olympic and Paralympic legacy programme, Sportivate is helping young people who currently aren't playing sport to find one they enjoy, be it parkour, basketball, or skateboarding. So far, more than 250,000 teenagers and young adults have benefitted from six to eight weeks of free or discounted coaching through the programme. Delivered by the network of 49 County Sports Partnerships who work with local providers and sports clubs, a number of Sportivate skateboarding sessions have already taken place:

- Wyre Borough Council in Lancashire used its £696 of funding to deliver six weeks of skateboarding sessions at Fleetwood High School.
- Leeds City Council received £2,790 to run 24 weeks of skateboarding sessions at The Works Skatepark.

The popularity of the programme has led to an extra £24m being invested to expand and extend it until 2017.

If you're interested in running skateboarding sessions in your local area, then contact your local County Sports Partnerships www.sportengland.org/our-work/local-work/county-sports-partnerships to find out how to get involved and apply for funding. ●

'Safe and well organised' bid wins it for Tokyo

Japan's ability to organise and deliver on major projects won it the 2020 Olympic bid ahead of Istanbul

Japan's reputation as a safe, democratic nation and its fortitude in the face of a major challenge – as demonstrated by the rebuilding which took place after the tsunami and Fukushima Daiichi nuclear disaster – has landed it the honour of hosting the Olympic Games.

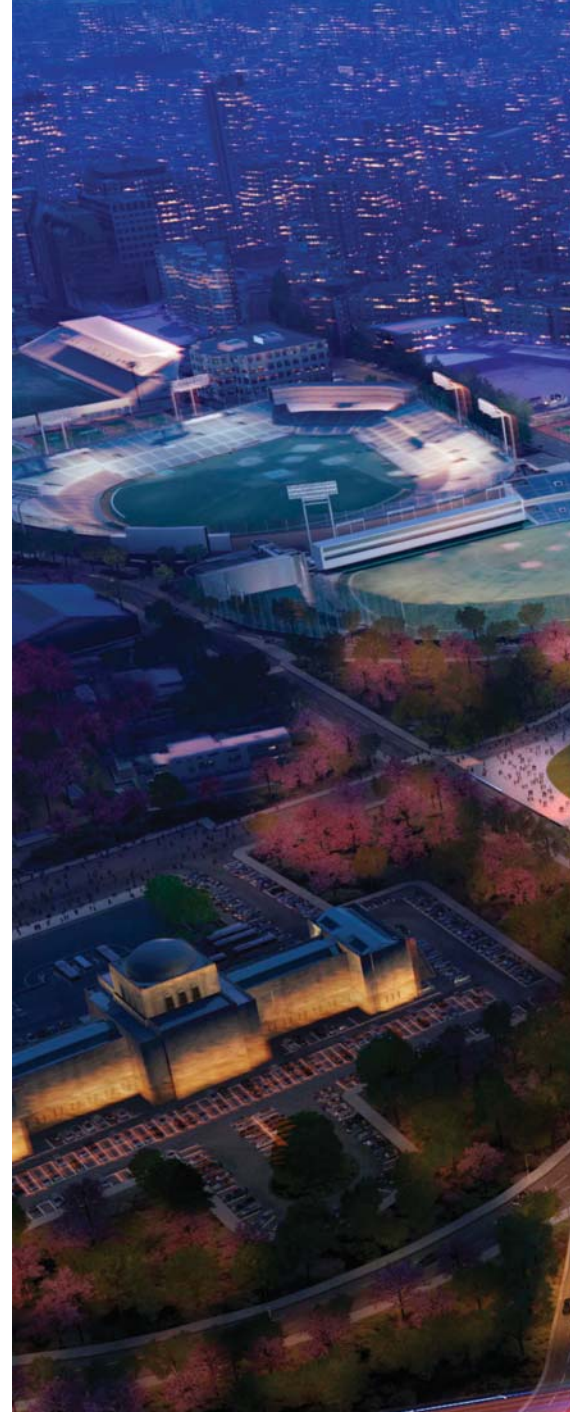
Tokyo's winning bid received 60 votes to Istanbul's 36 in the final round of voting by the International Olympic Committee (IOC) at the 125th IOC sessions in Buenos Aires, Argentina, in September. Madrid had been eliminated in the first round, after losing a tie-breaker with Istanbul. It's thought civil unrest in Istanbul cost the city the bid, with IOC committee members nervous that the

Games could be disrupted by protests – a largely unheard of problem in Japan.

CENTRE STAGE

The main venue of the 2020 Games will be Tokyo's National Olympic Stadium – built originally for the 1964 Games – which will be demolished and rebuilt in a US\$1bn scheme designed by London-based architect Zaha Hadid. The project will be completed in time for the venue to host games during the 2019 Rugby World Cup.

Jacques Rogge, president of the International Olympic Committee (IOC), stressed the importance to the IOC of ensuring the 2020 Games is of the highest quality, saying: "Tokyo presented a very strong technical bid from the outset



Jacques Rogge, IOC president, reveals the winner at the IOC session in Buenos Aires

– and it needed to in competition with such high-calibre bids from Istanbul and Madrid. All three cities were capable of staging excellent Games in 2020, but in the end it was Tokyo's bid that resonated the most with the IOC committee. We believe Tokyo will deliver a well-organised, safe Games that will reinforce Olympic values, while demonstrating the benefits of sport to a new generation, by inviting us to 'discover tomorrow'."

BUILDING IT UP

Tokyo's organising committee has budgeted US\$10bn for the Games, including the cost of constructing venues and improving transport infrastructure.

Tokyo last hosted the Summer Games in 1964. At that time, it signalled its rebirth as a modern city after the destruction caused by World War II. Japan's economy has been suffering from deflation for 15



The main venue in Tokyo was designed by Zaha Hadid and will cost US\$1bn to build

years and government debt has increased to more than twice the size of its US\$6tn economy, in part because of the costs of caring for the country's elderly population. Analysts believe one of the main challenges for the government will be justifying the expense of the Games.

However, since Prime Minister Shinzo Abe came to power late last year and adopted more bold monetary and government reforms, Japan has become the fastest-growing country in the G7.

Nomura Securities' chief strategist Hiromichi Tamura, in a report published earlier this year, said the 2020 Olympics is likely to add about US\$14bn to Japan's economy. Although this is a lower percentage of GDP than the country got from its previous three Olympics: the Summer Games in Tokyo in 1964, and the Winter Games in Sapporo in 1972 and Nagano in 1998, hosting the 2020 Games



Tokyo's win follows Japan's successful bid to host the 2019 Rugby World Cup

will bring other benefits. Tamura said the win will fuel consumer confidence and spending, which is the missing part of the puzzle in Japan's economic recovery.

"If the government's growth strategies go according to plan, the benefits should be obvious to everyone by 2020", he said. "In the same way that the 1964 Tokyo Olympics showed that Japan had entered the ranks of modern industrialised nations, the 2020 Tokyo Olympics could show that Japan is back."

DOUBLE HEADER

Tokyo's success in winning both the 2019 Rugby World Cup and 2020 Olympic Games makes this the second Olympic Games to be awarded in tandem with another major sporting event, following the double being tackled by Rio de Janeiro, which hosts the FIFA World Cup in 2014 and the Olympic Games in 2016. ●



Grevemberg was appointed CEO of Glasgow 2014 in September 2011

With less than 10 months to go to the opening of the 2014 Commonwealth Games, we speak to CEO David Grevemberg about progress and the London 2012 effect

TOM WALKER • MANAGING EDITOR • SPORTS MANAGEMENT

GLASGOW CALLING

The tickets have now gone on sale – what has the initial response been?

The response has been really fantastic. We've had more than 2.3 million applications for tickets which we see as an outstanding success. The interest has been in line with expectations and in some areas we've been oversubscribed.

Certain sports have been more popular than we expected. For example, the rugby sevens will be played at Ibrox, a huge venue with a large capacity. We never doubted it would be popular but to have sold as many tickets as we have at this point has been a positive surprise.

Overall it's been a great response and there is no doubt that we are still riding the wave created by London 2012.

Tell us about your ticketing policy

Our aim was to achieve three outcomes. Firstly, to provide a ticketing programme which will fill stadia; secondly, to meet our revenue target; and thirdly, to be

accessible and inclusive. We've shown that we've really achieved all three.

In terms of the pricing, for example, we were able to ensure that 70 per cent of each session was open to the general public. We're also proud of the fact that two thirds of the tickets have been priced at £25 or less – with public transport included in the price.

How have the preparations gone so far?

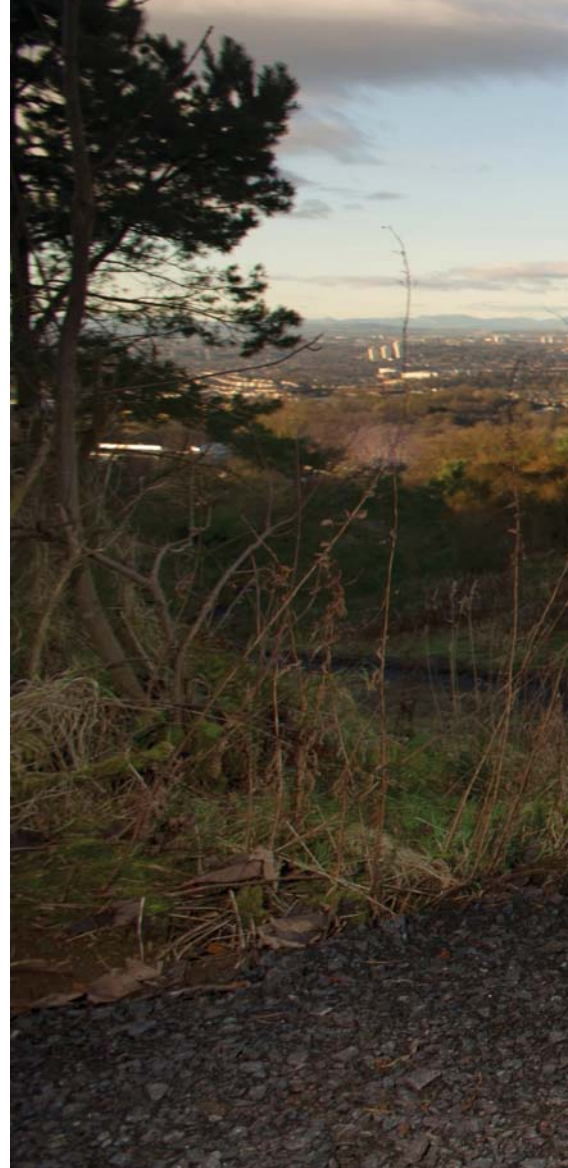
One of the things that has been fantastic on this journey is that we have consistently had significant milestones that we've been able to look forward to. It has helped to have been able to get ready for these milestones and we've delivered strongly on them.

As for the progress in terms of sites and venues, everything has gone to plan beautifully. The opening of the Hydro means that all the permanent facilities are now open and ready. The great thing is that they are already being used by

the public, so when we take them over next year for the two weeks of competition, they will already be very much part of the Glasgow skyline.

In terms of our big procurement exercises around the Games, we're just where we need to be in terms of bringing on the assets that are required to run the Games. On services, we've worked very close with the Commonwealth Games Federation and various client groups to define the service levels to make sure we get it right for the scope and scale of a Commonwealth Games. That is important and our approach has been not to try and be something we're not. We're not the Olympic Games, we're the Commonwealth Games. We need to make sure we get it right.

Our communications drive has progressed well. Our promotions have succeeded in making people aware of the Games and getting them excited, and the use of both social and traditional





“There is a strong sense of collective ownership of the event which has been helpful”

- ▲ In total, the Games will feature 17 sports, including three cycling disciplines
- Emirates Arena, one of the venues to have been in public use prior to the Games

media, such as promotional videos, has been helpful in mobilising support for the Games. It's allowed us to create a sense of access and openness around the event and really sold the feeling that these are the 'people's Games'.

On the human resources side, our staffing levels are up to around 600 people at the moment and the figure will increase to 1,000 during Games time. We're also well into the process of acquiring the 2014 volunteers. We had an enormous response to our call to action on the volunteering side – we received 50,811 applications for the 15,000 roles – a new Commonwealth Games record and more than Manchester and Melbourne's total numbers combined.

Has the success of the 2012 Gamesmakers helped attract volunteers?

I've no doubt that the great success of volunteering during the London 2012 Olympics and Paralympics contributed



to people's excitement and interest in our volunteering programme. We also opened it up to 16-year-olds as part of our commitment to youth: more than 40 per cent of applicants were between the ages of 16 and 24.

How are the partnerships working?

We've formed great partnerships with all the Games' stakeholders: Glasgow City Council (GCC), the Scottish Government,

Commonwealth Games Scotland and the Commonwealth Games Federation.

There's a strong sense of collective ownership of the event which has been very helpful and there's also been an acceptance of the responsibilities attached to the various roles each has, which has been equally important.

One of the things that has been extremely helpful is this ownership by both GCC and the Scottish Government of



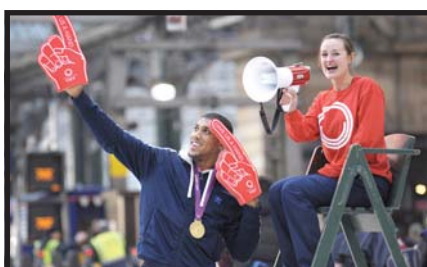
▲ Tom Daley taking part in a Glasgow 2014 event at the Scottish Exhibition and Conference Centre, which will host judo and netball next year

legacy commitments. There were two legacy frameworks established early in the process and the legacy ambitions were outlined clearly. That allowed us – the organising committee – to accentuate and connect with the legacy plans much more easily.

What challenges remain?

It's a case of confidence but not complacency. We absolutely need to build on our successes now we're very much into the detailed planning phase. Our testing and readiness programme will soon be starting up and that's the stage at which you really start to see where you are with everything and where you might want to make adjustments and respond to any potential issues appropriately.

I think Glasgow is going to be a great host and it's all coming together just



More than 50,000 people applied for the 15,000 volunteer roles – a new record

“ Since London 2012, there's now more trust in major events and what they can achieve ”

as we wanted – but we certainly aren't going to be naive and take our eye off the ball. Every remaining aspect and point will be approached with a sense of urgency, because at this stage it's important that everything is done right.

How has the success of London 2012 helped Glasgow 2014?

It's helped a great deal: London wiped away a huge amount of cynicism around the concept of 'the power of sport', which I think is particularly important.

There's now a belief in what sport can achieve: there was a feeling in London that the nation was 'winning together.'

As a result, there's now more trust in major events and what they can achieve. London is a great reference point for us and I'm confident that we can deliver something similar next year. ●



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"The refurbishment of the sports area had to include a new sports hall floor but we questioned if the budget would allow. Anything more than a treating of the old Granwood surface was unlikely. We were suitably impressed when visiting a neighbouring school which had the same solution one year prior". Said Rick McEvoy, Senior Project Manager at Bournemouth University. "The Sport M Performance looks immaculate and feedback from users of the facility is excellent. The Sport BU department now have excellent facilities including the sports hall which matches other facilities all around our campus".

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ALL ABOUT THE SCIENCE

In 2008, UK Sport formed a technology partnership with BAE Systems to support Britain's Olympic and Paralympic athletes. The contract was renewed in August 2013 and will run until the Rio Games. Tom Walker speaks to Kelvin Davies, BAE's project leader for the partnership

TOM WALKER • MANAGING EDITOR • SPORTS MANAGEMENT



BAE has contributed to the design of competition-standard wheelchairs in sport

Great Britain's elite athletes can again look forward to being supported by a world-class engineering programme in the run up to the Sochi and Rio Olympic Games, following the announcement that defence specialist BAE Systems will continue as UK Sport's official research and innovation partner until 2016.

