

PLAYING GAMES

Youth sport initiative

p22

MICHELE VERROKEN

Drugs in sport

p30

DIGITAL DECEPTION

Cybersecurity rules

p38

S&PA Professional

ISSUE 22 SUMMER 2016

THE SPORT & PHYSICAL ACTIVITY INDUSTRY MAGAZINE

CIMSPA

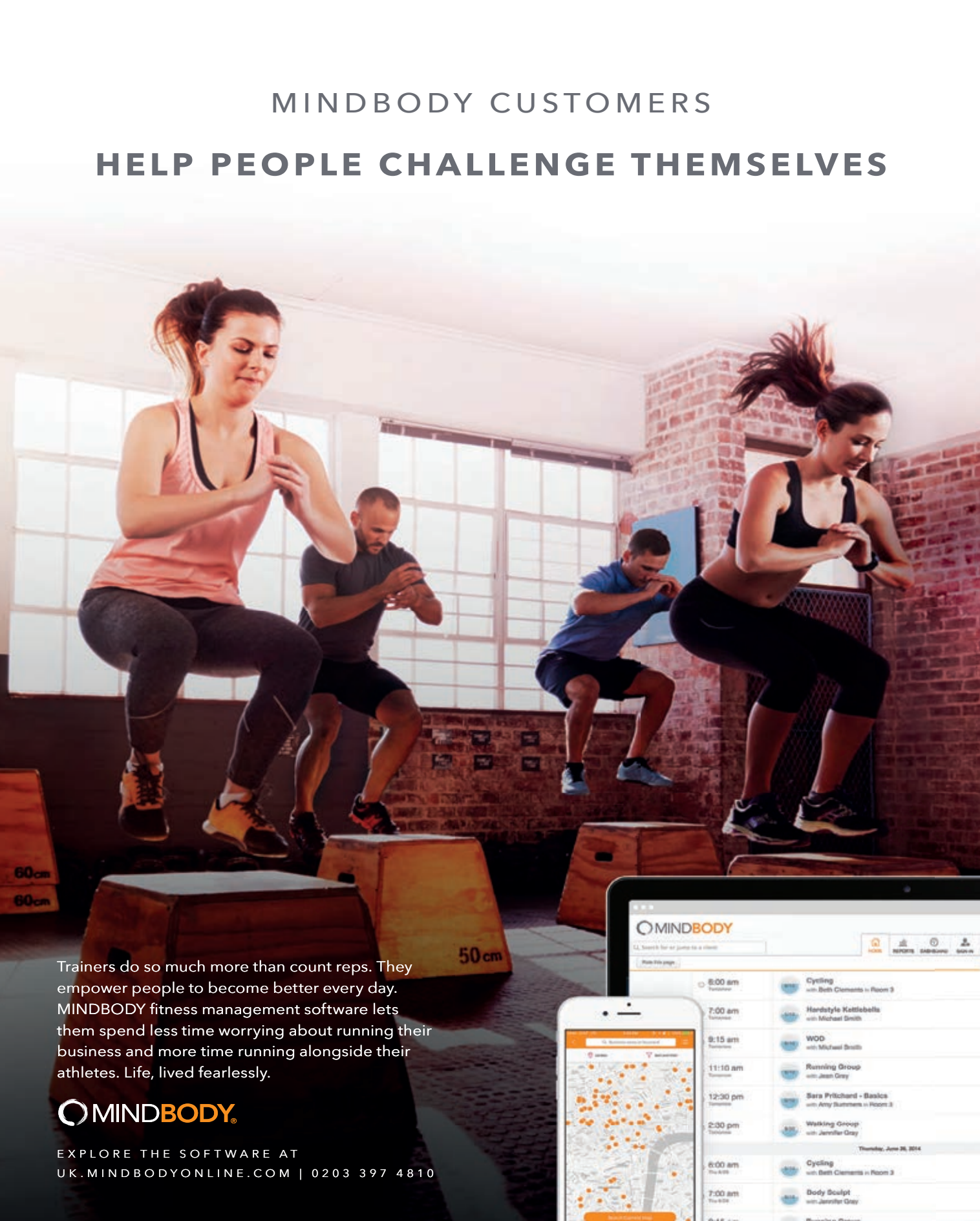
CHARTERED INSTITUTE FOR THE MANAGEMENT
OF SPORT AND PHYSICAL ACTIVITY



USE IT OR LOSE IT

Supporting older
people to remain
active

MINDBODY CUSTOMERS HELP PEOPLE CHALLENGE THEMSELVES



Trainers do so much more than count reps. They empower people to become better every day. MINDBODY fitness management software lets them spend less time worrying about running their business and more time running alongside their athletes. Life, lived fearlessly.



EXPLORE THE SOFTWARE AT
UK.MINDBODYONLINE.COM | 0203 397 4810



CONTENTS

S&PA Professional

CIMSPA

CHARTERED INSTITUTE FOR THE MANAGEMENT
OF SPORT AND PHYSICAL ACTIVITY

5

Upfront

- 5 **Editorial**
A positive message
- News**
- 6 Baroness Grey-Thompson leads review
- 8 Taking the Workplace Challenge
- 9 Sport England backs CIMSPA
- 11 Peake performance

15

In depth

- 12 **CIMSPA focus**
CIMSPA partners in the spotlight
- 22 **Case study**
Playing games
- 26 **Agenda**
Use it or lose it
- 30 **Profile**
Sporting Integrity's Michele Verroken
- 34 **Business**
Cover me

38

Tech toolkit

- 38 **Tech focus**
Digital deception
- 41 **Product roundup**
The latest kit for your facility

43

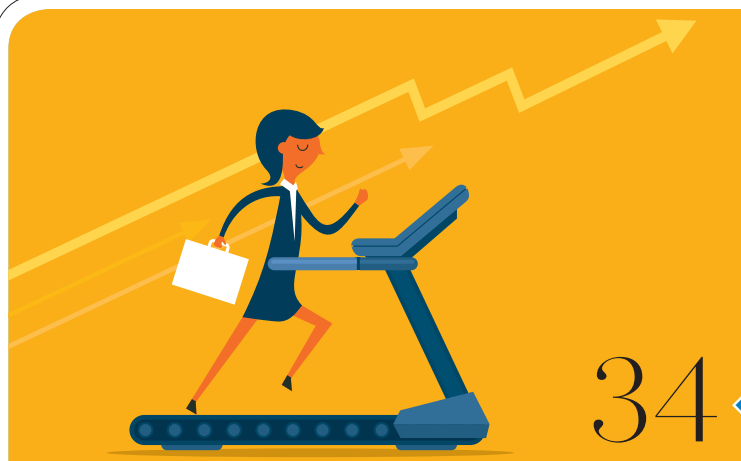
Management

- 43 **Leadership focus**
Why leaders should be coaches
- 45 **Legislation focus**
Access for all

47

Last word

- 47 **Sport ambassador**
Bonita Norris
- 49 **24 hours with...**
Linford Christie
- 50 **Sport by numbers**
The Summer Olympics



"I'm not saying they're going to flood in if you play non-stop Abba, but it's all part of thinking about users"



Membership pathways for exercise and fitness professionals



CIMSPA affiliate
(exercise and fitness)

CIMSPA practitioner
(exercise and fitness)

Your new alternative to REPs. Backed by government and employers and delivered by the sector's single chartered professional body.

- Gets you on a career pathway to chartered status*.
- Gets you in the CIMSPA exercise and fitness directory – the only register listing you'll need.
- Access to CPD and networking opportunities.
- Open now to all qualified exercise and fitness professionals.

JUST
£30
PER YEAR
(inc VAT)

JOIN ONLINE TODAY AT

www.cimspa.co.uk/exercisefitness

CIMSPA
CHARTERED INSTITUTE FOR THE MANAGEMENT
OF SPORT AND PHYSICAL ACTIVITY

▶ CARLY CHYNOWETH

A positive message



“Gyms should take a strict line on drug use to protect their members and their own reputation”

These days it seems like no major sporting event is complete without at least one drugs cheat being uncovered; such news seems so common that it is all too easy to treat such stories as the depressing norm rather than an aberration.

But it is not just professional athletes and big competitions that can be affected by people using banned substances. Gyms should take a strict line on drug use to protect their members, and their own reputation, as Sporting Integrity's Michele Verroken explains on p30.

“Steroids are easy to get hold of, despite legislation to restrict their availability, and there's a danger that a premises gets known as a source,”

she says. “Facilities should have a clear policy and if you're in possession or trafficking steroids then your membership should be cancelled.”

Fortunately the sport and physical activity sector has plenty of positive stories to tell, as well as stories about testing positive. One is about the work being done by StreetGames, which has found that one of the best ways to get young people from disadvantaged communities more physically active is to bring sport to them.

Part of this means offering them the chance to train as coaches so that they can help younger teenagers in their area, the charity's chief executive of StreetGames explains in this week's case study. (p22)

But it's not just young people who get physical and mental health benefits from sport: those of us who remain or become active as they age are in much better shape than their less-active peers. And there's a lot that leisure centres can do to encourage and support older people's participation in fitness (p26).

Managers and team leaders who want to encourage and support the development of their staff should consider using a technique more associated with the sports ground than the workplace: coaching. It's an approach that helps employees find their own solutions, writes executive coach Chris Welford (p43).



EDITORIAL

Editor

Carly Chynoweth

Art director Mark Parry

Art editor Craig Bowyer

Picture editor

Chloe Crisford

sandpa@redactive.co.uk

Publishing director

Aaron Nicholls

ADVERTISING

020 7324 2735

Sales executive

Alex Monteith

alex.monteith@redactive.co.uk

PRODUCTION

Production manager

Jane Easterman

Production executive

Rachel Young

SUBSCRIPTIONS

S&PA Professional is sent to all members of the Chartered Institute for the Management of Sport and Physical Activity (and is available on subscription to non-members). All member enquiries should be directed to CIMSPA. For enquiries from non-CIMSPA members, e-mail

sandpa@redactive.co.uk
© Redactive Publishing Ltd. S&PA Professional is published on behalf of the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) by Redactive Publishing Ltd. All rights reserved. This publication (and any part thereof) may not be reproduced, transmitted or stored in any print or electronic format (including but not limited to any online service, any database or any part of the internet) or in any other format

in any media whatsoever, without the prior written permission of the publisher. Redactive Publishing Ltd accepts no liability for the accuracy of the contents or any opinions expressed herein. Printed by Gemini Press ISSN 2050-7747

CIMSPA ENQUIRIES

Chartered Institute for the Management of Sport and Physical Activity, SportPark, Loughborough

University, 3 Oakwood Drive, Loughborough, LE11 3QF
Tel 01509 226 474
E-mail info@cimspa.co.uk
Web www.cimspa.co.uk



S&PA News

A round-up of the latest developments in the industry

BARONESS GREY-THOMPSON LEADS REVIEW OF SPORTING SAFETY

Concussion, mental health, integrity and governance are under the spotlight as part of a comprehensive independent review into safety and welfare in sport.