The partnership will see BAE offering athletes access to its cutting-edge technology and providing scientific innovation in the areas of training, recovery, injury prevention and competition – as well as equipment development.

Taekwondo, cycling and pentathlon were among the sports which benefited directly from BAE's support ahead of London 2012. Exact details of current projects in the run up to Sochi 2014 remain confidential, but include identifying sports where marginal gains can be achieved through the use of specially-developed materials and research into aerodynamics. BAE's project leader Kelvin Davies does reveal, however, that the same technology used to develop the world's most advanced jet fighter – the Eurofighter Typhoon – is being used to improve the racing speed of the Great Britain bobsleigh team.

BIRTH STORIES

First launched in 2008, the partnership was, according to Davies, born out of a number of factors. "There were lots of catalysts and a lot of people involved in making it happen," he says. "A particular



Amy Williams with 'Arthur the sled' – a gold medal winning team at Vancouver 2010

driving force was one of our engineers who set himself the challenge of rowing the Atlantic. His involvement in that – a true feat of endurance – led to discussions with rowers and ultimately onto how aerospace technology could be applied to sport,” says Davies. “At the time we were already working on a project for British Cycling, so all of the parts suddenly came together and formed what we see today: a beautiful working relationship with UK Sport.”

One of the earliest – and still one of most celebrated – successes of the partnership was the creation of ‘Arthur’, the skeleton sled that propelled Amy Williams to a gold medal at Vancouver 2010 – Britain’s first individual gold at a winter Olympics in three decades. Describing the design process, Davies says the involvement of all parties, including athletes, was crucial.

“The first thing we did with the skeleton project was to get Andreas Schmid, head of technical development at British Skeleton, to explain to us the engineering involved in the sport. We looked at a sled, reviewed it, assessed what was good, figured out what was bad and came up with a plan to improve it.

“We then asked the athletes what they wanted from their sleds. The parallels with military equipment are clear – our aircraft are flown by pilots and ships operated by sailors, so we wanted to make sure the skeleton sled did exactly what the athletes wanted. We organised a half-day session with



One of BAE’s current projects for Sochi is to improve the aerodynamics of the bobsleigh team

“Either UK Sport comes to us with a specific need or we explore a sport’s requirements and identify how our facilities can offer solutions”

all skeleton athletes – including Amy – and made sure we captured their thoughts. We took their input, combined it with good engineering and came up with a design concept and produced a prototype. The prototype was raced successfully at the World Championships in Lake Placid the year before the Vancouver Games so a decision was made to use the design at the Olympics. The rest – as they say – is history.”

Davies adds that the whole process from concept to end product took nearly two years, making it one of the longer running projects BAE has contributed to. “The objective was to provide the British skeleton team with what we call ‘the sled for life’,” he says. “It was a long project but one that was

really rewarding – the sleds we designed, or derivatives of them, are still in use by the team today.”

There is another strand that binds BAE’s sports projects. Most are designed to achieve those crucial, marginal gains that decide whether an athlete makes it to the podium or not. Davies mentions BAE’s work to improve the aerodynamics of the helmets worn by the Team GB bobsleigh team. The difference between a silver medal and seventh place at the World Championships was 0.27 seconds.

WORK IN PROGRESS

While each project is different, Davies says most are launched in one of two ways. “Either UK Sport comes to us with a specific need – like a new timing system ➔

CASE STUDY

Wheelchair racing

BAE used the same technology and thinking behind the Eurofighter Typhoon – one of the world’s most advanced jet fighters – to enhance the aerodynamics of wheelchair racers. Athletes were put through their paces at BAE’s wind tunnel to help find their optimal racing position. The wind tunnel – normally used to test fighter jets at speeds of over 200mph – showed how the wheelchair racers interact with the air around them, simulating racing speeds of over 30mph.

After testing, BAE used computational fluid dynamics data to wheelchair athletes better understand how their body position affects

wind resistance, allowing the team to improve the athletes’ seating positions as well as highlight their optimal posture for racing in different track situations. BAE is also helping the British wheelchair athletes by creating a new and improved version of the wheelchair in partnership with aerodynamic specialists TotalSim and DRAFT, a wheelchair manufacturer.

The new wheelchair will have improved rolling resistance in wheel alignment and tyre pressure, as well as the stiffness of the wheelchair frame, and it’s hoped that it will be used in future track and long distance road events to shave precious tenths of seconds off winning times with a stronger, lighter and more aerodynamic design.



The new chair was unveiled in September 2013 to mark the renewal of the partnership

Taekwondo

To help GB Taekwondo, BAE implemented techniques used to develop military tanks. Engineers from the company's Advanced Technology Centre in Bristol helped evaluate the electronic scoring vest used in major international competitions. The vests are based on fighters wearing special electronic socks that deliver a coded signal when they strike sensors on the opponent's vest. As the vests were introduced just a few years ago, the sport had never fully understood how to optimise tactics. To tackle this, BAE spent more than six months testing the vest using sophisticated equipment usually used to test composite materials' resistance to impact.

As a result of BAE's work, Team GB members have adjusted their training and competition tactics to reflect the different forces needed to successfully hit certain parts of the vest – maximising the methods needed to score on the vest.



The BAE team has helped GB Taekwondo understand the inner workings of the competition vest

► for a velodrome – or we explore a sport's requirements and identify how our facilities can offer solutions to meet them. An example of the latter could be our work with simulators to find out how we can use them to train Taekwondo athletes.

"Fighter pilots use simulators to help them prepare for a number of scenarios – to understand what's just happened, what's happening now and what's about to happen. Once they get an anticipation of what's about to happen, we think they're at their performance best. So we're looking into how we can give athletes the opportunity to use simulators to get into the same mental state before a bout – to be prepared for every scenario by providing them with a simulation of their toughest opponents and practice against them over and again."

MUTUAL BENEFITS

Listening to Davies describe the company's impressive facilities and the opportunities they offer, it's clear to see how athletes and national governing bodies can benefit from the partnership – but what does BAE get from it? "Our intention has never been to develop a

commercial stream involved in sports manufacturing," Davies says. "Rather, we've set three objectives we look to achieve. These are to showcase our capability and technology as a company; to inspire young people to consider engineering as an exciting career; and to inspire and energise our engineers."

He adds that due to the three targets, the success of the partnership – at least for BAE – isn't measured in the number of medals achieved. "The glory of the medals is part of the message, but really what we're looking to do is promote engineering internally and externally."

He admits, however, that measuring the success of the objectives can be hard. "That is one of the frustrations – it being difficult to put a figure on it. We might have inspired 10 or 20 youngsters to take up engineering – but we might just as well have inspired 100 or even 1,000. I guess we just don't know."

As for inspiring and energising existing BAE staff by placing them on sports projects, Davies says the ideal team working on a UK Sport taskforce would include young engineers, fresh in their careers, being supervised and

mentored by a more experienced engineer – all while delivering something phenomenally useful to a sport.

FUTURE PLANS

Since 2008, BAE's investment in the partnership has exceeded £1.5m. The new, three-year deal until Rio 2016 will see a further £800,000 being spent on sports innovation. Looking ahead, Davies remains secretive about current projects for Sochi and Rio. "We're still in the very early days of the new partnership, so it's very much 'watch this space' for the Rio projects. For Sochi I don't really want to say too much, as we're late in that cycle, so a lot of the technology has already been delivered for the Games next year."

One future plan Davies doesn't hide though, is that he can see no reason why the partnership with UK Sport shouldn't reach way beyond Rio. "In the commercial climate things are always bounded in time, of course, so we agreed the partnership until 2016," he says. "But I'd hope it would go on well after there." A sentiment shared, we're sure, by winning Team GB athletes up and down the country. ●



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Former London 2012 deputy chair Sir Keith Mills and Williams F1 boss Adam Parr are now heading up the Sported Foundation, set up to answer the legacy promise of the 2012 Olympics. Magali Robathan finds out how they're using sport to inspire a generation

SIR KEITH MILLS

ADAM PARR





When the London 2012 bid team, led by Lord Sebastian Coe and Sir Keith Mills, went to Singapore in 2005 to bid for the right to host the 2012 Olympic Games in London, they took 35 young people from East London with them. "Why are they here?" said Lord Coe, as he spoke to the International Olympic Committee delegates in the room. "It's because we're serious about inspiring young people."

"Choose London today, and you send a clear message to the youth of the world – the Olympic Games is for you."

Fast forward eight years and I'm meeting Sir Keith Mills in London to talk about how that promise is being kept. With him is Adam Parr, former Williams F1 CEO and now chief executive of Sported, a charity set up to ensure a lasting legacy for the UK's youth. Together with the rest of the Sported team, they are working hard to use sport to change the lives of disadvantaged young people.

"It all started when we were developing the bid," explains Mills, who became CEO of the London 2012 bid committee in September 2003, after he was approached for his strong business credentials (he had 20 years' marketing experience and is the inventor of Air

Sported supports hundreds of grassroots projects across the UK and has helped fund facilities

Miles and Nectar).

"We needed to get closer to the communities in East London, because that's where the Olympic Park would be built. Together with the local authority, we hired some coaches, booked some halls and playing fields and started to run sporting activities for the local kids. The borough and the police reported that it had a huge impact, because it gave the kids something to do in the evenings. It got them off the streets and engaged in something positive."

"As we developed our narrative when we were bidding for the Games, one of the strongest stories that came through was that the Olympics in London should be about more than just regenerating a part of the city and great sport. They should be used for something a bit more substantial."

I am talking to Mills and Parr in Sported's eighth floor office in St James's, London. There is a quiet hum of activity in the open plan office, which features framed photos of Olympic athletes and Mills' yacht racing team Team Origin

(yacht racing is one of his passions). The pair look relaxed, and clearly get on well, sharing banter as we prepare for the interview. As soon as they start talking about Sported, however, it's clear they are deadly serious about their mission.

Sported targets young people from disadvantaged areas of the UK by supporting the grassroots organisations that use sport to bring about social change in their communities.

Both Mills and Parr are absolutely convinced about the power of sport to change the lives of young people, and they've been backed up by a piece of research recently published by the Sported Foundation which has found that £4,000 per young person, per year, is saved by using sport as an intervention to tackle social problems. With 2.5 million young people living in areas of deprivation in the UK, this could add up to billions of pounds.

"Sport helps young people in several ways," says Parr. "Firstly, the young people we're dealing with don't necessarily have a great structure around them and sport can really provide a framework for their lives. Secondly, it provides a physical place where they can go and be safe and have people around them who want to be there. Thirdly, the people who run these organisations are inspirational



► – they're often mother or father figures to these young people. They're not just referees or coaches; they play a huge part in these young people's lives."

Parr cites a recent trip he made to Northern Ireland, where he presented a Belfast football club with a cheque which will be used to help develop a young men's leadership programme using sport for development. Parr met three young men who had been trained to become football coaches as part of this

Parr and Mills with Deutsche Bank CEO Colin Grassie at the launch of Sporteducate in June

programme, and was hugely impressed by what he saw.

"It's a tough part of the world – you have people selling drugs on the corner, lots of young people going down paths that are never going to lead anywhere,"

he says. "These three young lads were all not in employment, education or training (NEET), but they have been trained and are coaching the under 12s, under 14s and under 16s in football. They were fantastic young people – fit, engaged and confident. These young lads were making chances for themselves and they were role models for all the young people they were coaching."

GETTING STARTED

These are the kind of young people the London 2012 bid team was hoping to inspire when it made its promise in 2005. Back then, they had the vision, but no idea how to achieve it.

So when the team returned triumphant from Singapore, they didn't just have the job of organising the Games ahead of them, they also had to work out how to deliver on their promise of inspiring a generation.

After realising that there was nothing of significance in the Sport for Development sector taking place in the UK, Mills decided to establish Sported as a personal initiative, using £10m of his own money. He then recruited a new director, Jo Stocks, to lead it, and asked her to spend six months looking at the sports sector in the UK and working out where the gaps were.

Stocks reported that there was a whole sector that was using sport, not just for

A parkour project in Manchester aims to get young people away from crime and anti-social behaviour





Football projects are often the most successful when it comes to engaging disadvantaged youth

FORMULA 1 IS THE ELITE SPORT OF ELITE SPORTS. SPORTED IS THE EXACT OPPOSITE; IT'S ABOUT EVERY SINGLE PERSON, AND THAT'S EXCITING

participation, but as a means of helping young people.

"There were several thousand sports clubs out there, many of them very small, which were struggling quite hard to survive," says Mills. "The people that run them are local heroes, but nationally there has been very little exposure for these clubs. Individually they are all scrabbling around for funding and resources and there was no overarching organisation to help them.

"Jo said she thought there was an opportunity to set up an umbrella organisation to represent all of these clubs. If we can do that, she said, it would really deliver on our promise of inspiring a generation."

They spent the next year trying to find these clubs and work out what they needed, coming to the conclusion that they required several different things.

"They needed information, because they're pretty much on their own," says Mills. "They wanted people to help them with their business plans and they wanted to raise money."

Sported now has 2,500 member clubs, which must meet the criteria of using

sport for some sort of social purpose. The organisation is free to join and members get access to the Sported site with all of the information and data on it. It also has around 250 active, trained volunteer mentors, who help the clubs with anything from putting together business plans to negotiating lower rents for premises.

If the clubs need funding for significant projects, Sported will assist them with raising money and will also put its own funding in. So far, it has awarded grants of more than £2.4m, and has helped its members find a further £4m from other sources.

PARR FOR THE COURSE

Jo Stocks has led Sported for the past five years in her role as director, but this year it was decided that the organisation needed a chief executive. Adam Parr joined as CEO in April, with Stocks continuing as director.

For Parr, joining Sported represents a huge change from the glamorous, highly competitive and at times fraught world of Formula 1, where he spent five years as CEO and then chairman of the

Williams team. "Formula 1 is the elite sport of elite sports, because there are only 24 people in the world who do it," he says. "It's the hardest thing in the world to get into.

"Most sports have a development element to them, so you can reach out into the community. You can't do that with Formula 1 – there is zero development. Sported is the exact opposite; it's the inverse of elite sport. It's about every single person, so that's very exciting."

What was it really like leading the Williams team? "Educational," says Parr, carefully. "It's an amazing sport. It's personal for the drivers and it's very, very competitive. There's no getting together in the bar after the race."

I ask whether Parr took any lessons from his time with Williams. "There's one overwhelming lesson from Formula 1," he says. "If you measure stuff, and you hold yourself accountable – or in the case of Formula 1 90 million people hold you accountable – it's amazing what progress you can make.

"In 2010, when we stopped refuelling the cars in pit stops, it took 3.9 seconds to do a pit stop and change the wheels ➔



Mills says being deputy chair of London 2012 taught him how important sport can be in inspiring people

FORMULA 1 IS THE ELITE SPORT OF ELITE SPORTS. SPORTED IS THE EXACT OPPOSITE; IT'S ABOUT EVERY SINGLE PERSON – AND THAT'S EXCITING

► on a car. This year it takes 2.2 seconds. That shows what you can do if you measure something, you are held to account for it and you have to deliver. If we can do the equivalent at Sported, then we could have an enormous impact."

The recent research findings are all part of this aim of measuring the impact of the work Sported and its member organisations are doing. On the back of this research, the Sportworks app was launched in May 2013 – a shared measurement tool that allows sport for development organisations to measure the impact and societal cost savings of any planned or actual initiatives.

"One thing this sector hasn't done very well, is prove that it works," says Mills. "It was really important to provide the sector with a tool that could really demonstrate the economic and social value of sport."

A BUSY YEAR

2013 has been a big year for Sported. The start of the year saw the charity launch its first national fundraising campaign – Choose Sport – and announce a media partnership with The Sun newspaper. Adam Parr's appointment was announced in April, closely

followed by the announcement of a multi million pound sponsorship deal with Deutsche Bank. This partnership sees the two parties working together to develop Sportseducate, an education programme that will be rolled out across grassroots sports clubs in London. As part of the programme, Deutsche Bank will provide 33 community sports clubs with funding to develop education programmes for 11 to 18-year-olds at risk of exclusion from school. If the three year pilot is successful, the scheme will be expanded across the UK.

"This is experimental – it's very new – but we're confident it will have a real impact," says Parr. "Most of these kids do have ambitions, but when they are at school or home and want to do their homework, there are lots of distractions and difficulties put in their way. If you go to a club where the resources are there, you get help, you've got a coach who you admire telling you to sit down, and mates there who want to sit down and study, that makes a huge difference."

Also in June, Sported announced that it had chosen ukactive as its charity partner for 2013-2014, something which will be important for raising both funds and awareness of the work of Sported. This is

important, because as well as supporting individual clubs, championing the sport for development sector as a whole is a key aim for the charity.

"Our sector gets a tiny amount of government funding," says Parr. "I believe that's because, while it's actually beneficial for the health department, justice department, education department, sports department and home office, it doesn't fit neatly into anyone's area, so nobody particularly feels a responsibility for it. It's important to make sure that when people think 'I'd like to put something back into society', they think of our sector. At the moment we're not even on the radar."

OLYMPIC LESSONS

Mills says that his time as CEO of the bid team and then deputy chair of London 2012 taught him some valuable lessons. When he was appointed CEO, he had no sporting background, and had never been to an Olympic Games. The job showed him how important sport can be as a way of inspiring people, and he says the biggest lesson he learned was what can be achieved when people work together. "Hosting a successful Games required the cooperation of the entire





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Draycott has seen her life turned around since joining the Sported-supported Aspire

A HELPING HAND



Perry Draycott is 24, she's been a member of the Aspire Boxing Academy in Sheffield since 2010 and now has two national boxing titles to her name. But life for Draycott was very different before she found boxing.

"I joined Aspire in February 2010 after seeing Sharon Holford, who's now one of my coaches, in a local paper," she says. "She'd been winning loads of titles so I decided to get in touch with the gym. I'd been to a couple of

boxing gyms before then but seeing Sharon's story really inspired me.

"So much of what I did before I found boxing you just couldn't write about. I'd left school, never really worked and I was doing stuff I shouldn't have been because I didn't have any direction. From about the age of 14 to 21 I was just getting into trouble, spending my weekends drinking and taking stuff I shouldn't have been. I was locked up several times.

"All my friends are still doing the

same things. I don't know where I would be if I hadn't discovered boxing – probably locked up or worse."

Draycott has now joined the army as a way of introducing discipline into her life, has been put forward for Team GB assessment and is hoping to get a place at the 2016 Rio Olympics.

"If I don't make it there will be other events to look forward to and I'll just keep working hard," she says. www.sported.org.uk. To donate, text KEEP12 plus your donation to 70070

➔ country," he says. "That's something I've taken onto Sported. Each individual club is doing a great job, but together they can be hugely powerful."

His experience with London 2012 was one he'll never forget, says Mills.

"It was a 10 year experience, from starting the bid with a blank piece of paper, through to the closing ceremony of the Paralympic Games," he says.

"The thing that gave me the most pleasure was seeing the country come together in a way we could only ever have dreamed of. In the very early days there was a huge amount of cynicism – people thought that we couldn't win it, and once we had, they thought we would screw it up.

"The thing that really got the tear ducts going was the arrival of the torch. When it arrived in the UK, it was the

first moment the public was actually exposed to the Olympics. I sat on the media truck as the torch travelled up through Cornwall. The crowds were getting bigger and bigger, and we could see the impact it was having on people – we could see the tears, the emotions, the kids on grandparents' shoulders. When we arrived in Plymouth, 55,000 people were waiting to see it arrive. It was phenomenal. That's when I thought, 'it's going to be all right'."

That's not to say there weren't moments of worry in the lead up to the Olympics, however. "There was a lot of nervous anxiety just before the Games," Mills admits. "When you work on something like that, you have thousands of moving pieces, and as they come together you realise that some of them don't quite fit as well as they should.

As soon as we got through the opening ceremony and into the Games, though, it was a real pleasure to be a part of."

The big thing for Sported over the next few months is the Keep the Promise fundraising campaign, which was launched in July to coincide with the first anniversary of the Games.

Both men say they are driven by a need to see Sported succeed. "I'm driven by challenges, whether they are personal, about the Olympics or sailing or business or making sure that Sported is the most successful foundation in the sector," says Mills. "I like a quote of Einstein's, which basically says that life has no meaning, except in the service of others," says Parr. "As I get older, I think that's very true, and I think that Sported is an opportunity to turn that into reality." ●

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STREET CRED

StreetGames, a charity delivering sport to disadvantaged communities, partnered with Coca Cola to commission a report on participation. Dr Laura Hill from Brunel University, which undertook the research, outlines the findings

DR LAURA HILL • SENIOR LECTURER (YOUTH SPORT) • BRUNEL UNIVERSITY



Since its launch in 2006, StreetGames' vision has been to assist the most disadvantaged young people and communities to enable them to enjoy the benefits of sport and participate at the same rate as their more affluent peers.

The charity defines its approach to the delivery of opportunities as 'doorstep sport' – taking sport to communities at the 'right time, right price, right place and in the right style'.

The doorstep sport approach addresses the needs of young people who may not have the finances, support or knowledge which is needed to get involved in sport. It has developed a wide range of resources that help to identify and overcome barriers that impact young people's participation, including concerns about safety, fees, travel, activity choice, adult support, confidence, familiarity with the environment and overall knowledge of the activities.

The StreetGames network has grown substantially – collectively delivering more than 110,000 doorstep sports sessions, attracting more than 228,000 participants and 2.3 million attendances. StreetGames uses its financial and experiential resources to lobby for greater investment in disadvantaged communities, to develop the skills and knowledge of sports workers and to consider ways to improve the quality of sports delivery in renewal areas.

LIZ LOWE CORPORATE RESPONSIBILITY AND SUSTAINABILITY MANAGER AT COCA-COLA GB

Coca Cola chose Streetgames as its grassroots sports partner in 2010. The deal came to an end this year, when a further three-year deal was signed.

How did Coca Cola GB identify Streetgames as its grassroots sports partner?

We've a long history of supporting grassroots sport and have done a lot of work with the English and Scottish school football associations.

When our 10-year sponsorships with those organisations came to an end, it was no longer appropriate for us to work in a school environment – regulations mean we can no longer sell our drinks through schools. So we

were looking for something different, something that would appeal to those who weren't already physically active – as opposed to the work we had done with elite school football teams.

During the search, we came across StreetGames. We soon realised it was the perfect fit for everything we were trying to achieve in terms of delivery. The audience they worked with was perfect, as not only is it about getting young people more active, but it's also doing a remarkable amount of social good. StreetGames works in the most deprived areas of the country so it's both the physical and the social side that they get involved in.

Was Coca Cola involved in the Brunel report?

After discussing the possibility of doing a research project with StreetGames, we felt that a

report on legacy would be beneficial not only to StreetGames but also to any future host nation of an Olympics. Coca Cola is a long-time sponsor of the Olympic Games and we had the desire to find out whether 2012 made a real difference in participation. We wanted to produce something that we could share with our global partners and to help future legacy projects. The report was funded fully by Coke Foundation – a global philanthropic fund.

How will you implement the Brunel report's findings?

The most important thing is to share the report and its findings with our colleagues in Russia and Brazil, the hosts of the next two Olympic Games. Coca Cola Brazil is looking at the relationship that we've set with StreetGames because grassroots projects will be important at Rio 2016.





VOLUNTEERS

Developing volunteers is also a key part of StreetGames' work and over 6,700 young people have begun volunteering in StreetGames projects. The Doorstep Sport approach has also been incorporated into Sport England's recent strategy document *Creating a sporting habit for life: a new youth sport strategy*, which sets a target of developing 1000 sustainable Doorstep Clubs.

Two recently funded projects have helped to showcase StreetGames' ability to contribute to the London 2012 legacy by creating opportunities which engage young people from diverse socially disadvantaged communities: 'Building a Participation Legacy' and 'Us Girls'. Brunel University's research on these projects was designed to explore the doorstep sport approach and its capacity to engage young people.

BUILDING A PARTICIPATION LEGACY

The Building a Participation Legacy project was part of the London 2012 Olympic and Paralympic Games in Disadvantaged Areas programme. It was funded by a Coca Cola Foundation grant.

The goal was to create five projects which would develop a sustainable sporting legacy; increase sport and physical activity levels and encourage positive behaviour change.

Each of the legacy projects targeted its programme towards particular groups of disadvantaged young people in their communities and each included initiatives designed to attract at least one group who typically have

- ▲ StreetGames aims to engage and empower young people living in disadvantaged communities
- The charity's ambassadors include Olympians such as Tony Agogo

particularly low engagement in sport, including girls, people from migrant communities and estates where safety was a concern, ethnic minority groups and young people with little previous interest in or experience of sport.

One of the most interesting findings was that young people perceived that their StreetGames experiences led to increased social skills

The capacity to deliver activities at low cost and the willingness of workers to ensure that venues were perceived as accessible and friendly helped with the success of the programmes. Consultation with participants is part of StreetGames' style. As one coach said: "We ask young people what they want or just fit the sessions around them." The right style for StreetGames sessions is typically informal, participatory and active.

Coaches were identified by young people as particularly contributing to their enjoyment and many felt that StreetGames coaches were more helpful than



teachers, parents or friends in supporting their efforts to get involved in sport. A key part of this appears to be their willingness to spend time developing trusting relationships with young people. One participant said: "They listen to what we want to do, rather than telling us." The qualities young people admire in StreetGames coaches represent a combination of youth work and coaching skills such as being friendly, fun, polite, nice, easy-going, accepting and supportive.

One of the most interesting findings was young people perceived their StreetGames experiences led to increased social skills. Engaging with their peers, meeting new people, working in teams and developing positive relationships with adults were all described as benefits.

Young people who volunteered were particularly positive about their ability to take on responsibility, lead sessions, and interact with others. One said: "I like to wear the StreetGames volunteer t-shirt. Teachers see me wearing it and ask what I do. They didn't speak to me before."

US GIRLS

The Us Girls initiative was part of Sport England's national Active Women campaign which involved getting more than 30,000 women, aged between 16 and 25, from disadvantaged



- ▲ Affordability of sports was highlighted as a key factor by the report
- ▼ The StreetGames model is based on 'doorstep sports' in urban areas

► communities more active. The project involved more than partners working in 47 disadvantaged areas across England.

Our research was collected during the course of the initiative and was used to inform training and the development of resources for practitioners including the development of a series of 'how to' guides, a three-hour training workshop and web-based resources.

One of the challenges of the Us Girls programme was gaining understanding of the 'right time, right price, right place and right style' for the diverse groups involved in the initiative, including students, young mums, women in full time employment, Muslim women, and NEETs. Successful times for sessions varied considerably by both day of week and time of day and had to be tailored to the community. There was also no right activity and so the projects offered a varied menu of activities



JANE ASHWORTH CEO, STREETGAMES

Do you agree with the report's finding that affordability is vital for engaging young people in sport?

In disadvantaged areas it's absolutely essential to ensure that sports sessions are affordable. However, providing free or low cost sport sessions alone will not guarantee success. It's essential for sporting offers to be provided 'at the right time, right place, in the right style and at the right price' if they are to attract disadvantaged young people.

It's also crucial to have the 'right' coach delivering sessions – typically one with a blend of inter-personal, youth work and sports-specific knowledge. This can be achieved through the engagement and up-skilling of local volunteers and working in partnerships with other agencies such as schools, youth service, national governing bodies of sport and housing associations

How are you implementing the findings?

We've used the report to inform the content of our training workshops



– ensuring that the content of the workshops is grounded in research and real life examples of what works. Many of the local Doorstep Sport Club projects which were covered in the report, were able to sustain their participants in a variety of ways.

How proud are you that the report could influence the way organisations think about getting young people active?

It is a source of pride to everyone at StreetGames that we were involved in this study. It illustrates how we try to work, in terms of developing doorstep sport projects locally – ensuring that we gather and learn from delivery and then sharing the learning to lobby and advocate support for a doorstep sport approach.

Will you expand?

We're always looking to expand and welcome organisations which are keen to engage disadvantaged young people in sport. Details: streetgames.org

including dance, exercise and team sports. One of the key successes of the initiative was its capacity to address the needs of women who had little confidence in their sporting abilities and who were anxious about getting involved in sport. The Us Girls strapline 'Fun, Fitness, Friends: Get Together With the Girls' was deemed to be a successful

marketing tool which seemed to reassure some women that the sessions would be different from more formal school and sport environments. Although a wide range of marketing strategies were used, more personalised recruiting through friends, intact groups and taster sessions were particularly successful. Incentives bearing the Us Girls logo were also successful in attracting participants, encouraging attendance and engendering a sense of belonging to a national initiative. As in the legacy

project, many participants highlighted the importance of the coach for their enjoyment, motivation and attendance. Us Girls' 'style' was characterised by a relaxed atmosphere which allowed women to have fun, be social, and engage in high levels of activity in a non-judgmental environment.

A STREETGAMES LEGACY

The StreetGames legacy has been its capacity to support local organisations and address barriers which lead to socially disadvantaged young people's exclusion from sport and volunteering. As a researcher, one of the rewarding aspects of working with StreetGames is its desire to learn what works and to learn from mistakes as well as successes.

StreetGames' has demonstrated how a national charity, dedicated to developing sport, can manage rapid growth, attract funding, engage in partnerships and deliver effective programmes. This may be some of the most important elements of its legacy. ●

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O'Brien's total solutions services include all aspects of sports pitch construction and use the latest ground modelling

technologies to ensure the design meets clients' needs and budget. With an in-house team dedicated to ensuring the right materials are selected, and partnerships with quality turf manufacturers O'Brien can deliver the perfect surface to meet all playing needs.

Investment in new technology and people development is top of the agenda to ensure they provide first class service.

SUCCESSFUL PROJECTS

Recent projects that O'Brien has completed include the St Finbarr's Sports and Social Club and Eastwood School, both of which were delivered on time, on budget and to the highest professional standards. In both cases, by providing and implementing proactive proposals, O'Brien was also able to reduce the client's costs without compromising the quality of the end product.

St Finbarr's Sports and Social Club, West Midlands - as the Principal Contractor O'Brien has completed a design and build contract for the construction of a 3G football pitch. The contract involved earthworks drainage, sub base, fencing, lighting and surfacing for the sports club. Desso IDNA 3G was laid on the pitch and the installation of a central dividing curtain allows the club to play multiple 5-a-side games at a time.

Dave Crowley, St Finbarr's Sport Club Manager, said: "We are really pleased with the new pitch O'Briens has constructed - it is by far one of the best pitches in Coventry. Many of our members have commented on the outstanding quality and feel of the pitch and feedback has been nothing but positive. O'Brien listened to our requirements and did not disappoint, the pitch is fantastic."