The Sport Duty of Care Review, which is being led by Baroness Grey-Thompson, the Paralympian, will consider a broad range of issues to ensure that people involved in sport at every level are looked after and protected.

"The review covers sporting participants in the widest sense," said Baroness Grey-Thompson. "We will be looking at topics ranging from head injuries and mental wellbeing through to how sports are governed. We can also look at workforce issues, as there is a duty of care for people who work in all sectors of activity to make sure that they are protected as much as those who take part.

"Sport is an amazing force for social good and we want to ensure that everyone at all levels - from the grassroots to elite can participate in a safe environment," she said.

David Evenett, the minister for sport, added: "It is vital that every person involved in sport - whether that be an amateur runner or Olympic



champion - is well looked after."

The goal of the review, which has been set up to fulfil one of the commitments outlined in the government's Sporting Future strategy, is to develop a comprehensive plan as to how to improve safety in sport. "Once the review is complete we will make practical recommendations about what should be done," said Baroness Grey-Thompson.

She and her team are also considering professional athletes' transition to post-competition careers, both for the wellbeing of individuals and in terms of what they can offer the sector more broadly. "We want to maximise the talent

of people we have in sport," she said.

"Looking at athlete transition, what do we do with athletes who leave training and development programmes. Could they work in the sector? Do they even know about the job options available to them in it? This is where good standards for training and accreditation are important, as they help people outside our sector to understand the career paths available and recognise the professionalism involved at every level."

Tara Dillon, the chief executive of CIMSPA, said that the organisation was looking forward to the outcomes of the review. "Early dialogue strongly indicates that developing

personnel at every level in sport is going to be a firm recommendation," she said. "Clear indications of skills gaps in leadership, duty of care, career pathways and personal development seem to emanating already from this review.

"CIMSPA will work with all aspects in sport to support skills development and will respond directly and promptly to the needs asked of us. Collaboration is key and we look forward to consulting as widely as possible in establishing precisely how we can support national governing bodies and athletes in the most effective way."

Baroness Grey-Thompson added: "This is a perfect opportunity for people to have their say on what more we can all do to improve safety and wellbeing in sport." The review team will be taking evidence until the end of August. Baroness Grey-Thompson can be reached on greythompson@parliament.uk.

TEAM GB ATHLETES WIN VOLUNTEERING GOLD

Olympic and Paralympic athletes supported by National Lottery funding have spent more than 17,000 days volunteering in schools and communities since 2012, according to figures from UK Sport.

This means that more than they have reached more than 730,000 children and young people in their efforts to encourage wider public participation in sport – an achievement that they have managed at the same time as preparing for the Rio Games in August.

“National Lottery players have helped transform the prospects of talented athletes in this country, which has taken our Olympic and Paralympic teams from strength to strength, seen them soar up the medal table and made the nation proud,” said Liz Nicholl, the chief executive of UK Sport.

“It’s brilliant to see that our athletes have given back over 17,000 days on the road to Rio through volunteering in schools and communities, harnessing the power of sport to inspire the nation.”

Hockey player and London 2012 Olympic bronze medallist Alex Danson has completed 209 appearances, the greatest number of volunteering days of all National Lottery funded athletes over the past four years. She said: “Without volunteers and people that inspired me, there is no way I would ever have played hockey, let alone had the honour of playing for my country.

“My first coach was a volunteer, he inspired me to improve. I remember a GB player, Mandy Nicholson, coming to train my team for an afternoon and



I literally didn’t stop practising what she taught me for months.

“Throughout my career I have been motivated, encouraged, supported and coached by so many incredible people. These experiences have led me to believe it is a privilege as athletes to give back whenever we can.”

DEMENTIA-FRIENDLY SWIMMING TRIAL

Health minister Jane Ellison was among the guests at the launch of Freedom Leisure’s dementia-friendly swimming programme at the K2 pool in Crawley recently.

The programme is part of an Amateur Swimming Association (ASA) project, launched last year, that was set up after ASA’s research suggested that low-impact exercise can help improve the physical and mental health, and the overall quality of life, of people living with dementia.

The ASA’s project, run in partnership with the Alzheimer’s Society, Dementia UK and Age UK, sees it work with leisure centre operators to make their facilities more



accessible to people with dementia.

“We want England to be the best place in the world to live with dementia, in communities that are more dementia friendly,” said Ellison. Local initiatives like Crawley’s will help us achieve that. The staff and facilities are really impressive. “This Government has prioritised

tackling dementia and I am proud to support this initiative, which helps people to live well with the condition.”

Benefits of the programme include reduced anxiety, an opportunity to socialise and a stronger sense of self-worth, say organisers.

“I am really encouraged by the response from the

swim team at K2 Crawley who were quick to accept this opportunity and swift to commit to staff training and adjusting their swimming timetable to fulfil the needs of this programme,” says Julie Kalsi, Support Officer for Dementia Alliance from Crawley Borough Council. “K2 Crawley is an ideal site for this programme as it easy to access and has plenty of parking. Its pool is large enough to accommodate the Dementia Friendly Swimming sessions and its café area is a lovely place to relax and socialise before and after the swimming to offer a complete experience for people here.”

UPFRONT

S&PA NEWS

'SOFA DODGER' LAUNCHES BOOK

Sam Taylor, a 37-year-old mother of three, was so determined to get off the sofa and out of the house that she set herself a challenge: try 100 different sports and fitness classes in a year.

And, to add an extra level of difficulty, she decided to write a book about her experiences in the hope that it will inspire other people to become "sofa dodgers" as well.

"I am sure a lot of people can relate to living a sedentary lifestyle and feeling out of shape but not being sure how to get themselves motivated into getting active and off the sofa," she said. "But I truly believe that there is a sport or fitness class out there for everybody, no matter your

size, shape, age, ability or background; you just have to find it".

Taylor tried activities from yoga and wall-climbing to trampolining. Some of them were definite one-off attempts, but the whole idea was to try things out before deciding whether or not they were for her, she said.

"Throughout I tried not to take myself too seriously - I am never going to take up American Football, for instance - but for the time I was there I gave it everything I had."

Sofa Dodger also contains stories from the instructors, coaches and other participants that Taylor met during her challenge.



Taylor, who is based in Cornwall, is now piloting a mini version of her challenge that will encourage nearly 1,000 primary school students to try a new sport or physical activity.

www.sofadodger.co.uk

TAKING THE WORKPLACE FITNESS CHALLENGE

One hundred employees from Blackpool Council are using wearable devices to track their physical activity as part of the Workplace Challenge, the national programme from the County Sports Partnership Network to engage workplaces in sport and physical activity.

The workplace-based activity logging system generates a variety of leader boards which compare the activity levels of employees and businesses locally, regionally and nationally.

The project's goals include increasing council employees' levels of physical activity, reducing sickness and increasing participation in sports such as table-

tennis, golf and football – a goal supported by the involvement of England Golf, Table Tennis England and the Football Association.

The 100 council workers start from a variety of baselines, from committed exerciser to infrequently active, but all have vowed to complete at least 60 minutes' exercise for each week of the 12-week pilot. Each participant has been given a Myzone belt, which will track how often they are active and how much effort they put in each time; those who reach the 60-minute goal will be allowed to keep their belt.

Each participant will



be assessed using Boditrax body composition and a questionnaire before and after the project so that organisers can assess its effectiveness, while data collected by the belts will feed into exercisers' online Workplace Challenge accounts so that they can see their position on national leader boards.

Lisa Arnold, Blackpool Council's leisure services manager, said that using Myzone technology would

allow organisers accurately to monitor participants' physical activity levels. "Previously, the Workplace Challenge data recording relied on the honesty of participants and their perception of whether they had exercised at a low, medium or high intensity," she said. "The Myzone data, combined with the Boditrax assessments carried out pre- and post- project, will provide clear evidence on the benefits of being active."

SPORT ENGLAND STRATEGY BACKS CIMSPA



CIMSPA's workforce development project has the official backing of Sport England following the formal launch of the organisation's new strategy, Towards an Active Nation, at the end of May.

"Sport England's ongoing support of CIMSPA is a clear endorsement of the achievements the chartered institute has made to date and reflects its confidence in CIMSPA's abilities to shape a sport and physical activity workforce of the highest quality," said Tara Dillon, the chief executive of CIMSPA.

"The new Sport England strategy is great news for sport and physical activity professionals. Not only does it direct funding into physical inactivity; it also reaffirms

Sport England's support for CIMSPA in professionalising the sector and delivering a workforce that is fit for purpose.

"Working with Sport England, CIMSPA and its partners are developing a new workforce strategy with a clear skills framework for all roles and the provision of good quality continuous professional development. This is crucial in creating a workforce that is equipped to tackle the high levels of inactivity in the county in line with the government's Sporting Future strategy."

Goalball UK, the governing body of the sport for people who are visually impaired, is also pleased with the new strategy. Mike Reilly, its chief executive, predicted that Sport

England's new approach will be "the greatest opportunity" that the sport has ever seen.

"As a disability sport we have long recognised and demonstrated that participation delivers so much – physical and mental wellbeing for the individual and a range of social and economic benefits for society as a whole", he said.

"That the national approach to all sport is now aligned with this is brilliant for us."

Participation in the team sport, which is played by men and women, has increased by 325 per cent since the London Paralympics in 2012. However, only 1 per cent of visually impaired people currently have access to goalball facilities and training.

"Now we can look to do

even more as we can provide the evidence to show that getting involved in goalball dramatically improves the life chances of the individual and how their increased independence allows them to make a much greater contribution to benefit us all," said Reilly.