Steve Hillman, General Manager - Sports Division, said: "We made sure we listened

to the St Finbarr's requirements, and used our knowledge and expertise to deliver the best solution while meeting the timeframe and budget set.

Eastwood School, Essex - as the Principal Contractor O'Brien designed and built a synthetic Mondo six-lane 400m IAAF and UK Athletics track. The track selected was Mondo Sportsflex SX, the same used for the 400m running track at the London 2012 Olympics.

Mondo's UK Project Manager, Joe Hoekstra, said: "We require first-class preparation for all our tracks. O'Brien did not disappoint, their work was second to none."

IN PROGRESS

Kewford Eagles FC

O'Brien is currently working on a design and build contract for Kewford Eagles FC 'Grassroots' project, which will see the construction of 11 natural grass pitches and associated clubhouse facilities.

Phil Mann, Faithful and Gould, Contract Administrators, said: "We chose O'Brien after liaising with their in-house team and looking through their array of successful projects. We haven't been disappointed so far. O'Brien has been nothing but helpful, accommodating and productive.."



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HELEN GRANT

A sports enthusiast and former regional judo champion, Grant was named as the new sports minister in October, following Hugh Robertson's move to the Foreign Office

JOHN GOODBODY • SPORTS JOURNALIST

Helen Grants has no doubts. The new Minister for Sport is a firm believer in the benefits that exercise can bring to people, not only in their health but also in their feeling of self-worth, something that can help their academic work, careers and lives.

She should know. Grant has come from being the only black girl in a single-parent family on a housing estate in Carlisle to qualifying as a solicitor, setting up a successful practice, becoming the first black Tory female Member of Parliament and finally to being

appointed a Minister, all while bringing up a family of two boys.

Sport, she knows, can help an individual's self-confidence and she needed it when she struggled against bullying and racial prejudice at school.

She says: "From quite an early age, I knew I was a quick runner because I used to do well in the village sports days. When I was at primary school, I wasn't especially academic. It was pretty much sport that gave me the self-esteem that those of us, who are into sport, know they can get. It was in the 1960s and, at one stage, I was the



Grant was first elected as an MP in 2010



Grant used judo to "stave off trouble" while growing up on a council estate in Carlisle, Cumbria

only person [there] with a darker skin. There was a fair bit of prejudice around and there was some bullying." The fact that there were what she now terms as "scraps" was a factor in her starting judo for self-protection. It quickly became, she says, "a mechanism for staving off trouble".

"I liked the discipline of the sport and having to learn the names of throws and I liked the feeling of winning. Judo and my running gave me a focus." She became the north of England and southern Scotland junior champion and was also picked for her county at athletics, cross-country, hockey and tennis.

"Sport is in my DNA" she emphasises. "It kept me healthy and taught me to be part of a team and to know that if you are not a team player then that team is going to lose.

"It also taught me the importance of individual activities. You also think 'If I can be good at sport, then maybe I can be good at academic work too'."

OLYMPIC MEMORIES

Did she have any early heroes or heroines? "The first Olympics I remember were those in 1972 in Munich. I remember the commentator (David Coleman



Grant hopes the examples set by elite female athletes such as Jessica Ennis will inspire more women to take part in sport

on the BBC) urging on Mary Peters to win the pentathlon and also I recall Olga Korbut in gymnastics. The Soviet gymnast became the global darling of those Games after she fell off the asymmetric bars and burst into tears, although she still ended up with three gold medals that year.

Grant studied law at Hull University and then took specialist legal qualifications in Guildford and eventually joined a solicitor's practice in Wimbledon concentrating on family law. In 2006, she worked with Iain Duncan Smith's Centre for Social Justice as the Conservatives drew up a policy to deal with family breakdown. Simultaneously, Grant was a non-executive director of the Croydon NHS Primary Care Trust for more than two years before resigning to focus on her political career. She became MP for Maidstone and Weald at the 2010 General Election succeeding the retiring Ann Widdecombe.

It is no coincidence that she has been appointed minister in a department headed by Maria Miller, the Secretary of State for Culture, Media and Sport. Miller is determined to encourage more females, particularly teenagers, to get active. Already an extra 500,000 have

been taking part in sport over the last year but Grant says: "Still many are not as engaged as we would like. Some stop when they leave school. Many women are juggling their work with domestic duties and having children.

"We have to think more imaginatively, such as providing creche

Getting women into any physical activity is a plus – but we want more women doing sport more often

facilities. It's very hard to get out and do something when you're taking care of children women-only sessions are also important. Getting women into any physical activity is an absolute plus and could be the way to great things. We want more women doing sport and enjoying it. The media has a big part to play. Good progress has already been made but the more exposure we can get, the better it will be."

PUTTING INTO PRACTICE

The department is going to examine the results of the 12-month long experiment undertaken in Bury, Greater Manchester, in which women will be attending activities such as group runs, dance and fitness sessions, including zumba and aerobics. Bury won a national competition, organised by Sport England, to run a pilot scheme to discover what attracts women to activities and what turns them off. A total of £1.8m of public funding has so far been earmarked for the initiative.

There is a fear among some young women that exercise will give them large muscles. Grant rejects such claims. "Personally I never thought that way. I was always fit when I was young and my legs and arms were quite thin. Some of our stars looks fantastic. Look at Jessica Ennis for example."

And Grant herself continues to practise what she preaches. On holiday last summer she played tennis every day and, at home, goes sailing at weekends and runs on a treadmill that she has at home. Now she just wants more people to follow her example.

• Grant was interviewed by John Goodbody for *The Sunday Times* ●

A new Lifestyle Report by English Federation of Disability Sport shows that seven in 10 disabled people are still inactive. Emma Spring and Sarah Marl outline the report's full findings.

THE RIGHT TO BE ACTIVE

A number of studies were conducted after the Paralympics and they all showed that the London 2012 Olympic Games played a pivotal role in raising awareness of disabled people and their interest in being more active.

While this initial insight indicates disabled people's potential interest in opportunities, the reality is that seven in ten disabled people are currently inactive and less than half the number of disabled people take part in sport or physical activity once a week when compared with non-disabled people – 18.2 per cent vs 38.76 per cent –

with 71.4 per cent of disabled people reporting that they did not take part in any sport or physical activity in the last month (*Active People 7, 2012-2013*).

The English Federation of Disability Sport (EFDS) works with a number of providers across various sectors to be more inclusive, as well as to encourage disabled people to be active. Programmes like the Inclusive Fitness Initiative (IFI), disability sport events and the new Sainsbury's Active Kids for All training, which is delivered in partnership with other agencies, support EFDS's vision that disabled people become active for life.



Around 30 per cent of disabled people currently go to a gym

The low participation rates contrast with the demand shown by disabled people for more opportunities to be active and we believe this means there's a need to examine more fully whether providers are meeting disabled people's expectations, fulfilling their desires and supporting their motivations to take part with the types of opportunities they offer: the facilities, the people they include, as well as the way they market the opportunities, will all play a part in the success of future delivery.

MISSED OPPORTUNITIES

Based on the need for more insight, EFDS embarked on a research project to better understand the needs and desires of disabled people. It took a novel approach, looking at their lifestyles and trying to understand what they enjoy doing with their spare time and what they find important in their lives. EFDS used the data to try and gain an understanding of the extent to which sport and physical activity play a role in disabled people's lives.

The purpose of this approach was to create the first phase of an on-going research project to encourage the sport and leisure sectors to think about things in a different way. EFDS wanted to help create sport and physical activity opportunities, which reflect what disabled people enjoy doing or would

DISABILITY SPORT IN NUMBERS

- Disabled people's spending power is estimated at £80bn (*Department for Work and Pensions, 2005*)
- Less than half the number of disabled people take part in sport or physical activity once a week compared to non-disabled people (18.2 per cent vs 38.76 per cent) with 71.4 per cent disabled people taking part in no sport or physical activity in the last month (*Active People 7*)
- 7 in 10 disabled people want to do more sport or physical activity (*EFDS Lifestyle Survey*)
- 3 in 10 disabled people currently attend a gym (*EFDS Lifestyle Survey*)
- 6 in 10 disabled people are limited in taking part in sport or physical activity by the lack of suitable opportunities available or the lack of awareness of things that are available (*EFDS Lifestyle survey*)
- 64 per cent of disabled people want to take part in sport with a mix of disabled and non-disabled people but only 51 per cent currently do due to lack of suitable opportunities (*EFDS Lifestyle survey*)



The report provides a baseline understanding of disabled people's lives and what they want and need from sport and physical activity

The fact that disabled people's participation in sport is much lower than non-disabled people is a serious concern

choose to take part in. The long term aim is to provide more robust guidance, based on strong evidence, of what they want and how to provide it.

To attract more disabled customers, as well as their family and friends, it's important to understand what opportunities are better suited and more appealing.

Disabled people are not contained in one homogenous group. Instead, it may be better to identify the main drivers and motivations for them to take part, and use those to guide opportunity ideas.

RESEARCH

Conducted by EFDS, the research took place between November 2012 and January 2013 and included a total of 476 people aged 14 or over from across England. Disabled people and their representatives (for those unable to complete the survey without support) completed the survey online, over the phone and face to face. An easy-read version of the survey, containing fewer questions and more images, was created to ensure that people with a learning disability could also take part.

The report showed a significant latent demand for sport and physical activity among disabled people, with seven in 10 wanting to do more. However, a lack of awareness of the opportunities prevents three in ten from taking part.

Barry Horne, CEO of EFDS, said: "This report highlights that there's still a big gap between ambition and reality when it comes to disabled people's participation in physical activity. There's been a huge focus on elite level participation and the Paralympics produced fantastic role models, but the real change is required at grassroots level. The fact that disabled people's participation levels are much lower than non-disabled is a serious concern, especially as the benefits of physical activity to wellbeing are widely known."

The report provides an interesting baseline understanding of disabled people's lives and what they want and need from sport and physical activity. It isn't designed to offer all the answers, but to act as a starting point for how to improve things. EFDS wants to encourage the sport and leisure sectors



The research included 476 disabled people

to think about provision for disabled people from a different angle – taking into account their views and perceptions.

LIFELONG ENJOYMENT

Only half those surveyed said they'd enjoyed PE at school: a worrying statistic, given all children are exposed to PE as a mandatory subject. This negative experience could have a significant impact on their likelihood of continuing activity after leaving school.

Horne commented: "If people are being turned off participating in sport because of their experience at school, ➔

- it's a much bigger challenge to engage them later in life when their behaviours and attitudes towards sports participation are more deeply ingrained."

However, seven in ten said that they enjoyed taking part in sport and physical activity outside of school. This means there is potential for the leisure sector to provide opportunities for those who enjoy taking part in other settings.

WHAT MORE CAN BE DONE?

The demand for fitness activities is clear. In the same EFDS report, exercise was cited as the most popular sport- and physical activity-related hobby, being chosen by 46 per cent of disabled people overall. It was also the most popular hobby for disabled men (57 per cent).

While the barriers to sport and exercise participation have been determined as psychological, physical and logistical, the barriers for providers seem to be centred in two areas: firstly, fear and discomfort around disability, a narrow understanding of access and confusion about what is meant by "reasonable adjustments". Secondly, low awareness by operators of how to boost sales and profits by making their operation more attractive to disabled customers.

EFDS's IFI programme aims to help eliminate these fears and insecurities. It leads the way in providing accessible physical activity and increasing participation amongst disabled people. EFDS has been delivering the IFI programme for more than 10 years and in this time has accredited more



Schemes such as the Inclusive Fitness Initiative have helped bring down barriers for accessibility

than 400 gyms. Those gyms realise how important accessibility and service provision is for disabled people.

The IFI Mark is an accreditation standard which addresses the physical access of the building, fitness equipment, customer service training, marketing and exercise programming for disabled people. Any gym can apply to be audited – whether publicly or privately owned.

"EFDS is confident the infrastructure is in place within IFI Mark gyms to support the demand for fitness training at a local level," says Horne. "With support from programmes like the IFI, everyone can enjoy exercise at their own leisure – including disabled people. We look forward to welcoming more gyms as accredited sites, so provision is increased – both geographically and access wise". ➤

TIPS FOR FITNESS FACILITIES

- IFI accreditation: Consider the IFI Mark to celebrate your facility's inclusive environment. It is assessed every three years, accredited at one of three levels to support continuous improvement and ensures inclusion is achievable from entry level up.
- Insight on and market research with disabled people: knowing more about the demographics of disabled people, their interests and information points in your local area can really help you to add value and fill in the service gaps. Perhaps set up your own disability forum to support your processes.
- Monitor and improve customer services: increase your channels for

feedback from disabled customers and potential customers who could be tempted to use your facility. It is a crucial part of marketing to identify and satisfy customer needs.

- Workforce training: as well as your customers, the people who work as staff or volunteers in your facility are your most valuable asset. Training is available to ensure your facility is welcoming to everyone. Perhaps have your own method to recognise their achievements to champion inclusion. Ask IFI about upcoming customer service training.
- Use inclusive imagery: include disabled people on marketing materials. This includes leaflets, banners and especially

websites. Include imagery which shows disabled people enjoying your facility with non-disabled people.

- Widen your reach: identify disability groups, GP referrals, public and voluntary organisations. Remember disabled people look for family, work-convenient, mixed ability offers too.
- Come and try: open days and taster sessions can often be a good way for everyone to experience your facility. Trial periods also support disabled people's decision-making.

If you're looking to find out more about the IFI Mark, visit EFDS's dedicated website: www.efds.co.uk/inclusive_fitness/the_ifi_mark

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▲ Providing access is crucial ► The study shows disabled people prefer to take part in sport alongside non-disabled people. This was reflected in a recent Guinness advert that went viral and could change the perception of disability sport for many



► To assist leisure providers and purchasers of fitness equipment, the IFI operates an endorsement scheme for commercial fitness equipment which recognises products which have been designed with accessibility in mind. All IFI Accredited fitness equipment must meet IFI Equipment Design Standards to be fully inclusive: this means it allows both disabled and non-disabled people to use it for a full body, cardiovascular and resistance-based workout.

The IFI works pro-actively alongside the fitness equipment industry to influence and support the development of accessible fitness equipment.

MORE EXERCISE, MORE OPPORTUNITIES

To attract more disabled customers and their family and friends, it's important sport and fitness providers understand what opportunities are better suited and more appealing. Greater awareness, improved communications and wider connections, as well as local opportunities were noted in the report; a new toolkit is now available to IFI accredited sites to support them in embedding good marketing practices.

Eight out of 10 (78 per cent) of disabled people said they use the

To attract more disabled customers, it's important that sport providers understand what opportunities are better suited and more appealing

internet to find out about hobbies and interests, so it is worthwhile for fitness facilities to improve their presence online. Not only that, but thinking wider than the usual distribution lists helps to reach more disabled people. Although the internet is not suitable for all customers, when teamed with more distribution channels, it means there's better access to the information.

Horne said: "For disabled people who are keen to be active and want to be included, the development, delivery and active promotion of appropriate opportunities is vital. Our research will help inform policy and practice that enables full participation at every level."

Fitness providers are in a great position to deliver more opportunities which match one crucial finding in the EFDS report. More than six in ten (60 per cent) of disabled people said they would prefer to take part in sport and physical activity with a mix of disabled and non-disabled people.

As well as in the health club or gym environment, there are lots of examples of facilities delivering mixed classes which meet this need.