"Last September we revealed a research study that identified that a visually impaired person that gets involved in the sport is 47 per cent more likely to be in employment or full-time education. As a direct consequence, not only are the prospects for the individual increased but they make a much greater social and economic contribution that benefits us all and that remains throughout their adult life."

Increasing participation in goalball was in direct alignment with the strategy's focus on the wider value of sport, particularly with respect to underrepresented groups such as the disabled, he added.

The visually impaired in particular can find it challenging to find opportunities to participate in sport and society more generally.

"For relatively little investment, our clubs act as a crucial social and support network for visually impaired people and their families," he said.

www.sportengland.org

UPFRONT

S&PA NEWS

MOVERS AND SHAKERS

Life Fitness, the equipment manufacturer, has appointed **Danny Oliver**, the former managing director of D2F fitness, as its UK country manager. He said: "The Life Fitness commercial fitness business has grown exponentially in the past year with the additions of Cybex, SCIFIT and InMovement to the existing Life Fitness and Hammer Strength brands so this role presents a fantastic opportunity to build our business across all sectors in the UK."

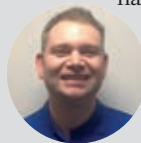
Oliver replaces Jason



Worthy, who has taken on a newly-created managing director role with responsibility for integrating Cybex

International into parent company the Brunswick Corporation's family of brands.

"This latest organisational change ensures we continue to build upon the strong performance of the Life Fitness UK team and our international structure supports more effectively our focused growth strategy and acquisition integration, both current and future,"



said Frank van den Ven, the international vice-president of Life Fitness.

Pulse, the fitness and leisure solutions supplier, has made a number of new appointments to support its growing sales team:

Daniel Thompson has been appointed

sales manager for the Home Counties;

Neil Moseley, the former director of sport at Imperial College London, joins as the company's education director; and Jason Clemson has been named as its business development manager.

"Pulse has seen a significant number of sales and contract wins within the last few months, which has led to new roles and

divisions being created," said Chris Johnson, Pulse's Managing Director. "I am confident that the combined knowledge and experience of our expanded team will lead Pulse to achieve even greater success."

CIMSPA fellow **Tim Dent**, who has 30 years' industry experience at organisations such as the Bannatyne Group and The Sport and Leisure Consultancy, has launched his own business, called re:creation consulting. "We look forward to helping clients improve lives and communities by developing and improving their sport and physical activity offer and staging impactful events," he said.



SPORTA-ING ACHIEVEMENTS

South Suffolk Leisure and Inspiring Healthy Lifestyles have won the Community Impact categories for their size at this year's Sporta Awards, which recognise the achievements of leisure trusts in engaging inactive people, energising communities and developing partnerships with social enterprises.

The Engaging Inactive People category awards went to Tanridge Trust (small) and Pendle Leisure Trust (large), while Fife Sports and Leisure Trust won an award for its successful work with the health sector and Fusion Lifestyle's New River Sports and Fitness



Centre in Haringey was named Best New Facility (pictured).

"It is a challenging time for charitable providers of local leisure

and cultural services, but there is a tremendous enthusiasm among our trusts to learn from each other in order to deliver the best possible services we can for the people of the UK on the budgets we have," said Peter Gunn, the chairman of Sporta UK.

"And at the heart of that is a desire to help us all become more active and our communities healthier and happier physically and mentally. I'd like to personally congratulate all of the trusts who entered and all whose work was nominated. Winning was just the icing on the cake for some but all the finalists deserve huge respect."

PEAKE PERFORMANCE

Earlier this year Tim Peake set a record for the fastest marathon in space but the British astronaut could face competition to hold on to it if his colleagues based at the European Space Agency's centre in Oxfordshire take advantage of their new corporate gym.

The facility, which opened in spring, has been equipped with a range of Life Fitness gear, including treadmills, cross-trainers, rowing machines and a variety of strength machines.

Sergio Vazzana, the head of facility management at the ESA's centre, said: "The installation of this equipment has been very well received by staff and offers first class facilities to enjoy, use for relaxation and maintain

their fitness. We believe that physical activity is an important component of a balanced life, which in turn is essential to maximise our emotional, intellectual and physical energies."

Meanwhile, people who want to maximise their emotional, intellectual and physical energies in Aylesbury have a new option available to them with the opening of celebrity trainer Mark Anthony's third Rush Fitness gym, designed and built by Createability.

The centre, the brand's flagship facility, includes a 1,000 square metre gym with 120 cardiovascular and strength stations; a free-weight zone; a group functional training/suspension area; a spin

studio; and an exercise studio where a wide variety of classes will be on offer.

Since May employees at Sheffield City Council have been able to take exercise and fitness classes in the health and wellbeing space at the council's Moorfoot Building thanks to a new agreement with SIV, the leisure operator. At the moment the organisation, part of the not-for-profit Sheffield City Trust, is running 14 classes per week for council staff, but it is expected to offer a variety of other options over the next 12 months.

Diana Radford, head of physical activity at Sheffield City Council, said: "We are delighted that the health and wellbeing offer for council staff continues to grow.

"Physical activity has so many benefits. It is proven to help you feel better, look better even sleep better. Put

simply it can improve your quality of life."

Olympic swimmer Sharron Davies joined local dignitaries and children from St Mary's School at the official opening of the £15m new Hinckley Leisure Centre in June. The centre, which opened to the public a month earlier, features an eight-court sports hall, a gym, a number of accessible facilities and a grass play area for school and community use.

Davies said: "With many swimming pools facing closure across the UK, it is great to see a facility such as Hinckley Leisure Centre having been developed. Allowing the local community access to swimming facilities for those who are just beginning their swimming journey right up to those who are regular participants is vital to ensure that we encourage as many people as possible."



IN DEPTH

CIMSPA UPDATE

THE KEY IS BEING MORE DYNAMIC

We find out about Rob Griffiths' approach to his chairmanship of the CIMSPA Wales management board



H

How did you get into the industry?

Shortly after finishing university, I was asked by a friend to help referee a 5-a-side competition at Cowbridge Leisure Centre - a week later I was employed as a recreation assistant. I spent three enjoyable years with the local authority before becoming assistant manager at the University of South Wales (then University of Glamorgan). I was fortunate enough to have a unique, hybrid role which combined operations management and sports development work. In 2005, I moved across to the business school and developed a number of undergraduate and postgraduate courses in sports management and

development. I'm now an academic manager responsible for overseeing the football degree programmes at USW (circa 500 full time students)

How long have you been involved with CIMSPA?

Belonging to a professional body, in its various guises, has always been critical to my career development and progression. I've been a member of the board for a number of years and was part of the leadership team that formed CIMSPA Wales. After a few years on the 'back benches', mainly due to a young family, I felt it time to be more active in developing the CIMSPA offer in Wales.

What are your key responsibilities?

The transition of the organisation over the last few years has been relatively difficult and my immediate priority is to increase the visibility of CIMSPA in Wales. I would like to see our board members active in terms of developing a strategy, undertaking advocacy work and I also want to try to re-energise the membership in Wales.

We've a number of key priorities in Wales but inevitably we are a membership body run by volunteers. We need to engage with the workforce in Wales and also recognise that it is a very different political environment to that existing across Offa's Dyke. We have our own Sports Council, NGBs, private enterprises and education system and this needs to be reflected in the work of CIMSPA Wales. We will be adopting the guiding principles and core values of CIMSPA and applying them to the Welsh context.

The majority of our membership base is from the leisure operations sub-sector and it's vital that we continue to support these members whilst also looking at the workforce demands of those working with community sport, exercise and

fitness, performance sport and physical activity. This may mean a bespoke offering in some cases and key to the success is ensuring that we have these sectors represented within the national board. We are also planning to develop working groups that will focus on education, marketing and rising talent. We want to engage with FE/HE students, recent graduates and aspiring professionals. Above all, we want people to be active members of CIMSPA Wales and develop our strategies and plans together.

It's important that we develop further dialogue with key industry partners including Sport Wales and the Welsh Sport Association to identify ways in which CIMSPA Wales can support their visions and workforce strategies.

What skills do you bring to the role?

I'm quite broad minded and open to ideas. However, the key at the moment is being more dynamic and I plan to get involved both strategically and operationally something that all board members are keen to do. We have a very strong, experienced board and I'm confident that we can successfully lead CIMSPA Wales into a new era. We should be extremely proud as a sector that we have gained chartered status but without improving the value of membership we will struggle to succeed. Integral to this will be consultation with staff, students, employers and experts from outside the industry. If we are serious about our profession then we all have a duty to make CIMSPA work.

What challenges does CIMSPA face?

I think the blurring of the remit of organisations has impacted negatively on our sector over the last decade. I'm really enthused by the contribution that CIMSPA is making to the new DCMS strategy

in England and we need to try to mirror this in Wales. We also need to recognise the diversity in the sector. Yes, there are transferable skills (leadership, communication) but we need to recognise the differences in people's jobs and somehow personalise their CIMSPA support. Our immediate focus is around sustainability and ensuring that we build a chartered body that fulfils the needs of all of our members.

My biggest frustration with the industry is the myth that you are either a good academic student or a good vocational student. Numerous graduates have both qualities and we should support them much more in their development. At times the relationship between HE and industry bodies has been quite fractious and it's vital that they work together symbiotically. Employers need to be involved more in the design of degree courses, particularly around work competencies and skills. Equally, they must be more open to providing high quality employability opportunities that includes extended placements, paid internships and good quality mentoring.

Universities need to recognise that graduates will not get anything other than entry level jobs if they do not equip their students with the vocational qualifications required to do the jobs. Equally, they need to embed time in the curriculum to develop employability and enterprise skills. Too often I see universities marketing their employability features to potential students and then failing to implement. Some of my most important career learning experiences occurred when I was lifeguarding, coaching a football session or working at reception but we should be looking for students to start this early in their studies.

I've been enthused by the work of the CIMSPA HE partnership group and look forward to seeing developments. ●



NEW

CIMSPA

CHARTERED INSTITUTE FOR THE MANAGEMENT
OF SPORT AND PHYSICAL ACTIVITY

Employer partnership

The CIMSPA employer partner scheme offers both an investment in the sector's employer-led workforce improvement project, as well as immediate professional development benefits for your staff.

SIGN UP HERE cimspa.co.uk/employerpartner



You never stand still so why should your career?

CIMSPA

CHARTERED INSTITUTE FOR THE MANAGEMENT
OF SPORT AND PHYSICAL ACTIVITY

Let CIMSPA run with you and keep your career in sport and physical activity on track. As a member of a Chartered professional body you will receive a wealth of benefits and grow a flourishing network.

Don't stand still – join CIMSPA now.

cimspa.co.uk/join



IN DEPTH

CIMSPA UPDATE

FORGING AHEAD

Fusion Lifestyle, the first operator to commit its workforce to CIMSPA, is leading the charge in meeting government demands for a better-qualified, more professional sector



Fusion Lifestyle, which was formed in 2000, is a registered UK charity that provides sport and leisure facilities. The organisation, which manages more than 85 leisure facilities on behalf of more than 20 local authority partners, aims to make sport and leisure facilities affordable and accessible to all.

In 2015, participation levels in sport and physical activity increased by 20 per cent across Fusion sites. In the same year, Fusion received 26 million visits to its sites; 30 per cent of those visits were made by

concessionary customers. The charity also delivered 3.5 million swimming lessons.

In the past few years Fusion, working with local authorities and other public sector organisations, has invested more than £150m in the creation and redevelopment of leisure facilities in an effort to deliver choice and value to consumers.

This passion for excellence also applies to Fusion's employees, which is why Fusion is the first operator to engage with CIMSPA as an employer partner.

The organisation has committed to CIMSPA memberships for its fitness teams, and will be building an expectation that managers will be working towards becoming members of the chartered institute.

"Fusion values making things happen," says James Duncan, learning & development manager at Fusion. "Being the first large operator to commit to CIMSPA as an employer partner is aligned to our values and our commitment to the development of our teams as well as supporting CIMSPA to realise this key initiative."

Fusion initially rolled out affiliate exercise and fitness memberships to around 650 of its fitness professionals as a direct replacement of REPs, and has now added CIMSPA membership as a desirable attribute for its management teams, both new and existing.

"The expected effect of our new partnership is far greater, as it will affect all 3,200-plus Fusion employees by progressively supporting a culture change not just in the business but the sector as a whole, as we embed an expectation of professional membership at all levels of our industry," says Duncan.

The Fusion Academy is a well-established learning and development framework, covering levels two to five, which encompasses foundation and role specific training, technical qualifications, apprenticeships and leadership management development programmes, as well as a suite of CPD programmes that stretch Fusion's teams and ensure they are constantly developing.

"By utilising the benefits of professional memberships through CIMSPA we can add further value to our teams' learning journeys as well as making the most of the CPD." ●

IN DEPTH

CIMSPA UPDATE

SPOTLIGHT ON CIMSPA PARTNERS

A final look at some of the organisations working with CIMSPA to professionalise the sport and physical activity sector



**Fitness First:
employer partner**
**Neil Tune, UK HR
director**

*Fitness First,
which was
founded in
1993, operates*

322 private health clubs in 18 countries with almost one million members.

“One of the key pillars of our strategy, and the one that underpins everything else, is our approach to our people strategy.

Our employer brand promise is ‘At Fitness First, you’ll enjoy all the support you need to turn doing what you love into a worthwhile and rewarding career.’

“This is brought to life with a consistent recruitment experience and investment in superb training and development programmes. Not only does this enable our teams to be fully effective and support our members, it also creates a fantastic talent pipeline for the future leaders of our business. We offer a bespoke Fitness First certification programme for all staff and also have a programme that develops our club general managers.

“Partnering with CIMSPA means we can align our development programmes to the new framework and provide our teams with the opportunity to become formally recognised and accredited fitness professionals. This will underline the value of our programmes and help establish a clear sector standard.

“Creating one recognised and leading professional body and gaining support for its mission from all the key employers is an important role for CIMSPA. With this aligned approach, we can start to attract talented people who may not have considered our sector as a career choice. And, importantly, we can retain the great talent we already see in our sector.

“Giving gym users, customers and members the confidence that the staff they rely on for knowledge, motivation and support are well educated, trained and inspired to support them is also a huge benefit for each of us as businesses and for the nation’s health.”



**Leisure-net
Solutions: skills
development
partner**

**David
Monkhouse,
director,**

**Chartered Fellow and elected
member Trustee**

Leisure-net is a leading provider of customer and staff insight, business intelligence and consultation services to the cultural services, active leisure and health and fitness industries.

“We believe in what CIMSPA stands for and the benefit that quality assured learning and development will bring to the sector and those working within it.

“The key benefits of our partnership with CIMSPA is the learning and development, written and assessed by the sector for the sector, which we can provide. Leisure-net gains credibility for the learning and development it delivers, while CIMSPA members have access to Continuing Professional Development that will improve the customer experience, participation and income within facilities.

“CIMSPA has a huge role to play in the sector and employers really need to get behind it both in terms of promoting the value that a chartered institute brings in terms of credibility and as a voice to inform strategy such as Sport England’s recent strategy Towards an Active Nation. Members have seen a real increase in learning and networking opportunities in the past few months – something that will make a difference to their careers.

“The future is now about consolidating, communicating the value of the chartered institute and confirming its place in influencing future decisions about the sector.” ●



allianceleisure

Facility Development

Project Management, Funding, Space Planning and Design & Build



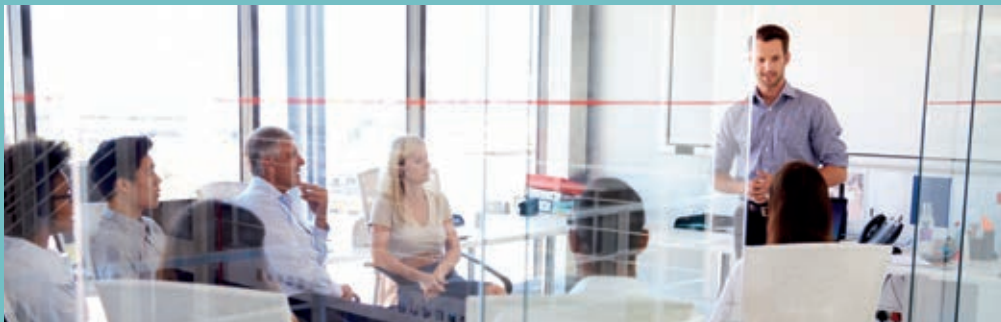
Register for a **free** business health check

*Terms and Conditions Apply

or

Support Division

Providing the complete solution to your sales, marketing & retention needs



Claim a **£500** marketing voucher to
spend with Alliance Digital

*Terms and Conditions Apply

For more details visit www.transformingleisure.co.uk

For more info on these offers text **ALLIANCE TRANSFORM** to **61211**

01278 444944

www.allianceleisure.co.uk



IN DEPTH

CIMSPA UPDATE

CIMPSA PARTNER UPDATE: QUEST

Quest's new Active Communities assessment to help deliver Sport England strategy

Quest for Active Communities – a new two-day assessment model from Quest, the UK's quality scheme for sport and leisure – will directly support the health, economic and social goals of Sport England's newly-published strategy and its overall aim of getting more people from every backgrounds regularly taking part in physical activity.

The Sport England strategy, which is a response to the government's new strategy on sport, announced at the end of last year, aims to deliver against five key outcomes: physical health, mental wellbeing, individual development, social/community development and economic development.

In line with this, Quest for Active Communities, which will replace the existing Quest Sport Development model when it is rolled out later this year, will still promote high-quality sport development but with a much sharper focus on these agendas.

"The new strategies from the government and Sport England are a game-changer for all those working in the sport and leisure sector," says Paul Brivio, manager of Quest for Active Communities. "This is a unique opportunity to bring together all those working in education, sport, fitness

and health around the concept of an active community."

The reframed model, which is aimed at local authorities, leisure trusts, community foundations and sports partnerships, will also make it easier for those in development and facility settings to work towards common goals. "Quest for Active Communities has the potential to help providers to reach new audiences and deliver key social outcomes through both sport development and facilities," says Brivio.

While individual sport and leisure sites will still be expected to complete a Quest for Facilities assessment – an updated version of the existing Quest Facility Management model – to achieve Quest accreditation, local authorities and trusts will be able to sign up for a revised Quest Combo assessment to get the best of both worlds.

Quest for Active Communities is

based on best practice guidance devised in partnership with partners from both inside and outside the sector, says Brivio. It will retain several modules from the existing Quest sport development model, including team and skills development, partnerships and collaboration and community outcomes. But it will also introduce a number of new modules aimed at directly supporting the government and Sport England's new agenda, including one module specifically on increasing participation and reducing inactivity. Another, on insight and marketing, will help providers make better use of available data to understand and respond to the needs and priorities of their local communities.

As with previous Quest models, Quest for Active Communities will promote continuous improvement and quality assurance via a rigorous and independent assessment process, but with an increased emphasis on measurement, learning and impact.

"We believe in what the sport and leisure sector can deliver and produce

when it is at its best," says Brivio. "Quest for Active Communities will help raise the bar by challenging conventional ways of doing things and by supporting innovation, change and effective use of resources and skills to meet the demands of the new agenda. Our industry must

be fit for purpose, and Quest exists to support the effective leadership, culture of continuous improvement and focus on quality results which are the hallmark of every high-performing organisation." ●


"The new strategies from the government and Sport England are a game-changer for all those working in the sport and leisure sector"

Southampton Solent University's Coaching Innovation Programme represents a major contribution to coaching, physical activity and sport provision, while preparing students for employment. We find out more



COACHING INNOVATION

The academic year starting this September will be the sixth year that Southampton Solent University has run its Coaching Innovation Programme (CIP). Approximately 400 students have completed the scheme during this time, getting involved with sport and coaching in Southampton and the region and developing and delivering an innovative coaching project to help advance sporting and physical activity engagement in the local community.

The programme is mandatory for students studying for a BA in sport coaching and development, health exercise or physical activity, and is optional for those working towards a BA in sport studies, a BSc in sport coaching, and sport and PE students.

“The CIP was made mandatory because the university and the School of Sport, Health and Social Sciences recognise the importance of our students developing hands-on, real-life experience to enhance their learning,” says Kevin Harris, the senior lecturer and course leader who created the CIP. “It aids their understanding of current issues in the local community, builds and develops their CV and makes them stand out from other university graduates.”