While it's acknowledged that a mixed setting of disabled and non-disabled people is not suitable for all sport and physical activity situations, more can be done to increase the number of offers available. For example, the EFDS report showed that three in 10 disabled people currently use the gym. Gyms are usually within facilities that provide other facilities, such as swimming pools and sports halls. Combining activity offers and promotion placement can have many advantages and can help to extend facility usage and participation among disabled people who are already doing some exercise. ●

• The English Federation of Disability Sport (EFDS) is the national body and charity dedicated to disabled people in sport and physical activity. For more details, go to <http://www.efds.co.uk>

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PITCHCARE

BY ROYAL APPOINTMENT

A game of football took place in the garden of Buckingham Palace on 7 October 2013, as part of The FA's 150-year anniversary celebrations.

We find out about the work required to produce the playing surface

COLIN HOSKINS • TURFGRASS JOURNALIST

Grounds care teams who saw media coverage of the football game, held recently at Buckingham Palace, applauded the efforts of Tony Stones, Wembley Stadium's grounds manager and Institute of Groundsmanship (IOG) member, who worked with royal household gardeners to create a beautiful pitch in the 39-acre garden.

The game – staged as part of The Football Association's (FA) 150th anniversary celebrations – recognised the commitment of the 400,000-strong army of volunteers who dedicate hours to grassroots football throughout the UK.

The Duke of Cambridge, president of The FA, helped arrange the Southern Amateur League fixture between Polytechnic FC, which was established in 1875, and Civil Service FC, the only surviving club from the 11 which founded The FA in 1863. Around 200 spectators attended the event on an invitation-only basis – around 10 times the average attendance for either club.

The Duke hosted the event and presented medals to 150 grassroots volunteers in recognition of their dedication. The recipients were chosen for their outstanding contribution to football and the awards acknowledged the dedication of groundsmen as well as recognising their contribution to the development of the women's game, refereeing and providing opportunities for disabled players.

The Queen wasn't present, as The Duke commented: "Her Majesty, who has been the proud patron of The FA for 61 years, sends her regrets that she can't join us today. The small silver lining to Her Majesty not being present is that there shouldn't be any corgis running onto the pitch."

PITCH PREPARATION

Stones says the intention from the outset was to replicate Wembley's Desso playing surface as closely as possible, including the creation of a criss-cross pattern in the turf – albeit on a 100m x 60m sward that's a mixture of rye, bents and fescues, plus the odd patch or two of chamomile.

The grass had already been re-seeded in places to repair wear and tear caused by a busy summer of activities, from Royal garden parties to the staging of the Coronation Festival.

Having inspected the site, Stones said: "This will be fine to play football on; it's in good shape. At Wembley, the grass is normally cut to a height of 19mm but we'll increased that to 26mm here to give the lawn some protection."

In the build-up to the game, royal household gardeners aerated the pitch then mowed it three times a week, making the final cut 24 hours before kick-off, as well as giving the turf two treatments of fertiliser 'to green it up'.

Portable goals were used, to avoid too much disruption to the lawn, and the players were asked to use studs that were shorter than usual.

FOCUS ON 100 PER CENT CARE

Preparations for the game coincided with a very busy time for Stones and his Wembley team; in the weeks before the game he attended the SALTEX show at Windsor Racecourse, where he joined the IOG's Ask the Expert sessions, fitting this and the work at the palace in with preparations for an NFL (American football) fixture at Wembley.

Despite the number of commitments, Stones says his team remains focused whatever the event: "We treat every game the same – everything gets 100 per cent care; whether it's a company day, the Champions League final or a game at the palace. It's an honour to have been involved in this event but it's not about us, it's about the volunteers who were recognised on the day."

As part of the FA's 150-year celebrations, four volunteer groundsmen were recognised for going beyond the call of duty to raise standards in turf care at football facilities.



The Duke of Cambridge hosted the event, which also honoured hundreds of volunteers



The pitch was prepared by Wembley head groundsman Tony Stones, who described being involved in the project as “a real honour”



James Talbot from Nantwich Town FC, Mark Webb from Shortwood United FC, Brian Quinnell from Bognor Regis Town FC and Phil Bailey from South Normanton Athletic were all presented with their Groundsman of the Year awards at the palace by the Duke of Cambridge. Commenting on the recognition of volunteers, Geoff Webb, CEO of the IOG, said: “The fact that The FA has recognised the contribution made by volunteer groundsman up

and down the country reinforces how the groundscare industry is not only endorsed by national governing bodies, but also, importantly, how it continues to gain widespread national publicity through events like this. The IOG consistently champions the role of groundsman, both professional and volunteer, and this includes our annual Industry Awards that achieve national recognition for the unstinting dedication of the groundscare sector.”

IOG annual industry awards

The IOG celebrates the best in grounds management at its industry awards ceremony on 5 December at the Ricoh Arena, Coventry. Young volunteer professional and innovative groundsman, groundswomen and grounds teams have been nominated for 18 industry awards by their peers. Their applications have been judged by groundscare experts and those shortlisted will receive a site visit to determine the award winners, who will be announced at the event, which attracts hundreds of guests.

He added: “It’s also clear that the effort that went into converting the palace lawn into a football pitch typified the attitude and approach of Tony Stones and his team – and the groundscare industry as a whole. It was gratifying and appropriate to see that the decision was made to play this historic match on natural turf.” ●
To find out more about the Institute of Groundsmanship, go to www.iog.org or call +44 (0)1908 312 511

SPATEX 2014 aims to score at the Ricoh Arena



MOVING IN ITS 18TH YEAR TO A NEW CENTRAL LOCATION OF COVENTRY'S RICOH ARENA, SPATEX 2014 IS SHAPING UP TO BE THE MOST AMBITIOUS EVER

More than a hundred exhibitors; experts headlining the technical ISPE workshops and a plethora of new networking opportunities mean that SPATEX remains one of the waterleisure industry's most dynamic exhibitions.

The benefits of waterleisure are becoming increasingly appreciated in the commercial sector. It's well known that pools, saunas or spas are some of the best relaxation resources that a leisure provider can offer customers.

Aside from simply imbuing the user with a sense of wellbeing, water offers an excellent means of exercising and is of course, great fun. So, if you're business is waterleisure or your company is looking at entering this sector, then SPATEX 2014 at the Ricoh Arena's Jaguar Exhibition Hall from Sunday 2 February to Tuesday 4 February needs to be highlighted in your 2014 diary.

First and foremost SPATEX offers a unique insight into all that's happening for the coming season. Bringing together all the big companies and the industry's movers and shakers under one roof, SPATEX is a showcase for the latest innovations and new products.

AN INDUSTRY EVENT

2014 sees SPATEX move to a new venue at the Jaguar Exhibition Hall in the Ricoh Arena, Coventry. Coupled with the fact that it offers 2,000 free on-site car parking spaces, it was chosen for its central location – being just 500 yards off the M6 and within two hours commuting time of 75 per cent of the population.

The train journey from Birmingham International airport to Coventry station takes approx 15 minutes, with trains running every 10 minutes. Added to this, the venue is less than two hours



Coventry's Ricoh Arena will host next year's SPATEX event from 2-4 February 2014

from Heathrow Airport.

Aside from being "by the Industry, for the industry", with all profits being directed back into the Industry, SPATEX is often talked about as being "The exhibition which attracts the experts".

The highly popular ISPE (the Institute of Swimming Pool Engineers) workshops that have become such a feature of SPATEX are back in even greater number for 2014 with 20 new topics.

Twenty five sessions are planned over the three days, with a new look to the content of the programme. Workshops range from the new electrical requirements for pools, spas and saunas; the detection of *Cryptosporidium* to the types of insurance a pool company should consider. To view the full workshop programme and event details, visit: www.spatex.co.uk

TRAINING OPPORTUNITIES

Leisure Operators' Day on Tuesday 4 February will consist of valuable

training and workshops for managers and leisure operators delivered by leading industry experts. There will also be a number of sessions on the Sunday and Monday aimed at this sector, covering topics such as water testing and pool water management.

Networking is part of SPATEX and there'll be organised social events on both the Sunday and Monday nights, to which everyone is warmly invited. ●

Secure your place at SPATEX 2014 from Sunday 2 February to Tuesday 4 February 2014 at the Ricoh Arena, Coventry CV6 6GE. Visitor registration is now open at www.spatex.co.uk. If you require further information, contact Helen Mulingani or Michele Bridle in the SPATEX office
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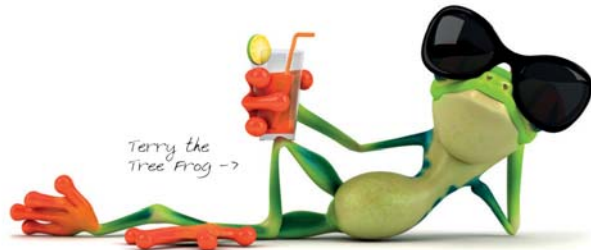
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GETTING IN SHAPE

TOM WALKER • MANAGING EDITOR • SPORTS MANAGEMENT



CYBEX provided the gym equipment for this year's ATP World Tour Finals in London

ALTERG

Gravity-defying low impact sports conditioning

AlterG's Anti-Gravity Treadmill is offering a new way for elite athletes and sports professionals to increase their fitness levels and enhance their performance. The equipment utilises precise partial weight bearing training and allows users to achieve a natural gait with minimal impact on their lower limbs.

Engineered by NASA, AlterG incorporates advanced differential air pressure (ADAP) technology to create a powerful lifting force resulting in ultra-low impact exercise. The user wears neoprene shorts and zips into a pressurised, airtight enclosure suspended over the treadmill surface. By controlling the pressure in the enclosure, the user can change his/her weight, reducing it by as much as 80 per cent in precise 1 per cent increments and transition seamlessly back to full weight bearing.

AlterG is already widely used for conditioning in sport and is benefiting a large number of rugby clubs such as Bristol, Bath and Gloucester and is regularly used by elite athletes to reach full fitness potential. As well as being used at the Football Association's St George's Park sports science department, many Premiership Football Clubs also own an AlterG Anti-Gravity Treadmill. Most recently, MK Dons Football Club installed an AlterG and the players have used it for pre-season training to maximise their fitness levels.

Simon Crampton, head of sports medicine at MK Dons FC, said: "AlterG allows our players to train for much longer and harder than they could before and has greatly



The anti-gravity treadmill is used by athletes for rehabilitation

enhanced their aerobic conditioning in particular. We've found it particularly useful for rehab too and have been able to get players running and back on the pitch much quicker than usual following an injury."

CYBEX and the ATP World Tour Finals

The physical demands on professional tennis players are extreme – power, strength, agility, endurance, flexibility and speed are all characteristics that players need to be able to compete successfully on the world stage and while practice time on court is essential, it is often down to the time spent in the gym that enables athletes to excel.

From 4 to 11 November 2013, the Barclays ATP World Tour Finals will return to The O2, London, as the climax of the men's professional tennis season. Featuring only the world's best eight qualified singles players and doubles pairings, the event marks an end to a long season for its competitors; physical conditioning and injury prevention – or, in some cases, injury management – are therefore of utmost importance.

In preparation for the tournament, fitness equipment manufacturer CYBEX International UK will be equipping an onsite gym installed at The O2 especially for the



The gym will include cardio and strength kit

tournament; a feature that ATP World Tour medical director Clay Sniteman confirms will be of huge benefit to the athletes: "Having a gym onsite opens up a lot of opportunities; players can run their own functional warm up sessions, cool down after matches or even rehabilitate injuries they pick up during the tournament."

The gym will house cardio equipment including the CYBEX 770T treadmill, 625A Arc Trainer and 750R recumbent bike, alongside Bravo Pull and Bravo Press, two pieces from CY-

BEX's cable-based Bravo Functional Training system.

"Cable based training is perfect for tennis players as it accounts for the multi-directional motion required for the sport," explains Sniteman. "By using the CYBEX Bravo, players will benefit hugely from the range of motion, angles and also stability work, being able to isolate parts of the body during their workouts and target the weaker areas from abdominals to core, shoulders and lower body."

'Broader vision of health' club to cater for professional sports

Prime Health is a sports medicine, diagnostic and performance centre offering a 'broader vision of health'. It aims to integrate a range of services from diagnostics and orthopaedic consultations to physiotherapy, massage therapy, corrective exercise, personal training, strength and conditioning, nutritional therapy, life coaching and group exercise classes.

The brainchild of Justin Buckthorp, performance director and Jonathan Shrewsbury, clinical director, Prime Health aims to be a complete resource with everything situated under one roof. This includes the latest technology in MRI scanning, digital x-ray and advanced ultrasound, as well as consultation rooms for the orthopaedic surgeons, physiotherapy suites, a private gym and mezzanine for classes. In total around 35 clinicians, therapists and trainers will facilitate the process, says Buckthorp. "Prime Health was created to fulfil a broader vision. Somewhere that a client could come to us

and experience the entire 'healthcare journey' in a matter of days rather than months. With professional athletes we have on occasions been able to condense the process to one day – from MRI scan to diagnosis to treatment and initial corrective exercise.

"We have two units: one for sports medicine and diagnostics and another for health and fitness. This means that a client doesn't have to seek us out after injury. They can come to us purely for health and fitness reasons, whether that be for classes, small group personal training, 1-2-1 coaching, nutritional consultations, sports massage, executive coaching or counselling." The 10,000 sq ft site is

contained in two units on a business village in Weybridge. A multi-million pound project, the centre features 12 consultation rooms, changing rooms, shower facilities, technology and equipment for use by the sports medicine team, as well as an open-plan gym and mezzanine. The gym features an array of aKeiser Air equipment.



The centre has two units; one for sports medicine and another for fitness

TECHNOGYM



The centre helped develop 12 medallists at London 2012

English Institute of Sport invests in new gym at Sheffield centre

Sheffield's award-winning English Institute of Sport (EIS Sheffield), which helped develop 12 medallists at the London Olympic Games, is embarking on a £1m expansion offering state of the art Technogym equipment.

At the heart of the development, a new three-floor Fitness Unlimited gym opened in October, which will cater for the local community including existing and new members, as well as those currently using Don Valley Stadium.

Operated by Sheffield International Venues (SIV), the Fitness Unlimited gym will overlook the athletics track, where Olympic heptathlon gold medallist Jessica Ennis-Hill trains,

and will offer equipment from official London 2012 supplier, Technogym. The ground and first floor will house cardio, resistance and functional fitness equipment including Technogym's innovative Kinesis Stations and Arke, while the top floor will boast a 35-station Technogym Group Cycle studio overlooking the running track.

The existing gym will also become one of the biggest free weights areas in the city. The new and improved facility will also aim to support the wellbeing of the surrounding community by providing tailored fitness packages and advice on leading a healthy lifestyle.

PRECOR

Japanese Olympic swimming team at Basildon

Basildon Sporting Village (BSV), operated by Everyone Active, welcomed the Japanese Olympic swimming team prior to the London Olympics in 2012 as part of their pre games training. The Japanese Swimming Federation had signed a memorandum of understanding with Basildon Borough Council prior to the Games, which agreed that the Japanese swimming team could have use of the Olympic size swimming pool, aerobic studios and fitness suite.

In the run up to the Games both the Japanese Olympic and Paralympic swimming teams followed a strict schedule in the 50m swimming pool, the first Olympic size pool to open in Essex. Training involved two sessions per day with one in the early morning and the second late afternoon. Still open to the public, swimming enthusiasts were able to



The Japanese team at the Basildon centre

train in available lanes alongside the athletes.

In addition to the pool the Japanese team made use of the aerobic studios for warm up and stretching sessions. Athletes also took advantage of the 100-station fitness suite, which is kitted out with a range of equipment to more than meet the needs of top athletes.