The initiative is curriculum-based, with level five students spending their second year researching, collaborating with industry partners, and developing their proposed CIP project before presenting it at the university's



IN DEPTH

CIMSPA UPDATE

annual Coaching Innovation Symposium. The event, which is attended by practitioners, Solent employees and students, allows attendees to question students about their projects and how they intend to carry them out. It is also proves an opportunity for everyone in attendance to network and meet practitioners.

During their second year, students also search for partners, develop their programme theory, develop sustainability plans and design their monitoring and evaluation methods. At level six, students go out into the community, deliver their projects and conduct monitoring and evaluation to track the progress of the projects.

Education is delivered by university lecturers with students having two to three hours of contact time with lecturers each week in the form of seminars and lectures.

These are are classroom-based, but students are actively researching or delivering their projects throughout the academic year.

The benefits of the CIP for the students are numerous, says Harris. "They gain real-life experience of being a sport development practitioner – experience that is not necessarily available at other universities. It also prepares students for future employment as their CIP work is relevant to what is happening now in the field of sports development and public health. They develop partnerships with practitioners and national governing bodies of sport, write funding bids, develop a



programme theory and monitoring and evaluation methods. They then deliver these projects in the community and reflect on what worked, what didn't and why. It's invaluable experience."

Such experience provides future employers with graduates who are equipped with up-to-date knowledge of the local issues in Southampton and who have developed programme theories, tested them with monitoring and evaluation techniques and redesigned them – all appropriate experience to

prepare them for roles in sports development. Graduates have pursued careers in specialist coaching, sport development, PE teaching and social enterprise.

The CIP's work helps around 500 people a year in the Southampton area, and addresses a wide range of social and health issues. The projects are wide-ranging and focus on a areas including educational attainment (EduMove projects),

LINK UP PLAY

The winner of this year's Coaching Innovation Symposium, Link up Play, is an EduMove project which will use football as a tool for improving core literacy among Key Stage 2 pupils. Football-orientated literacy tasks will be used to capture the attention of pupils and increase their concentration and confidence by focusing on specific areas in line with the 2016 curriculum. Students Ryan Farrer, Liam Botcherby and Andrew Davis, pictured, have developed the project, which they will deliver in the next academic year.

disabled sport participation, physical inactivity, participation in sport, social integration, rehabilitation, developing employability skills, LGBT (lesbian, gay, bisexual, transsexual) participation in sport, health, BEM (black and ethnic minorities) sport participation and teaching languages.

In delivering these projects, students have worked with numerous organisations including EduMove and Solent Sport. ●

"Students gain real-life experience of being a sport development practitioner - experience not necessarily available at other universities"



**FittaMamma
maternity
exercise wear
is the only
range of
fitness clothes
specifically
designed
to support
pregnant women**



**FittaMamma is looking for Partners to promote
our unique maternity fitness wear range.**



**You can benefit your clients and earn extra money
simply by telling them about our lovely, supportive
maternity exercise wear.**

Our range holds and supports the baby bump to make exercise
more comfortable during pregnancy – and works after the birth
as clients regain their pre-baby fitness.

It's easy - no outlay, commission on sales and lots of support!

For details email support@fittamamma.com



Call +44 1 444 876900 Email support@fittamamma.com
www.fittamamma.com

IN DEPTH

CASE STUDY

PLAYING GAMES

StreetGames is encouraging young people to play sport by bringing it right to their doorstep, writes Carly Chynoweth



P

laying sport gives young people all sorts of advantages, from better physical health and the chance to build friendships with peers through to greater life opportunities. Unfortunately, though, access to sport varies wildly across the UK, with youngsters in well-off families more than twice as likely to take part in organised sport as those from poorer households.

It is this gap that StreetGames is working to reduce through initiatives such as its Doorstep Sport campaign. The idea, says Jane Ashworth, the charity's chief executive, is to reduce the barriers that discourage young

people from getting involved in sport. "It's all part of the big picture," she says. "It's about employment, attainment, lowering crime rates – trying to deal with the issues that mar lower working class life. Our strapline is that we want to change sport, change lives and change communities."

The StreetGames way of doing this centres on a "Five Rs" model: right time, right place, right price, right style and right people. This means providing sporting activities that are free (or cost less than £1); close to participants' homes; held at a time that appeals to teenagers (evenings

rather than early mornings, for instance); run informally, so that people can arrive late or leave early if they choose; and led by coaches and volunteers who are good at building rapport with young people.

Much of its work is done in partnership with local organisations such as youth clubs. "The important thing is that it has to be locally validated," says Ashworth, who began her career doing "old-fashioned recreation development" at a leisure centre in Newcastle before stints at Sport England and the Office of the Deputy Prime Minister. "That is, people in the area have to trust and



StreetGames in numbers

48%



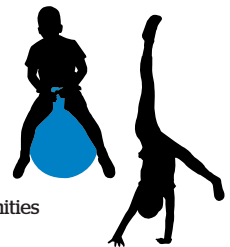
of young people like the opportunity to try new sports

36%



look for time to socialise with friends while playing sport

32%



are seeking opportunities to learn new skills

81,525



young people have taken part since its launch in 2007

£2.55



Low-income families' average weekly spend on sport



IN DEPTH

CASE STUDY



ANNALEIGH WYNN

Annaleigh Wynn was a teenager when StreetGames was set up at her school in Stockton-on-Tees. Today, aged 21, she is a qualified coach and sports leader.

Getting involved helped to develop her self-confidence, she says. "I am a very shy person in some respects but in the coaching environment I could be someone different," she says. "When I was in front of a group coaching I could be really comfortable in a way that I wasn't outside the sporting arena."

Wynn, who coaches football and netball, finds that working with young people is "very rewarding" – particularly when she is able to connect the teenagers she coaches with sports clubs. Sometimes this is because involvement in StreetGames has let young people without much



prior confidence or interest in sport them see the pleasure and value in being part of a team, and has encouraged them to take it further; at other times she has been able to help those with plenty of skill and enthusiasm but limited opportunities. "We have some really talented players coming to us who have not been identified by clubs – perhaps their families do not have the finances in place to allow them to go to a club – so for some, as a reward for 100 per cent attendance, we bought football boots and sent them off to a

club." This was backed up with a letter to the club's chairman asking him to help work something out to overcome the financial side of things.

Wynn has also seen how sporting involvement has wider benefits for young people. "We have some young people from different ethnic origins, like a Polish boy who loves football. His English isn't great and he struggled a bit [at school, but] going into this group has really brought him on, not just in sport but in lessons."

Wynn makes sure that she is always able to point young people towards progression opportunities. She also makes sure she is not judgmental towards them.

"I was brought up in an area like the one I am working in and they have a lot of respect and appreciation for the fact that I have come from a similar background as them."



respect the organisation.”

One striking finding has been that only 14 per cent of the programme’s participants use leisure centres; this is one of the reasons why the second R of the model – right place – tends to end up being in informal settings such as parks, multi-use games areas or other open spaces. “Leisure centres are not [often] the kind of offering that young people want. That’s why we bring it to their doorstep...to somewhere the youngsters feel comfortable. That could be a patch of grass behind the Co-op as long as it is somewhere they find accessible.”

The “right style” aspect of the charity’s work means that sessions tend to be informal, with participants able to join in even if they arrive late, and broken up

into several sub-sessions of 20–40 minutes each so that there is always a variety of activities available. This stops any one group of participants from dominating just because they are good at a particular sport, says Ashworth.

So far the charity’s work has seen more than 80,000 young people participate in StreetGames programmes since 2007; the charity has also engaged more than 11,700 young people from areas of high deprivation in volunteering in roles ranging from event marshalls to coaching assistants and social media coordinators.

“Disadvantaged communities have too few volunteering opportunities, and most sport is delivered by volunteers,” says Ashworth. “So part of our effort has been to grow

local leaders of sport for that reason. Plus the skills and attributes [individuals] need to do that are the skills and attributes you need to make a success in other aspects of life.”

The volunteers’ involvement creates opportunities for other children to participate in sport and helps the volunteers themselves to develop self-confidence and employability skills. This ties in with the StreetGames goal of connecting sports programmes with community renewal and creates a virtuous circle: more volunteers means more people to deliver sporting programmes for young people, which in turn inspires more of them to become volunteers – and to deliver more sporting programmes for young people. ●

IN DEPTH

AGENDA

USE IT OR LOSE IT

Sport and leisure professionals should rethink how they engage and support older people in exercise, reports Caroline Roberts

The UK population is ageing rapidly. Figures from the Office for National Statistics show that there are now 11.4m people aged 65 or older; projections suggest that by 2040 this age group will account for nearly a quarter of the population. In that same period, the number of people over 85 is expected to more than double to 3.4m.

If this rise isn't matched by improvements in health and functional fitness it will cause serious problems for public finances. According to a Department of Health estimate, by 2036 the UK could be spending more than £6 billion a year treating hip fractures.

The saying "use it or lose it" holds true. Physical activity can help offset

the physical issues associated with ageing: declines in bone density, muscle mass, flexibility and balance. It's also been known for some time that exercise helps slow cognitive decline. However, government surveys show that less than half of older men and only around a third of women undertake the recommended 30 minutes of moderate physical activity on five days a week.

Bob Laventure, a consultant on physical activity and older people at the British Heart Foundation's National Centre for Physical Activity and Health, and a director of consultancy Later Life Training, says: "Older people can get a quick return for their efforts in some areas. Studies show that it's possible to improve



IN DEPTH

AGENDA

their strength and balance over 10 to 12 weeks. That's a real motivator. However, they need the right sort of support from fitness professionals."

Many gyms and leisure facilities now offer sessions aimed at older people and adapted classes, such as chair-based fitness. But what else can be done to make the fitness environment more attractive to this age group?

Relatively small changes can make a big difference, says Laventure. His research has found that older people value having a place to sit out and rest when they need to. And pumping out high-decibel hip hop when older people are likely to be using the facility isn't a great idea. "If you go to the Co-op in the middle of the day they're playing music from the 60s and 70s that many people shopping at that time of day identify with. I'm not

saying they're going to flood in if you play non-stop Abba, but it's all part of thinking about the users."

It's vital that floor staff are properly trained to work with this demographic, he says. "The qualifications are out there. It's just that owners and managers need to see older people as an important population group to engage with. It's about investing."

And staff need to be more aware of the difficulties older people may experience. "As we age, we take longer to process things. I'm 70 and when my grandson teaches me how to do something on my iPad, I have to get him to slow down. But some gym trainers just don't get it."

There's also an age gap in the vocabulary of fitness. "For a fitness professional, 'mobility' is interchangeable with 'flexibility',

"EXERCISES DO YOU A WORLD OF GOOD"

Ashley Leeming, an 88-year-old widower from Newcastle-under-Lyme, Staffordshire, was diagnosed with COPD (chronic obstructive pulmonary disease) following a bout of pneumonia six years ago. Over the last year, he has been participating in regular low-cost Age UK classes in Tai Chi and general keep fit, as well as some Nordic Walking sessions, run in local community venues.

"I've been on three pulmonary rehabilitation courses. The exercises do you a world of good and the theory is that you learn them and do them at home after

the course ends but I've not met anyone yet who's continued to do them by themselves at home.

"But since I started the [Age UK] classes, the more I do, the more I want to do, so it's not a hardship. I bought some weights and a tread machine in a charity shop and I'm using them both every day. When I started on the treader, I could only do 20 reps but now I do 200. With the weights, I could only do 10 of each exercise before I was jiggered, but now I can do 40. I'm improving every day. I feel better than I've felt for six years and it's the first winter I've not fallen ill."





to be appealing and speak to its target group. Older people generally don't see themselves as old and in our experience, particularly with our "fit as a fiddle" physical activity programmes, a brand that is seen as fun, expresses how people want to feel and promotes the social side of physical activity works well."

Loneliness and isolation is a big problem in old age and often has a detrimental effect on health and wellbeing. Buddying schemes and linking exercise with a social activity are good strategies. Age UK is currently working with national governing bodies and other organisations such as Sports Coach UK to explore a potential multi-sport activator course which will help older volunteers support other older people to become more active.

One facility that has successfully engaged with the older demographic is the Avondale site in Stockport, operated by Life Leisure. The 1970s building has recently undergone a renovation with older people and those unused to exercise in mind. Over the

past year, the paying membership has gone from 400 to 1,600, with the average age well above 50.

"We had to look at everything that we did," explains Michelle Childs, Life Leisure's health and physical activity manager. "As well

as the usual body pump and body combat classes, we have Tai Chi, chair-based exercise, and aqua classes. With staff, it's not necessarily about qualifications, it's more about experience. Although we have apprentices, we have a wealth of people on the gym floor who are over the age of 35. Most are qualified in GP referral, and have worked in the industry for years. The person who teaches our chair-based sessions is 65. Avondale instructors are now mentoring staff in other centres in how to work with older clients."

The centre has invested in an anti-gravity treadmill, which provides low impact exercise for people with joint problems. However, she says, "Equipment doesn't have to be super-innovative. Even adding something like a step so people can get up onto a treadmill can make a big difference."

Life Leisure set up a tea dance at one of its other facilities, and the attendees have now taken over the running of the event themselves. It has also introduced social activities after classes that are popular with older users, and plans to roll this out across all its centres.

"We're building up our own catalogue of photos and videos of our members for marketing purposes," says Childs. "We don't use stock photography if we can help it. We're trying to attract people by using images that look like them." There is also a customer sentinel programme, which publicises the achievements of members and enables them to become role models. Above all, says Childs, it's about treating people as individuals and responding to their individual needs, regardless of age. ●

but for an older person, it's about whether they can get out and move around.

"Trainers need to express goals differently. Improvement in strength may mean ease of getting out of a chair or using the stairs, and endurance means getting to the shops and back."

Facilities need to get the marketing right and avoid patronising older clientele, says Cherry Russell, health and wellbeing programme manager at Age UK. "The name of a class needs


"I'm not saying they're going to flood in if you play non-stop Abba, but it's all part of thinking about users"

IN DEPTH

PROFILE



INTEGRITY MATTERS

Deliberate cheating with banned substances is sporting fraud, and criminal sanctions may be appropriate, Sporting Integrity's Michele Verroken tells Caroline Roberts

What are the biggest challenges facing anti-doping organisations at the moment?

The biggest issue is credibility. We want a system with integrity that athletes and the public can have confidence in. In the late 1980s, we set up an independent system of testing but that system now has gaps and areas of vulnerability.

If you're trying to regulate a multitude of sports, you end up with a generic approach. I always worry about the fact that we have one prohibited substances list covering all sports – it's difficult to compare

darts with the 100m sprint. We have to take a hard look at whether we're looking for the right things in the right ways. With drugs specific to darts, for example, would we want to test out of competition when the effective drugs would be used in competition? Governing bodies should have more input on making regulations work for their sport.

What do you see as the way forward?

Open dialogue with athletes, scientists and medical professionals can help us build a system in which

we can draw a more certain line about cheating. We want scientists to come forward and discuss whether we should be banning something, but WADA the World Anti-Doping Agency decides this and if you want to question it you have to take your case to the Court of Arbitration for Sport, which costs a lot of money. We need absolute transparency, and international fora on which medics and others can debate things without being suspected of helping athletes to cheat. Also, sport is immediate, but the penalty often comes a long time after the event so we need to invest



IN DEPTH

PROFILE

as much money as we can in getting immediate results from testing.

We also need to look at how we educate people. For me, every positive test should be regarded as a failure of education. Things are too complex – the prohibited list contains pharmacological classes, and for most classes they add the phrase “and related compounds”. A lecture on a pharmacological list isn’t going to work with athletes. It’s like teaching someone to drive by showing them a car crash. I build all my education programmes around what you can do. How can you take medication for a health condition and stay within the rules? Our medicines should be clearly labelled – in France medicines carry a warning if they are banned for athletes. We should also consider legislation to control standards in the supplement market, which is very poorly regulated.

There’s been talk about criminalising the use of performance enhancing drugs. What do you think about this?

I have a qualified sympathy for that view. Deliberate cheating is sporting fraud and a criminal sanction may be appropriate. But a criminal process will change the way we operate. In anti-doping, we’ve relied on different levels of proof than the criminal standard so it would mean a major overhaul of the system.

There’s a growing problem with steroid use among gym users and at the lower levels of sport. Some experts have suggested that there may be as many as one million steroid users in the UK. Are we doing enough to tackle this and what role can CIMSPA members play?

Steroids are easy to get hold of, despite legislation to restrict their

availability, and there’s a danger that a premises gets known as a source. Facilities should have a clear policy and if you’re in possession or trafficking steroids then your membership should be cancelled. Gyms need to consider having sharps bins and monitoring them to see if they’re getting steroid users on the premises. They should also provide signposting to clinics where people can get advice to help them avoid needle sharing as we don’t want another huge public health crisis to grow out of this.

It’s a public health issue and I think it’s better dealt with locally, leaving UKAD [UK Anti-Doping] to focus on elite and organised sport. Gyms and

leisure centres need to make links with local services giving specific support, decent nutritional advice and needle exchanges. Some areas, such as Liverpool and Newcastle, have strong campaigns going on around steroid use, which could serve as models.

What are you most proud of in your 30-year career?

I’m proud of getting independence into the system but disappointed about the bureaucracy that’s grown up around it. The Commonwealth Games is also something I’ve been very proud to be involved with. I’ve been doing a lot of work outside of the event to build a strong



MICHELE VERROKEN

Founding director, Sporting Integrity

► After a degree in the art and science of movement, Michele taught and lectured, played handball and korfbal for England, and umpired netball at international level.

► She entered sports administration and became head of anti-doping at the Sports Council in 1986, and then director of ethics and anti-doping when the organisation morphed into UK Sport in 1996. She designed and implemented the first internationally accepted standard for doping control, which is still in use.

► Secretary of the Commonwealth Games Federation Medical Commission since 2002.

► Founded consultancy, Sporting Integrity, on leaving UK Sport in 2004.

► An eternal student, added two more degrees, a master's in education and an LL.M in sports law, and is now studying for a qualification in sports governance.

programme for the youth games and the main games. There's such an array of talent in Commonwealth countries and a medal can make a huge difference; it can draw funding to build a school or bring water to a village. It reminds me of the true meaning of sport and how powerful it is.

Tell me a bit about the range of your work with Sporting Integrity.

We look at any form of corruption, but about 90 per cent is taken up with anti-doping at the moment, and it's an Olympic year. It's just one aspect though. We spend a lot of time looking at the governance context. Anti-doping might be the starting

point but I might end up ensuring good operating standards for data protection.

Our work is wide ranging. For example, I've also been working with martial arts, which has an active programme on managing weight cutting. It can cause serious problems if athletes are not drinking and then water loading once they've weighed in. People can make themselves very ill with these peaks and troughs of hydration.

As an anti-doping expert, when you see an amazing performance at Rio, what will be going through your head?

I'll be looking at the sport and

the country involved and perhaps thinking, is this going to be the end of it? This is the first Olympics to apply a 10-year statute of limitations so samples could be reanalysed and results revised up to 2026. This Olympics has more uncertainty around it for all sorts of reasons and anti-doping is a primary one. It's such a great shame because there are so many athletes committing their lives to being the best they can be but there will always be some who are prepared to cheat, doing their best to spoil that. If we can all do something to fight that, then collectively we're doing a lot, although I'd like there to be less of the hamster wheel and more of the progress. ●

IN DEPTH

BUSINESS

Look beyond the price and work out what you really need from business insurance, says Carly Chynoweth

COVER ME





One of the first things Andrew Brownsell did after earning his personal training qualifications was buy insurance. Public liability insurance isn't

compulsory, he says, but he wanted to be sure he was protected if one of his clients made a claim against him.

"Some of my colleagues then said things like 'I have been doing this five or six years and I am a good trainer so I don't have to worry about it'...but if someone made a claim potentially you could lose your house," he says. "I don't know of an example of that happening, but just the worry would be bad enough."

These days Brownsell works in an office rather than a fitness studio – he is the commercial director at Protectivity, which specialises in providing insurance for the sport and leisure sector – but he is just as worried by the number of personal trainers who don't take out insurance. "It is a difficult topic to get leisure professionals to talk about," he says. "They know that they need

to have it and they have to buy it but it is a hassle that everyone begrudges purchasing.