Fitness motivators at Basildon Sporting Village provided the athletes with an induction to a vast collection of Precor equipment, including 62 cardio units encompassing treadmills, Adaptive Motion Trainers, bikes and cross trainers as well as 29 pieces of strength kit from the Precor Icarian strength line and Experience S-Line ranges. The suite also offers the Precor P80 console which provides capacitive touch screen and easy to use motion controls.

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WATTBIKE

Indoor bikes to test Saracens

The Wattbike arrived at Premiership Rugby club Saracens' elite training facility outside of St. Alban's during 2012 in response to the search for a scientifically accurate testing and training tool. Following use at international level by the England Rugby team for the past three years, the Wattbike seems to have become the indoor training tool of choice for Premiership Rugby clubs – all bar one Premiership club has at least one.

Saracens were looking for a versatile solution which would allow them to test, train and undertake rehabilitation with players from junior through to elite ranks. With a no-compromise philosophy during the development phase with British Cycling, the Wattbike provides Saracens' sports science team with a

high level of accurate performance data. The demands of a professional sports team mean that players and equipment must be out of action for as little time as possible. The Wattbike provides a robust platform, handling a 130kg player performing a 2,000 watt plus six second peak power test, a protocol repeated throughout the squad in a single training session.

“The needs of rugby union professionals have evolved significantly over the last two decades”

Rugby union has evolved significantly in the last two decades and as the sport turned professional

the game increased in both pace and size. The appointment of leading sports scientists such as Phil Morrow, performance director, and Andy Edwards, strength and conditioning coach, at Saracens is testament to the investment in maximising players' physical abilities.

FUSION

Walking 'the beautiful game'

Fusion Lifestyle is running Walking Football sessions for people that would still like to engage in competitive football but can't run around the pitch.

The Walking Football sessions, which have been running for the last four months, are a joint initiative between Fusion Lifestyle and the Surrey FA, and are aimed at the over 55's, as well as younger people with injuries that have left them less able.

Having spent years away from the game, participants John McNiff, 54, Martin Goff, 67, and Andy Cox, 62, get to pull their boots on every Friday morning at Thornton Heath Leisure Centre and, after only a few sessions, are already singing its praises.

Cox said: "I'm fitter now than I was 30 years ago when I last played football. It's benefitted all aspects of my life - now when I go on holiday I can go on longer scenic walks."

The slower paced version of the 'beautiful game' is played with a size 4 Futsal and those who run, jog or sprint will be penalised with a free kick. Each hour-long session starts with a series of stretches and dribbling exercises, moving on

to drills designed to improve a player's ability to shield the ball, before ending with a small sided game. Crystal Palace Foundation has started promoting the sessions to its older and less fit supporters and, with sessions currently taking place in the morning, Fusion Lifestyle is looking to add an additional session during the evening or at the weekend to engage younger people.

Kevin West, Surrey FA development officer, said: "For anyone to engage, and continue to participate, in sport it must be something they enjoy. Walking Football provides this opportunity for those who previously loved to play football but felt they could no longer due to lack of fitness."



The sessions have been very popular

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THE NON-TRADITIONALS

Sports clubs and venues are increasingly using non-traditional structures and temporary solutions to cater for a special events and to add capacity. We look at some of the most recent projects and products.

TOM WALKER • MANAGING EDITOR • SPORTS MANAGEMENT

Barnet FC's The Hive gets slick seating

A new 2,700-seat stand was built in just six weeks at Barnet FC's new stadium, The Hive, ready for the start of the season.

The West Stand at the Bees' new Edgware home has increased the ground's capacity to 5,100, including 3,500 seats, after construction began in April.

The stand was erected by tiered seating specialists GL events Slick Seating and comprises a seating deck, fixed onto a steel structure. This build technique is unusual for British football stadia, which usually have stands consisting of stepped concrete terraces.

Although built in a fraction of the time of a traditional concrete stand, the West Stand is capable of lasting just as long as any other permanent stand. All of its seats, which are coloured amber and black to reflect the club's colours, are in place, while beneath the stand, contractors are now installing toilets and concessions.

Scott Hayward, managing director of Slick Seating, said: "There's a huge amount of interest in the stand among supporters who were excited about seeing such a large facility taking shape so quickly."



The new stand at Barnet's The Hive

Going airborne – G8 partners The Farley Group

UK-based 8 Design has partnered with Canadian company Farley Group to introduce a new air dome system to the UK market. The partnership was formed after G8, a chartered architects and project management company specialising in sports projects, assessed economical means for getting roofs over sports pitches.

The results of G8's study showed that an air-supported structure could be built over pretty much any pitch - usually for less than half the cost of a "normal building". Air domes are already well used in parts of Europe, North America and Canada as they are able to create a dry environment for training in regions that regularly have to deal with adverse weather.

G8's research of several suppliers found a significant variance in customer service and in dome quality. After analysis of manufacturing in Eastern Europe they looked at suppliers in North America and Canada. The company's preferred system is a dome system



Farley's domes are used across North America

made in Canada by The Farley Group. Farley's product options include insulation and heavy fabric, which provide good thermal properties - so lower energy use and running costs.

G8 were so impressed with the product and track record of The Farley Group that the two are now partnering to deliver a one-stop solution.

Together they provide a quote to complete all ground works, pitch surfacing; lighting; mechanical and electrical services. They can work with a customers design team or obtain all planning and building standards consents on their own.



Domes are popular among sports clubs in regions that suffer from adverse weather conditions

Pellikaan used a number of environmentally friendly materials, such as FRC-certified wood



New Training Hall for Dutch Olympians

Pellikaan tasked with creating a venue with sustainability at its heart

Pellikaan Construction built a high quality and highly sustainable training centre for the Dutch Olympic Committee and the Dutch Sports Federation at the Olympic Training Park Papendal in Arnhem, Netherlands. The Arnhem Hall was designed by Hooper Architects and contains two large sports halls, a 130m sprint hall, an athletics hall (multi-event, discus-throwing, shot-put, high jump) and a dedicated martial arts hall.

The cardio, strength and rehab areas are among the best in Europe in regards



The inside space at the new Papendal facility

to quality of facilities and service. Particular attention was paid to facilities for Paralympic athletes and the sports hall will have high speed cameras with GPS

and the latest technologies so optimum coaching is possible for every athlete.

Sustainability was a key element in the development and resulted in material choices including FRC-certified wood for the elevation, meaning hardly any maintenance will be required. The insulation levels of the hall are extremely high and low-energy plant was installed including ground source heat storage. The ground source heat pump is used by the whole sports park. Even the heat from the kitchen is extracted and saved for future use.

Norseman keeping busy with UK projects

Norseman Structures has completed a number of projects across the UK recently.

The company partnered with Charles Lawrence Surfaces and Willmott Dixon on the construction of an indoor football and rugby facility at Oxford Academy in Oxford (pictured right). The spacious, naturally lit structure is 115' wide x 195ft long (30m x 55m).

In Northamptonshire, Norseman supplied Spratton Hall School with a 64ft wide x 113ft long (19.8m x 34.7m) indoor sports facility – The Jubilee Dome. The facility, which includes a netball, tennis and volleyball court, as well as four badminton courts, provides a building



The Oxford Academy uses natural light and was built in partnership with Willmott Dixon

solution that enables sports activities, lessons and after school clubs to continue even in poor weather.

In Newcastle upon Tyne, the company worked on Tennis@Churchill – a four court tennis facility at Churchill Community College in Wallsend. The 125ft wide x 212ft long (38.0m x 64.6m)

indoor tennis facility allows players to participate in sport year round, even in the most adverse weather conditions.

Norseman has offices in the US, Canada and the UK has also worked on sports centres, hockey and football complexes as well as multi-purpose health and fitness facilities.

► Academy's new football training facility

Rubb Buildings was a key player in the team tasked with completing a new indoor training facility for Sunderland Association Football Club (SAFC). Sunderland's stars of the future began using the Rubb training hub at the Academy of Light, Cleadon following the official opening on 7 December 2012.

Rubb, which has its HQ in nearby Gateshead, pitched in with Tolent Construction and architects Red Box Design Group to make SAFC's long awaited training facility plans a reality.

The sports building features Rubb's largest building span width to date at 82.4m. The facility measures 64m long with sidewalls of 7.75m and a central internal clearance of 10m.

The structure stands 12.5m high at its apex and comprises a galvanized steel frame, a white PVC-clad roof, a large gutter system, a Fullflow syphonic drainage system and four large vent roof cowls along the apex.

The translucent roof allows natural daylight to illuminate the interior which includes a full size indoor 3G football pitch. The sidewalls and gables are constructed with stone-filled gabion cages up to 3.8m high with the upper part



The structure is 64m long and has been described as the best academy facility in the country

This is our largest span building to date and our third training facility for a Premier League football club

clad with larch timber. A large roller shutter door (7.6m x 3.8m) provides access via the south gable of the building, along with three personnel doors. Two additional personnel doors complete the north gable.

Rubb general manager Ian Hindmoor said: "This is our largest span building to date and our third training facility for a Premier League football club. We're looking forward to seeing our

clients use and enjoy their new venue."

Peter Weymes, facilities manager at SAFC, commented: "The building is currently being used by the Academy's youngsters and has been described as the best facility of its type at club level in the country."

Technical sales engineer Ian Mackley secured the Sunderland project with construction company Tolent and SAFC on Rubb's behalf.

Flooring for non traditional structures

Sweden-based Bergo manufactures modular flooring and recently supplied St Damien's College in Ashton-under-Lyne, Lancashire with its MultiSport indoor surface.

The injection-moulded polypropylene tiles at St Damiens were installed as part of the Building for Schools programme. The school needed a new sports hall so a temporary building was erected with MultiSport tiles installed as the playing surface.

The surface is durable too – after two years, the surface from St Damien's was relocated to St Thomas Moore RC College as a netball and basketball pitch funded by its parent teacher association.

Acting like a sprung floor, the surface is proving very popular for basketball and netball courts as well as general sports use. The interlocking system can be quickly laid over concrete or tarmac, lending itself to upgrading



TactTiles can be used indoors and outside

non-traditional buildings for sports use or creating a temporary facility.

Bergo's UK Distributor, TactTiles, has tapped into several applications for the MultiSport floor tiles. Another educational facility – Stockport College – has a Basketball Academy on MultiSport tiles.

An added benefit of MultiSport is that buildings with sweating floors, leaky roofs or poor heating – issues sometimes associated with temporary builds – are no problem for its vented, raised floor system. The low maintenance plastic tiles also cope well with wet and dirt and are being used at outdoor events centres such as Kingston Maurward Agricultural College, The Birmingham Scouts Association and Dixie Grammar School, where wet and muddy equipment is regularly brought in after activities. All of these organisations refurbished old and underused buildings on a budget and have created practical and serviceable centres.

TactTiles flooring can be used indoors and outside, as well as under part-covered structures to create training and practice areas. Mini courts using the system can be used by children to practise shooting at goal or learning to play tennis or other ball sports.

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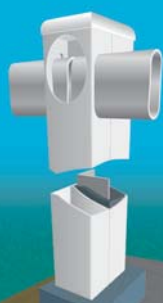
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➤ Spatial Structures completes new tennis centre structure for Portsmouth City

Spatial Structures, the Cheltenham based specialist manufacturer and builder of steel framed fabric covered buildings has just completed works on the Mountbatten Indoor Tennis Centre for Raymond Brown Construction.

Delivered to Portsmouth City Council, the structure provides a new tennis facility covering four existing courts over an area of 258,000sq ft. Spatial Structures were commissioned by Raymond Brown Construction to design and build the indoor court fabric covered structure. It forms part of a popular leisure centre complex which includes an athletics track, velodrome, sports hall, gym and swimming pool.

Duncan Glen, contracts manager at Raymond Brown Construction, said: "It's an exciting project for both companies, and having recognised Spatial's expertise in this field, we knew from the outset that the local people of Portsmouth would be provided with a high quality end product."



The covered tennis courts now forms a part of a larger leisure centre complex

Terry Young, MD of Spatial, said: "The new building will be a great asset to the local area and a fantastic addition to what is already a very impressive range of facilities. Given the unpredictable

nature of the British weather we are seeing a growing demand in centres and clubs wanting to cover existing facilities, meaning that bad weather need never stop play or training."

Veldeman builds indoor football hall for top Belgian team

KRC Genk FC plays in Belgium's first division and the team has been national champion three times, won the Belgian cup four times and has participated in the Champions League as well as in the Europa League in the last couple of years.

As an elite club, it needed a facility to train in all weather conditions. Up until

last year bad weather meant players had to head for an arena, where they were reduced to playing on sand in somewhat uncomfortable conditions.

Having made a decision to invest in a bespoke training facility, their search led them to Veldeman Structure Solutions – designer and manufacturer of fabric structures and sports halls. Veldeman

presented a proposal for an indoor football hall, in the first instance both for hire and for purchase. Following an extensive study the club decided to purchase a hall at the end of 2011.

A steel structure was decided upon (SFS, Steel Fabric Structure) of 40m by 70m with a side height of as much as 8.40m. Following approval of the building application, in February 2012 the foundation work began. The hall has been completed and ready for use since the end of May 2012.

The hall has translucent roof fabrics which let in natural, uniform light, thus bringing down lighting costs and leading to major energy savings. Playing comfort is also improved. Fabrics in the blue of KRC Genk have been used for the side walls and gables, and the club's logo, covering a surface area of 16sq m, is clearly visible on both gables. The side walls can be readily removed thus creating a semi open atmosphere in summer while protecting against glare, rain and overheating. There is boarding for additional variations on the game. Along the length of the hall (70 m) this is 3m high, along its width (40m) 2m high. ●



The side walls of the hall can be removed, creating a "semi-open" site in the summer months

ADVERTISEMENT PROMOTION

The Saracens team training with Werksan, in their newly equipped gym, supplied and installed by Absolute Performance



SARACENS CHOOSE WERKSAN

... FOR THEIR STRENGTH & CONDITIONING TRAINING PROGRAMME.

The longstanding partnership between Saracens and Absolute Performance continued with the opening of the newly built Allianz Park. As the club's preferred supplier of strength and conditioning equipment, Absolute Performance was asked to manage the upgrading of the strength and conditioning training facilities at the Woollams training ground in St Albans, whilst also re-locating the existing equipment to the new stadium.

Having worked with the Saracens team for over 3 years, Absolute Performance was trusted to ensure the new training facilities met the demands of one of the most successful teams in British rugby union. Saracens passion for innovation and forward thinking, as shown with the new development at Allianz Park, has also been the basis for providing arguably the best full time rugby training facility in the country.

SERIOUS KIT FOR SERIOUS ATHLETES

To maximise the use of space, Absolute Performance worked closely with Saracens Performance Director, Phil Morrow, to design and build 4 bespoke work stations. Each station consists of a double power rack and 2 integrated Olympic lifting platforms.

Strength training, incorporating Olympic weight lifting, is integral to the Saracens' fitness programme, so it is essential that they train with the best lifting equipment available – namely Werksan. Regarded as the most respected and trusted manufacturer of Olympic weight training equipment, Werksan is endorsed by the International Weightlifting Federation (IWF) for its bars and discs. As the UK's sole supplier, Absolute Performance installed new Werksan training plates and benches into the team's new gym, as well as a number of bespoke power racks, Olympic platforms dumbbells and bars.

Saracens will continue to benefit from training with Werksan, as the product portfolio develops, and the prestigious brand is applied to an ever broader range of fitness products.