"But being a good trainer does not prevent accidents from happening. A lot of trainers think that they won't do anything that could result in a claim, but it does not work like that. Your client might have an accident, perhaps so minor that you keep going with the session, and then a week or two later you get a letter from that person's solicitor saying 'my client intends to sue'."

Even if the trainer is absolutely blameless he or she will still have to respond to the claim, which can be expensive and stressful; having insurance can reduce this worry significantly. "If you have an insurance policy it will kick in the moment there is a claim," he says. "We instruct solicitors to look at the situation. They may settle the claim [if they think it is legitimate] or they may refute it, at which point the other side might back down or might fight it and go to court. Costs can really



IN DEPTH

BUSINESS

rack up there...if you have to go to a lawyer and you are not insured, it's not cheap."

Richard Doubleday, an executive director at specialist insurers Perkins Slade, is also determined to get people out of the "it won't happen to me" mindset. "Participation in sport and recreation is fundamentally safe; every day millions of people take part in activities without a hitch, therefore it is very unlikely that anybody will have a claim made against them," he says. "However, that is not a case for complacency and those in a position of responsibility should ensure they have adequate protection and an appropriate limit of indemnity. By way of example, claims now have been paid in excess of £10m." There is every chance that this record will be toppled in the future, as the size of claims is rising by about 10 per cent every year, he says.

Of course, it's not just public indemnity insurance that needs to be considered, nor is it only personal trainers who need to be looking at coverage. "In this day and age of litigation in sport and recreation, insurance has become something of a minefield and there are a number of complex considerations," says Doubleday. "A simple public liability policy will cover incidences where someone is injured as a consequence of an accident, or their property is damaged. However, injured parties are now finding more and more imaginative ways of making claims."

For instance coaches, instructors and others who give professional




"Injured parties are now finding more and more imaginative ways to make claims"

advice should consider professional indemnity protection for protection from claims that they made errors or omissions when giving that advice. "Another concern is when to buy employer's liability protection," says Doubleday. "Almost everyone would be aware that businesses need to protect themselves against claims by employees who may suffer injury in the course of their day to day responsibilities; however there has in recent years been an increasing trend for volunteers to claim employees' rights. This improves

their chances of a successful claim in the civil courts for the injured party, but places additional responsibility in particular on voluntary sports clubs who may not be aware of the need to buy this form of protection."

This is not to say that all organisations need to insure everything; it's always a business decision. For instance, losing a bag of old equipment might not be the end of the world, but losing several thousand pounds worth of new kit could have a major effect on a small club's balance sheet, says Doubleday. Equally, large pieces of equipment such as treadmills tend not to "get picked up and walked away" but they could be damaged, which can affect insurance decisions, says Brownsell. He adds: "If you are leasing kit, rather



what circumstances, is a matter of negotiation and individual policy, which is why it always pays to read the fine print.

And do not, says Brownsell, focus simply on getting the cheapest price, whatever risk you are insuring. "The cheapest quite often is not the best," he says. When it comes to public liability – the area where claims can reach into the millions – think carefully about the level of cover you need. "Look at the type of client you have. If your clients include a number of wealthy individuals, think about what would happen if they were injured and needed to make a claim for loss of income against you."

These things are rare, fortunately, but they do happen; burying your head in the sand won't make the risk go away. Bite the bullet and look insurance in the eye. ●



than buying it outright, it is worth looking at what the lease says about responsibility for damage."

Brownsell also advises professionals in the sector – including self-employed professionals and small-business owners – to consider insurance that offers protection against the knock-on effects of something going wrong. "For

instance, could you get by without income if there was a flood that closed your studio, or if you suffered an injury that meant you could not work? In these circumstances cover could offer a weekly sum of money to defray your living costs while things were fixed, or could potentially cover the costs of relocating." Exactly what is covered, for how much and under

CIMSPA now provides insurance - including public liability, professional indemnity and personal accident cover - for its members through its partner, FitPro. The insurance is provided by Aviva. For more information go to www.cimspa.co.uk

TECH FOCUS

CYBERSECURITY

DIGITAL DECEPTION

Gyms and leisure centres need to take care to avoid becoming soft targets for cybercriminals, reports Carly Chynoweth



Cybercriminals aren't just interested in banks and big corporations: gyms, leisure centres and even small businesses are all vulnerable. Financial data, commercial records, employee databases and customer information could all be targeted by attackers wanting to steal it or to hold it for ransom.

"This is a significant risk," says Matt Aldridge, a solutions architect at Webroot, a cybersecurity company. "We have seen a critical increase in the number and sophistication of attacks, which can cost organisations significant sums or money, or mean that they lose some or all of their data. Bad guys are making a lot of money out of businesses that do not defend successfully against malware attacks."

Andy Herrington, Fujitsu's head of cyber professional services in UK and Ireland, adds: "These organisations

probably don't see themselves as high value targets for identity thieves and it's likely that they have very minimal protection or staff training and awareness. However, many malicious actors will consider such organisations as 'soft targets'."

Cybercriminals make money by holding data to ransom – that is, by using malware (malicious software) to digitally lock up data, and demanding significant sums to unlock it – or by selling information to other criminals. There is a market for everything from credit card details to email addresses and passwords – one reason no one should use the same password for different accounts – and other information that can be used to steal someone's identity.

Companies can be caught out in any number of ways. Employees can be tricked into downloading malware

from a questionable website, by clicking a link in an email or even by inserting a USB stick that was apparently lost on the premises by a customer – but was actually left there by a criminal – into a computer to see who it belongs to, says Aldridge.

It is also possible than an employee might deliberately install such software.

"Gyms and leisure centres ... need to protect against any web and email borne malware and phishing attacks aimed at gaining access to the network," says David Navin, the head of corporate at Smoothwall, a security software business. "Targeted attacks run the risk of opening the back door into the company's network to allow access to client data."

Ignoring the risks posed by cyberattack is not an option. Quite apart from the direct financial loss that could occur, for instance if criminals demanded thousands of pounds to unlock data they were holding for ransom, there are significant reputational and potentially legal issues to consider. "Gyms and leisure centres have the same obligation as any organisation which captures, stores and processes

personal information and/or payment information," says Herrington. "They may also need to take special care of sensitive data which they hold, which require a much greater degree of care under the Data Protection Act. For example this could include medical records or data; many gyms request that medical conditions are declared and often record this information."

Serious breaches of the Data Protection Act can incur fines of up to £500,000.

"There are also reputational issues to consider," adds Aldridge. "Other members will hear about it and definitely consider whether that organisation or that chain of gymnasiums can be trusted with their personal information." Ditto employees, who expect employers to protect information such as the payment and HR records.

Fortunately there are a number of steps that organisations can take to mitigate the risks of cyberattack. "Organisations need to ensure they have robust systems in place to cover all entry points in to the network," says Navin. "They need to protect not only against external attacks, but also ensure strict policies are in place to enforce the company's workforce to secure against internal threats."

Start with installing security

software on all computers, tablets, mobile phones and so forth – and making sure that you keep it up to date, says Aldridge. Then think about other vulnerabilities. For instance, if you offer guest wireless access to members, make sure that it is isolated from all other computer systems.

"Otherwise someone might be able to use it to find a way into another key system and steal data," he says. "Equally, any gym equipment or similar that allow users to sign in, for instance to track their progress, should be isolated from any business data network."

"With the dawn of the 'internet of things' there will be more and more devices that are connected to the internet and will have display screens. This could include things like doors around the building, air conditioning systems, CCTV control and so on. All of these should be isolated from other systems so that even if someone gets into this they can't get into other systems."

It is also important to ensure that staff are aware of the importance of good security practices, including not opening strange files, not picking up USB sticks unless they know where they are from, and being aware of "social engineering" attacks. Such attacks can take the form of people ringing up and asking people for information that can be used to guess passwords, or even tricking them in to giving away their password. "Personal details made vulnerable through a 'soft attack' are then used to compromise individuals further," says Herrington. "In some cases this will lead to organisational compromise, such as employers, through combination attacks using some form of social media. We are also seeing increased attacks directed at the individual such as ransomware and e-mail fraud, and this could be a vector for such attacks."

Alongside being warned about such possibilities, staff should be taught basic techniques such as how to

choose a good password (for instance, by selecting a long but memorable "pass phrase"); why they should not use the same password for multiple accounts; and that they should never share or write down their password – although a password manager programme is a helpful option.

"Ideally, gyms and other organisations should conduct regular audits of their cybersecurity at the same time as they check other safety aspects of their business," says Aldridge. "It's all about making sure that there are regular compliance checks."

It's also worth thinking hard about just what data you need to store, he adds. "For instance, if you outsource payments this reduces your exposure as it means you are not storing customers' card details yourself. This also means that you do not need to comply with the card payment industry regulator's rules."

But if it's too late and you've already been attacked? You'd better hope that you have good backups, says Aldridge. "If you do you can restore your data from that, although this does take time. We've also seen situations where the backup is hit as well – that can happen if it is connected to the affected device."

A cloud (online) backup can be useful in these circumstances; it can also be helpful to mitigate a physical attacks or accidents such as the fire or flood. That said, there can be practical limits to how much and how often you can back up online, which is why the best approach combines both cloud storage and a local device that you take off site or rotate at regular intervals, he says. ●



- Increased Energy
- Boost Immune System
- Better Digestion
- Better Sleep
- Increase Antioxidants
- Reduce Fatigue
- Improves skin condition



Email: thinkhealthwithrehana@gmail.com Contact number: 07411646488

Facebook: Healthy Living Complete

TECH TOOLKIT

PRODUCT ROUND-UP

Product knowledge is power in keeping your gym up to date and stocked with the latest kit

TECHS OF THE TRADE



BRIGHT SPARC

Cybex's SPARC cardio machine, launched at Elevate in May, promises to be of particular interest to the increasing number of gym users looking for high-intensity interval training. The machine, which relies primarily on fans for resistance, can be operated in circuit mode for a single, quick high-power movement, or interval mode for a longer workout, and promises to reduce strain on users' knees with its design.

Price: £2,595 + VAT

HIT THE WALL

Ever thought that working out was a bit, well, dull? This one's for you. The CardioWall Pro-X Club, also launched at the show, looks like a life-size 1980s video game but promises a 21st century workout that



tests exercisers' stamina, speed and reaction time as well as their balance and cognitive functions. Internet connectivity makes it possible for users to compare their performance with other people around the world, while bullet-proof sensor pods and shock-absorbing suspension arms mean the machine should be robust enough to stand up to a challenge itself.