Phil Morrow, Performance Director had this to say: "We chose Absolute Performance because of their innovation and tenacity to get a job done. Only 10 weeks after I approached them with an idea of what we wanted in the Woollams facility, they were able deliver and install the final solution."

These first class training facilities will enable the team to continue to perform at the top end of their game for years to come.

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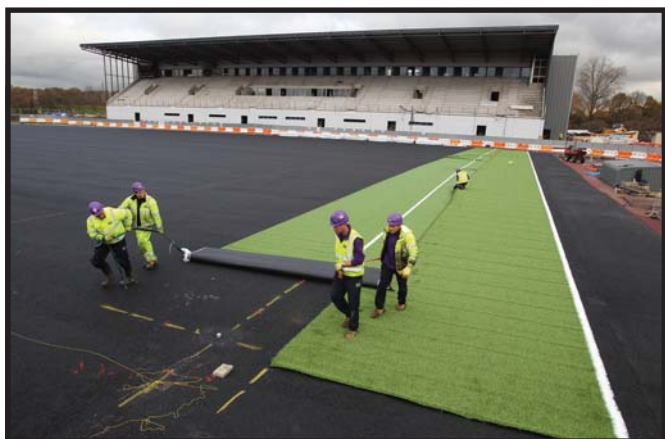


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The pitch was supplied and installed by UK-based SIS Group



The surfacing product used underwent 50,000 cycles of testing

RUGGER ON RUBBER

Saracens was the first professional rugby union club to install an artificial pitch at its home venue. We take a closer look at the surface at the newly opened Allianz Park

TOM WALKER • MANAGING EDITOR • SPORTS MANAGEMENT

Allianz Park in Mill Hill, North London became the first venue to host professional rugby union games on a non-grass pitch. Home to Aviva Premiership club Saracens, the official opening of the £24m venue took place on 16th February during Saracens' clash with Exeter Chiefs - a game which Saracens won comfortably 31-11. Any doubts the Saracens players might have harboured over the new surface suiting their style of play were quickly cast aside as the team went on to win five of its first Premiership games at Allianz Park. The winning run lasted until 12 May, when Saracens lost to Northampton in the league semi-final.

This season (at the time of going to print), Saracens have won all three of their first home games at Allianz Park. The past nine months have shown that not only have Saracens taken to the new surface, but other teams have noted the advantages it offers. Cardiff Blues, the first opposition side to face Saracens at Allianz Park in a soft opening game in January, were certainly impressed – the club have since installed an artificial turf pitch at its Cardiff Arms Park stadium.

TURFING IT

Specifically developed for rugby union, the Allianz Park surface was supplied

by SIS Group. To survive the rough and tumble of professional rugby, SIS's specially-designed 'Rugger 65' turf had to pass rigorous field tests to ensure optimum playing safety and lifetime. Specified by Saracens for full community as well as match duties, the pitch is the first application of the polyethylene fibre, which is designed to be extremely durable yet soft. According to George Mullan, SIS chief executive, the SIS Rug-

“Research suggests an artificial surface fosters a faster game - there are no muddy quagmires”

ger 65 was put through its paces more comprehensively than natural grass and was tested independently to meet International Rugby Board (IRB) standards.

“Everything from vertical deformation to ball roll and bounce was tested,” he said. “We usually test artificial carpets to 20,000 cycles, but this surface has been tested to 50,000 cycles under extremely stringent conditions, designed to replicate performance characteristics.”

Completed in December, 2013 SIS worked in partnership with Labosport and Eric Wright Contractors on the project. The 12-week installation process involved laying a conventional stone base, including drainage, with an in-situ 25mm shock pad laid on before rolling out the 65mm-pile carpet with rubber crumb infill. The two tone green surface is surrounded with a perimeter carpet in blue, to represent that of stadium sponsor – banking group Allianz.

The pitch offers more flexibility for staging a full programme of sport at all levels, with Saracens keen to attract local clubs and schools.

“Research suggests that an artificial surface fosters a faster game,” Mullan added. “This is due to fewer knock-ons and no muddy quagmires. Rather than variable conditions, the surface offers a stable surface all year round and more consistent footfall.”

The site stadium itself posed a number of challenges for SIS. One of these was to work within an athletics track – with the track still being used – throughout the project. Phil Blackwell, operations director on the Allianz project explains: “We had to come up with a solution for the pitch perimeter where it met with the track surface. A temporary removable system was required to achieve the



Allianz Park is located in Mill Hill, on the site of the former Cophthill Stadium, and will be used by the local community as well as Saracens

required rugby pitch and run off dimensions and then be taken away to allow athletics to take place on the track."

ECO FRIENDLY

Being low maintenance and not requiring regular watering and other energy-rich operations, the artificial surface fits in well with the operational ethos of Allianz Park – to become one of the most sustainable sports venues in Europe. As a club, Saracens has made sustainability one of its core values and from the outset worked closely with its partner – the London Borough of Barnet – to set challenging environmental targets for the development.

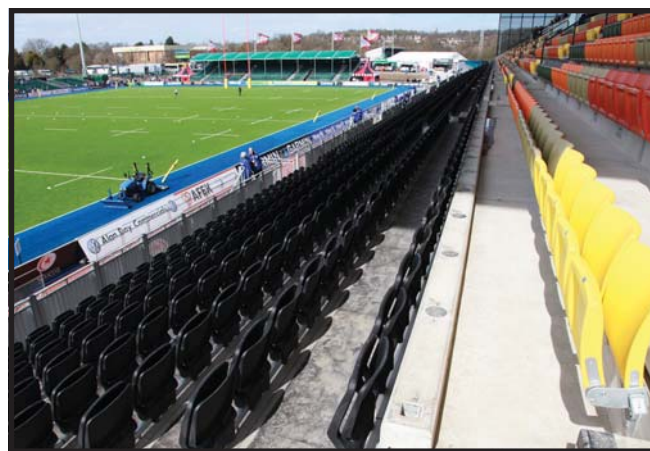
The site itself – the Cophthill stadium complex – was in a very poor state of repair due to underinvestment in the facilities over a prolonged period. According to stadium director Gordon Banks, this offered the opportunity to 'start again' and to use the project as a catalyst for the regeneration in the area.

"Our aim has been to regenerate the area; albeit with an element of new build to bring the facilities up to the standards required for both elite and community sport," Banks said. "The highest level of sustainability in any development can only be achieved when environmental considerations are a guiding principle.

"It began with the selection of the site, included the design of the building, the selection of materials, the construction process and, probably most importantly, the occupation and operation of the facility."

SIS too played its part in reducing the carbon footprint of the venue, as the company has a strong track record in sustainable operations. SIS's operations director Phil Blackwell said: "New synthetic carpet is manufactured to our own tufting plans which are designed to minimise waste, while rubber used for either infill or to make the shock pad is supplied by Murfitts, which manufactures the product from recycled truck tyres."

Due to its commitment to host community events and a range of sports other than rugby, Allianz Park has also been designed to be flexible. Arena Seating designed and installed three separate grandstands, enabling stadium capacity to be altered to specific needs. Arena's design means that seats can be moved



The flexible seating at Allianz Park was installed by Arena Group

off the running track during the closed season, allowing athletics to take place.

The success of the Allianz Park turf has meant that other rugby clubs and associations are considering installing artificial pitches at their venues. While Cardiff Blues already has one, the Welsh Rugby Union is examining the use of artificial turf at the Millennium Stadium – a venue which has suffered well-documented problems with its natural grass.

It might not be long until the archetypal, dirt-covered rugby player – as captured in the iconic 'mudman' image of former Lions prop Fran Cotton against the All Blacks – could become a thing of the past. ●

How the **SAPCA Pitch and Track Registration Scheme** is helping to improve construction standards

A national scheme to ensure the quality of synthetic sports pitches and athletics tracks is now in place to help facility owners choose contractors wisely and lessen the possibility of poor construction standards and inferior installations. SAPCA takes us through this innovative initiative – which is only available from members of its Pitch & Track Divisions – and explains the key benefits to facility owners

There are significant costs involved in purchasing a new sporting facility or refurbishing or resurfacing an existing installation. Whether it's a football pitch or an athletics track, the cost is often as crucial as ensuring it is fit for purpose.

To protect the investment of facility owners, the Sports and Play Construction Association (SAPCA) introduced in February this year a system to register, measure and ensure the quality of installations. This follows a successful pilot exercise run over the previous 12 months.

Strict Quality Guidelines

The Pitch and Track Registration Scheme is a register of synthetic turf pitches and athletics

tracks which are being installed by SAPCA members. Its aim is to offer reassurance to facility owners and operators that by using a member of SAPCA's Pitch & Track Divisions a synthetic pitch or athletics track project is being built to strict quality guidelines.

"New, refurbished or resurfaced synthetic turf pitches and athletics tracks represent a significant investment by facility owners," explains Tony Hession, project manager for SAPCA. "We want to help to protect that investment. The Pitch and Track Registration Scheme helps to ensure that any scheme delivered by a specialist SAPCA contractor is built to a high standard.

"Once the order is placed for a new project, it is registered with SAPCA by the member

company involved, the client is informed of the registration and given information about the scheme and the opportunity to give feedback. SAPCA undertakes random site inspections to ensure that projects are being constructed to the standards required by the association's Codes of Practice. Post-project feedback is requested from clients to establish satisfaction levels with contractors' performance and, in the unlikely event of any issues regarding technical quality, SAPCA can provide guidance to resolve the issue and ultimately act as a mediator if required."

The last thing facility owners want is a costly installation that is unfit for play or needs further work. By registering all synthetic sports pitches and athletics tracks (over 3,000sq m)



New facilities and
tracks represent a
significant investment
for facility owners



THE HIGHLIGHTS:

The Pitch & Track Registration Scheme protects investments in pitches and tracks by making sure they are fit for purpose and of a high standard of construction.

Any facility owner using a member of SAPCA's Pitch & Track Divisions for its synthetic sports pitch or athletics track project is encouraged to ensure that their project has been registered on the scheme.

It offers valuable feedback mechanisms to further boost industry standards. Facility owners are advised to only use SAPCA members as contractors involved in sports and play installations to safeguard quality and combat poor workmanship and low standards.

the SAPCA member is making a commitment to enforcing strict quality guidelines to ensure the build is fit for purpose.

The benefits are simple

Mark Oakley of SAPCA approved contractors Hunter Construction, explains that the scheme is there specifically to safeguard facility owners. He outlines some of the key benefits to the end user: "We see a number of problems with projects involving non-specialist designers and contractors, whether it's through inadequate designs being put forward or simply because a contractor has said a proposal would work when it was, at best, an unrealistic timeframe, or even worse, an unfeasible concept.

"I would like to stress that the Pitch and Track Registration Scheme is intended as a further safeguard for a client and to offer reassurance of the quality of an installation and its contractors. It is by no means intended to replace the role of a consultant engineer or designer on a project. Contracts with difficult ground conditions, retaining walls and many other issues need the services of a consultant with a civil engineering background to ensure that the base-works and drainage are competently designed and built."

In spite of this, like many contractors under the scheme, Oakley is adamant that it brings clear



The scheme will improve standards

RECEIVING FEEDBACK IS ALWAYS USEFUL TO ADDRESS ISSUES OR TO KNOW WHERE SYSTEMS WORK WELL

advantages: "We have found the scheme brings added value to purchasers as an assurance that the contract will be carried out to the required standard," he adds. "And there's always the benefit of the technical mediation service in the unlikely event that things go wrong."

Many facility owners expect work to be carried out under independent quality assurance schemes overseen by the contractor; however, Mark argues that the SAPCA scheme "is ultimately of more worth because it is specific to the individual contract. For me, the benefits are simple. It offers assurance that the correct construction standards have been followed and that construction of the pitch, or track, is by a company that has been approved to build facilities of that type."

It's important that facility owners understand the real life applications of the scheme and the inherent benefits. Contractors such as Oakley serve to clarify key points and add credibility because they are actively making use of the scheme for the benefit of the sports facility developer, owner and operator.

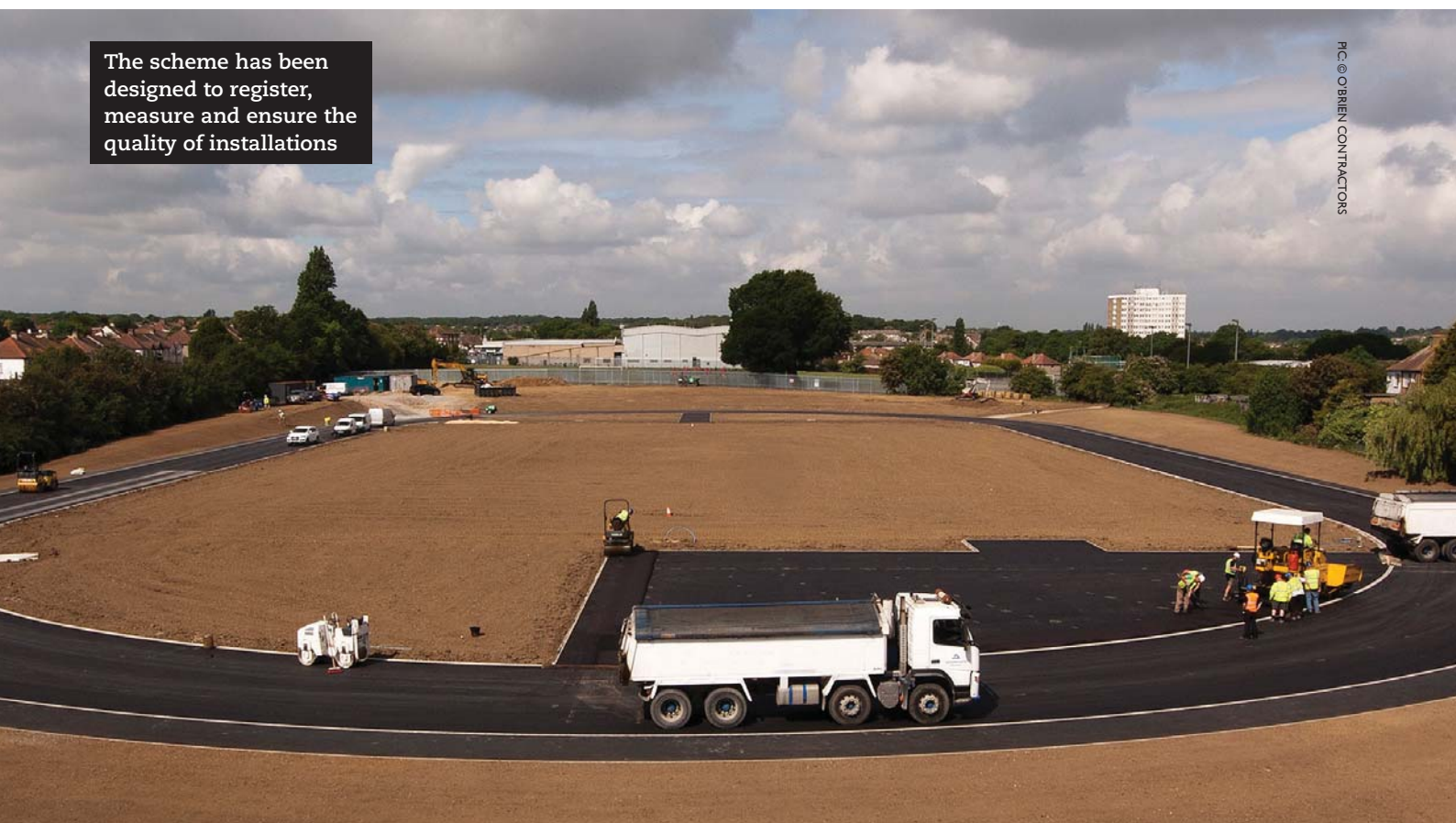
Vital feedback to improve standards

The feedback aspect of the scheme, coupled with SAPCA's initiative to operate a programme of random inspections to maintain a high quality of work and ensure quality standards are being met, means that any feedback received is often more likely to be objective and include any issues that otherwise may not have been raised with the contractor.

"Receiving feedback from clients is always useful to address issues or to know where

The scheme has been designed to register, measure and ensure the quality of installations

PC © O'BRIEN CONTRACTORS



➔ systems work well,” explains SAPCA’s Tony Hession. “It is not always easy to have this feedback given honestly when sought directly, but because of SAPCA’s involvement in managing the feedback the client is more open to pointing out issues and to praising the project.

“SAPCA members are pre-qualified to carry out these types of contracts and positively encourage random inspections by the association. The possibility of this happening on a project provides encouragement to contractors to maintain their high standards.”

Creating a better play environment

Graham Finnie, lead manager of facilities for sportscotland, the national agency for sport in Scotland, is very hopeful that the scheme will be instrumental in improving standards throughout the industry.

“We are constantly looking for ways to improve and maintain the quality of sports facilities, for the benefit of both users and owners. If SAPCA’s Pitch and Track Registration Scheme can help to boost industry standards we would actively encourage people to take

part in the scheme and only use approved contractors who are SAPCA members for sports and play installations.

We’re particularly interested in the feedback service the scheme offers as it can be difficult to get feedback from facility owners. Quality feedback is absolutely essential to ensure that we’re providing facilities that are fit for purpose and meet industry standards, and this is of huge benefit to facility owners for that reason alone.”

The scheme is intended to improve industry standards on a national scale and supplement the provision of sport by actively ensuring sports pitches and tracks are fit for purpose.

Feedback from the scheme is also being used by SkillsActive to help SAPCA to develop a national training strategy and plan that will help ensure a highly qualified work force for the sports and play construction industry.

Tony Hession clarifies this key issue: “The Pitch and Track Registration Scheme is ensuring that, collectively, standards of sports and play facilities across the industry continue to be raised. We would urge any facility designer, buyer or operator to use only SAPCA members for the design, construction or maintenance of their projects.”

• For more information, visit the SAPCA website: www.sapca.org.uk ●

PITCH AND TRACK IN PRACTICE

A prominent example of the Pitch and Track Registration Scheme in action is at Glencorse Barracks in Penicuik, Midlothian, Scotland, where a 7,000sq m 3G football pitch was built for the troops based there.

Working with the military on such a substantial installation, and on ground owned by the Ministry of Defence for over 100 years, was an ideal opportunity to demonstrate the comprehensive nature of the scheme and its inherent value to facility owners concerned about cost and quality.

Major Alan Grant of Royal Highland Fusiliers said of the scheme: “We had the best part of 600 boys with one pitch to play football on and everyone who came to the camp said we didn’t have enough sporting facilities. We now have a lovely looking 3G sports pitch which will be used for years to come.”

Stuart Ross, deputy general manager of Turner Estate Solutions, said: “The scheme gave us reassurance about the supplier and that the final construction quality would be exactly what we were aiming for.”



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BUILDING BETTER SPORTS AND PLAY



This year's show will be held at Allianz Park in north London

Sports Facility Show “indispensible aid” to facility development

Allianz Park, home of Saracens Rugby Club, will host the next Sports Facility Show, being run by SAPCA. The show focuses on sports facility funding, design, development and management and will have a special focus on synthetic turf. With a variety of seminars covering a range of key topics for facility owners across the sporting spectrum, expert industry speakers and over 40 exhibitors, the show promises to educate and engage those involved in the development of sporting facilities, from sports clubs and schools to leisure operators and local authorities.

Chris Trickey, CEO of SAPCA, said: “The Sports Facility Show is an indispensable aid to help those involved in almost every aspect of indoor and outdoor sports facility development – it is absolutely invaluable regardless of level of expertise. It’s aimed at improving knowledge and infusing new ideas and fresh approaches so that key decision makers can make informed choices about every aspect of their sports facility, from funding, design and development through to effective management.”

The show features a comprehensive programme of practical workshops, such as ‘Your Sports Facility: How to Make it a Welcoming Place for All’, ‘How to Use Social Media to Drive Footfall to Your Sports Facility’, ‘Employee Satisfaction: Why You Should be Interested’, ‘The Importance of Volunteering in Sport’ and ‘Get Into Grounds’ with the IOG’.

The extensive range of seminars throughout the day builds on this, giving those attending the latest insight into a range of topics including:

funding sources for sports facilities, how to make a successful funding application, designing multi-use games areas, sports facility design for modern schools, making the most of playing fields, sustainable sports buildings, sports lighting, the design of indoor sports facilities, and how to choose a synthetic sports surface. With a special focus on synthetic turf pitches, there will be specialist seminars covering everything from their financial viability and design and construction to the choice of surface and on-going maintenance requirements. Delegates will also have the opportunity to have a guided tour of Allianz Park, the only stadium in the country designed and built to BREEAM Excellent standards. As an industry-leading facility featuring a state-of-the-art synthetic turf pitch and the latest in stadium audio and visual technology, it makes a fitting venue for this exciting exhibition.

Trickey stresses that the event is a crucial tool to those concerned with ensuring their facilities are fit for purpose and providing a steadfast groundwork for better play: “We strongly urge anyone involved in the important aspect of sports facility management to be there. Anyone from schools, universities, local authorities, sports clubs, and sports and leisure centres will learn important information to help get the most out of their sports facility.

• The Sports Facility Show takes place on Tuesday 26 November 2013 at the Allianz Park in Hendon, London.

Those interested are advised to book early by calling the dedicated booking line 024 7776 7226 or visiting www.sapca.org.uk/allianz.

AT A GLANCE:

Your two-minute guide to navigating the Sports Facility Show

New ideas and fresh approaches

The event features a variety of seminars and practical workshops designed to help you make the most of your facility, including speeches from renowned industry experts.

Take the tour

Delegates have the opportunity to take a tour of Allianz Park stadium, which is the only stadium in the country designed and built to BREEAM Excellent standards.

Demonstrations

If you want to know more about taking care of synthetic sports surfaces then come along to the maintenance demonstrations on the stadium’s 3G synthetic pitch.

Chaired by a champion

Gold Medalist, world record holder and director of the Join In campaign, David Moorcroft OBE, chairs the event.

Full seminar programme:

The seminar programme will provide insightful and in-depth information on a host of topics, including:

- Delivering the legacy for sports facilities
- How to make successful applications for funding
- The design of multi-use games areas
- Understanding the choice of synthetic turf
- Case study: The Allianz Park synthetic turf
- The maintenance of synthetic surfaces
- Measuring and managing sports turf performance
- Case study: Peter May Sports Centre – a playing fields success story
- The benefits of quality monitoring during construction
- Sustainable sports building
- The selection of indoor sports surfaces

Practical workshops

- The seminars will be supported by a series of hands-on workshops delivered by experts in their field:
- Your sports facility: how to make it a welcoming place for all
- How to use social media to drive footfall to your sports facility
- Employee satisfaction: why you should be interested
- The importance of volunteering in sport
- “Get into grounds” with the IOG

SAPCA DIRECTORY



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

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

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

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Rooftop innovation from Thornton Sports

Thornton Sports has created a rooftop sports facility at St Silas C of E Primary School in Blackburn, UK. It was made with a Thornton Classic 10 surface synthetic grass pitch on top of a pre-fabricated shock-pad. Underneath, Thornton used its SudsSports light-weight plastic units as a sub-base replacement layer. The units also work as a drainage system.

sport-kit.net KEYWORD

thornton



Rotunda Boxing Academy floor restored to life

The wooden flooring at the Rotunda Boxing Academy in Liverpool has been restored with Granwax products. Heavy and consistent use had caused the floor at the Rotunda to become dirty, worn and uneven. Traditional Flooring UK used Granwax products to restore the floors, applying Granguard, a specialist finish for use in areas of heavy use, and completing court markings using Granpaint games lining paint.

sport-kit.net KEYWORD

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Granwood flooring for multi-use sports hall

Granwood has created a new sports hall floor for clubs in Hertfordshire, UK. The new floor at Westminster Lodge centre is fully sprung to reduce impact and help protect users' joints as they train. The natural wood colour floor is laid in herringbone format and is intended for a range of different events and sports activities from badminton and trampolining to events and dinners. Granwood has incorporated underfloor heating across the entire sports hall, which measures 594sq m and includes four courts.



sport-kit.net KEYWORDS

granwood



sport-kit.net KEYWORDS

pavigym

Pavigym's Functional Zone 3.0 and Energy+

The Functional Zone 3.0 floor by Pavigym is a high tech product that guides the user's training via a series of floor lights. It is designed as a tool for interval training, reaction training or speed, agility and resistance skills. Club members can keep track of their progress and challenge themselves and others by beating their best score. In addition, the 3.0 Vertical uses wall space to provide another training zone. Pavigym is also introducing the Energy+ high intensity interval training solution for small and large group training. It incorporates a yearly programme of professional functional training.



sport-kit.net **KEYWORD**

escape

Black and yellow floor theme for Kent Uni

Kent Sports Centre at the University of Kent has had a makeover with help from Escape Fitness. The functional training area now boasts yellow and black Tech Sport flooring with Escape's flagship Octagon functional frame coloured to match. The 'wet pour' EPDM flooring offers a variety of colour options, helping identify and define different workout zones. Different shades of yellow were used for the free weight area and functional area of the installation at Kent Uni.



Genk play safely indoors

Veldeman Structure Solutions, based in Belgium, has created an any-weather indoor training hall for KRC Genk Belgian first division team football team. The club installed FieldTurf artificial grass flooring to provide a safe training surface. Club doctor, Dr Stijn Indeherberge, said: "The risk of injury is much lower when you can move in a controlled way. Strains due to uneven or icy surfaces are less likely to occur."

sport-kit.net **KEYWORDS**

veldeman

Jordan Fitness completes Finnish flooring project

Functional fitness specialist Jordan Fitness has installed fitness flooring and other equipment at Finnish health club, Hukka Oy, near Oulu. The installation included extensive Easy Lock functional performance flooring with Hukka Oy branding. Hukka Oy measures more than 45 900sq ft and has tennis, squash and badminton clubs. The facilities also include three gyms, including a women-only gym and new functional training studio, for its 4000 plus members. It runs 100 weekly fitness classes.

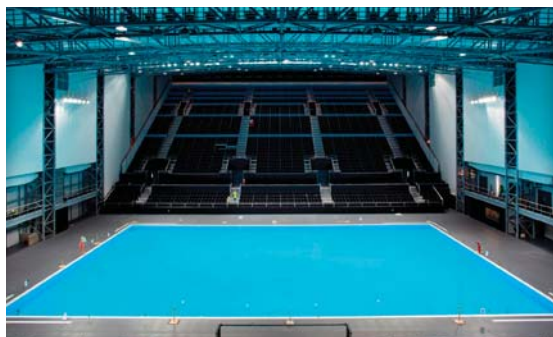


sport-kit.net **KEYWORD**

Jordan

Altro recycles London Olympics sports flooring

Altro Flooring has re-used thousands of metres of its XpressLay floor, used during the London 2012 Olympic Games, for installations at various UK centres. During the 2012 games, XpressLay was used in the Basketball Arena and the Water Polo



Arena besides other venues. The adhesive-free safety flooring has been relaid in a range of new installations, including Barnardo's, educational establishments and social housing. Designed to be easily taken up

post-installation for reuse or recycling, the 2.2mm-thick temporary surface is 100 per cent recyclable.

sport-kit.net **KEYWORD**

altro



Dundee students' sports centre gets the full works

The University of Dundee recently completed a redesign of its Institute of Sport and Exercise (ISE) centre with Forbo flooring and Precor fitness equipment. The redevelopment included reflooring, rewiring, extending network capabilities, redecoration, new Precor fitness equipment and a functional training suite. Forbo Flooring supplied the flooring in its Flex design vinyl loose lay installation tiles.

sport-kit.net **KEYWORD**

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DIARY DATES

4-6 NOV 2013

International Sports Event Management Conference (ISEM)

The Cumberland Hotel,
Marble Arch, London, UK

Now in its eighth year, ISEM is an annual conference for sports event management professionals. The three-day event features practical workshops, a two-day conference, two focus days and an awards ceremony. Attracting more than 250 delegates it provides a range of networking and learning opportunities.

Tel: +971 4 407 2602
www.iirme.com/isem

6 NOV 2013

BISL Annual Conference

Kia Oval, London, UK

Business in Sport and Leisure (BISL) is a strategic body representing the private sport and leisure sectors in the UK. Its annual conference is open to non-members as well as members.

Tel: +44 (0)20 8255 3782
www.bisl.org

16-19 NOV 2013

Coliseum Summit & HostCities Conference

Aspire, Doha, Qatar

Coliseum Summit is a conference and networking event dedicated to the various challenges and solutions relating to the global sports venue sector. It partners with ASPIRE4SPORT for this year's event in Qatar.

Tel: +974 (0)40 161663
www.coliseum-online.com

26 NOV 2013

The Sports Facility Show

Allianz Park, Hendon, London, UK

The Sports Facility Show, organised by SAPCA, is a one-day event which comprises a series of informative and educational seminars, together with an exhibition featuring specialists in the design, construction and maintenance of sports facilities.

Tel: +44 (0)24 7641 6316
www.sapca.org.uk

30 NOV – 5 DEC 2013

Soccerex Global Convention 2013

Maracanã Stadium, Rio de Janeiro, Brazil

The convention features 4,500 of football's most senior decision makers coming together for five days of networking, learning and business.

This year's event will be a special one, as it will be the culmination of four years' of business development ahead of the 2014 FIFA World Cup and 2016 Olympics before the event moves to Europe.

Tel: +44 208 742 7100
www.soccerex.com/global

05 DEC 2013

IOG Conference and Industry Awards

Ricoh Arena Coventry, West Midlands, UK

The IOG awards, which follow a busy day of networking and seminars, have been set up to acknowledge the high standards achieved by volunteer and professional teams and individuals at facilities ranging from grassroots through to professional stadia level.

Tel: +44 (0)1908 312 511
www.iogawards.com

02-04 FEB 2014

Spatex 2014

Ricoh Arena, Coventry, UK

SPATEX 2014 is one of the UK's largest pool and spa events. Now in its 18th year, it has been designed for professionals working in wet leisure.

This year, Tuesday 4 February has been designated as Leisure Operators Day. There will be a number of training sessions and workshops arranged for managers and delivered by industry experts. For details, see page 54.

Tel: +44 (0)1264 358558
www.spatex.co.uk

20-22 FEB 2014

UK Pool and Spa Expo

National Exhibition Centre, Birmingham, UK

UK Pool & Spa Expo is designed to target the whole of the UK wet leisure industry and associated sectors, offering both UK and international companies a professional platform to meet and learn about the latest new products.

Tel: +44 (0) 1483 420 229
www.ukpoolspa-expo.co.uk

03-06 APR 2014

FIBO 2014

Koelnmesse, Cologne, Germany

FIBO is the biggest trade show for fitness, wellness and health. Every year around 600 exhibitors from 38 countries present their products and services in 13 halls to about 58,000 visitors from more than 100 countries.

Tel: +49 211 90191 300
www.fibo.de

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