Price: £8,750 + VAT



ON THE FLOOR

Also seen at Elevate was Pavigym's PRAMA, which is an interactive fitness platform that takes the feeling of being caught in a video game to a whole new level. It combines pressure-sensitive floors and walls, flashing lights, LED stations and its own functional training software with six modes and more than 500 exercises.

POA

MAKE A SPLASH

The kit on show at Olympia in May included a number of items designed for use in the wet areas of gyms and leisure centres.

FINDING DORY

Encourage youngsters to dive in to swimming lessons with the new Disney Finding Dory range of swimming gear from Zoggs UK or, if you want something a little more high-tech - albeit without fishy decoration - give the Zoggs Aqua-Flex goggles a try. The new range uses Flexpoint technology for a better fit.

Price: children's Dory goggles, £6.50; Aqua-Flex from £20



CLEAN UP

Halve your water usage and water heating costs with Kelda Technology's shower systems, which were inspired by jet engines and can easily be retrofitted to existing equipment.

Price: from £695 per unit



HIPPO INTERACTION

Get kids in the pool with Hippo Leisure's range of interactive water features, which includes an interactive water-squirting pelican, water cannons and spinning water wheels.

Price: POA



Feel the burn. Not the heat.



Moisture management sports hijabs and sports tops

Shop online at www.friniggi.com

Contact us: info@friniggi.com
Follow us on:

 Friniggi Sportswear
 @friniggi



mariner^{3S} clubliner

perfect cleaning for your pool

The mariner 3S clubliner sets new standards in pool cleaning. Its state of the art pump is powerful, light, compact and with hardly any metal parts, requires minimal maintenance.

- powerful
- durable
- efficient

and affordable!

swimco^{3S} cleaners

contact the UK stockists

 **SWISS QUALITY**

www.swimcopools.co.uk
info@swimcopools.co.uk
Telephone 01761 432838
Fax 01761 437216

APS POOL CONTRACTING



APS Pool Contracting provide the complete specialist swimming pool service to the Leisure Industry and the Public and Private Sectors.

Our highly skilled team of engineers guarantee that our work is of the highest standards, delivered on budget and on time.

- POOLS, SPAS, SAUNAS & STEAMROOMS
- DESIGN
- BUILD
- PROJECT MANAGEMENT
- REFURBISHMENT
- STRUCTURAL WATERPROOFING
- FILTRATION & PLANT
- TILING & FINISHES








T: 01458 833661 • F: 01458 834331

www.apspoolcontracting.co.uk



MANAGEMENT

FOCUS

Techniques from sports coaching and psychology can be used very effectively in the workplace, says executive coach **Chris Welford**

WHY LEADERS SHOULD BE COACHES

S

omewhere between yelling at your employees and selling to them lies the fertile domain of managerial coaching. With its roots in counselling and sports psychology, this approach to leadership has shown itself to be by far the most effective way of getting things done through people. Over the past decade, the evidence has mounted up that if you want to drive up productivity, delegate better, encourage creativity and make a lasting positive impression on employee engagement, this is one style that you can't ignore.

So what is managerial coaching and how do you add it to your repertoire?

To start with, you do not need to be a professional coach. However, you do need to be aware of the differences between management coaching, sports coaching and mentoring. The latter two are essentially directive: they involve someone with skill and experience passing his or her techniques and knowledge on to someone who is less experienced.

Managerial coaching is different. It is not directive – that is, it is not about telling someone what to do. Instead, it is designed to help the person being coached to find answers that they already have, but which they may

“Managerial coaching helps people solve their own problems”

be struggling to bring to light. If you simply tell a person what to do, the next time they have a similar problem, they will just come looking for you to solve it for them. This doesn't build up their confidence and ability and it doesn't save you time. Managerial coaching, however, helps people learn to solve their own problems.

This technique is based on active listening – including to what is not being said – and incisive questions that help the person being coached to question themselves, to think of new alternatives and to consider the reality of the options available. The golden rule when coaching is to leave the ownership of the problem firmly with the coachee. Managers using a coaching style may have their own opinions, which they may even share, but they aren't there to offer advice or instruction.

One way of adopting a coaching style as a manager is to follow a structure. Something like the GROW model has served us well since the 1980s: explore a Goal, check against Reality, generate Options and then find the Will to act.

Another approach that is particularly well-suited to the sports and leisure industry is to recognise that coachees are “playing” an inner and outer game. This idea, popularised by Tim Gallwey in *The Inner Game of Tennis*, is based on the premise that human performance is the difference between innate potential and interference – that is, all the stuff that people carry in their heads that gets in the way and stops them succeeding: beliefs, attitudes, patterns of thought and so on. Just as a sports psychologist works on the inner game, so does a managerial coach. ●

*Chris Welford is an executive coach, leadership trainer and a co-director of Sixth Sense, a business psychology consultancy. He is also the author, with Jackie Sykes, *Staying Sane in Business* www.sixthsenseconsulting.co.uk www.sane.works*

Introducing the Infinity 1600 condensing Low NOx water heater

The gold standard in water heating

Advanced condensing heat exchangers combined with innovative down firing pre-mix burner technology ensures every cubic metre of natural gas or LPG is utilised to the maximum.

The units are renewables-ready and suitable for use as a temperature booster for solar thermal and heat-pump installations.

- **Condensing technology up to 107% efficiency**
- **Low Nox - less than 20 ppm**
- **Expansive modulation range 54kW - 4kW**
- **High Flow rates - 37 Ltr/min**
- **Extended warranty**
- **Eco-label ready**



Contact Rinnai today for more information:
General enquiries 01928 531 870 Rinnai London 0208 622 3500
www.rinnaiuk.com



MANAGEMENT

LEGISLATION

There is much good work being done by leisure centres to make their facilities accessible, but there is more to be done says, Mark Fairclough

ACCESS FOR ALL

A

visit to the Euan's Guide website (www.euansguide.com), which offers access reviews by disabled people for disabled people, shows how much good work is already being done in the leisure centre sector to ensure people with disabilities have easy access to sports and leisure facilities. It also highlights when improvements are needed.

Given the many health and social benefits for all in engaging in sport and physical activity, it is important that access is available to as many people as possible, regardless of any disability they may have.

However, it is acknowledged that it is not always possible to do absolutely everything that could conceivably be done to ensure access for everyone. Equally, that which can reasonably be done should be done.

The Equality Act 2010 details obligations on both how services are provided and the premises in which the activities take place.

The Act places a duty on service providers and property managers to ensure that reasonable adjustments are made to assist disabled people. This does not just cover physical changes to the property. While ensuring disabled access is available by making alterations to the premises is often the most obvious change to make, it is not the entire picture; sometimes it may be necessary to

“Ensuring disabled access is not the entire picture; sometimes it may be necessary to change how things are done, too”

change how things are done, too. Access to services does not just cover getting into the building.

Where a disabled person will be put at a substantial disadvantage by a practice, provision or criterion the Equality Act imposes a duty on the service provider to ensure that reasonable steps are taken to avoid that disadvantage. For example, information should be provided in an accessible format.

If a physical feature of a property puts a disabled person at a substantial disadvantage then the Act requires that reasonable steps be taken to avoid that disadvantage. Those reasonable steps could take the form of removing, altering or providing a reasonable means of avoiding that physical feature which is causing the disadvantage.

When looking at what could or

should be done to ensure potential substantial disadvantages are avoided it is necessary to look at not only the design and construction of the building but also at the fixtures, fittings, equipment and furniture.

The Equality and Human Rights Commission has provided some guidance when considering what is a reasonable adjustment to make:

1. How effective the change will be in assisting disabled people in general or a particular customer, client, service user or member;
2. Whether the change can actually be made;
3. The cost; and
4. The size of the organisation making the change and its resources.

A failure to make reasonable adjustments can give rise to a potential court claim being made against the service provider. That should not be the compelling factor in making reasonable adjustments and ensuring access is available to all who want to use the leisure facility.

Mark Fairclough is a litigation and dispute solicitor at Gorvins Solicitors, which is a full service law firm that acts for both individual and business clients. Find out more by visiting www.gorvins.com or calling 0161 930 5117.



**Recycle your magazine and seven days later
it could come back as your newspaper.**



The possibilities are endless.

www.recyclenow.com

LAST WORD

SPORT AMBASSADOR



*Summer is the perfect time to #GetOutside and get active, says **Bonita Norris**, who is planning to spend it climbing some of the world's highest mountains*

GET OUT AND GET ACTIVE

T

he outdoors is a place to build memories. Some of my favourite moments have been spent running along watching a fantastic sunset, or looking at how the plants and animals around me change with the seasons. If I was stuck inside I would miss all of these things.

Being outside is also a chance to take stock and relax. Climbing a mountain or going for a long run is arduous physical work, so it might sound strange to think of it as relaxing, but activity like this makes people happier. I always come home in a better mood than I started.

That's why I am backing the Ordnance Survey's Get Outside campaign: there's just so much for people to gain from being active in nature. It doesn't have to be complicated, or even particularly exhausting – a walk along the river, a game of football in the park or a swim in the ocean are really good options – but for me, getting outside usually means climbing or trail running.

One of my favourite climbing areas is the south coast of England, in particular the Diamond Slabs on Portland. They're five or ten minutes off the beaten track and hardly anyone is there. When I returned from the extremes of climbing



Everest, it was wonderful to come home and go climbing there on summer days.

These days I am a keen trail runner – it is great training for expeditions – but when I went out on my first run aged 17, I only lasted 30 seconds. The day after I managed a minute. Now it's part of my life every day.

My advice to anyone new to running is simple: run to the end of your road. If you need to, come home; even one minute is better than nothing. But chances are you'll love it and keep going.

I still use this technique to motivate myself if I'm having trouble getting started. I say to myself: 'You'll love it

once you're out there. In the long run it'll be good.' And it always is.

The other great thing about getting outside is discovering your local area. Sometimes I'll see a path, stop the car, go down it – and find something like an amazing pond. Even in towns and cities there are farms, parks, lakes and other outdoor spaces aplenty; all you have to do is open your eyes and look for them.

I have travelled the world and have seen some beautiful scenery, especially in the Himalaya, but the Jurassic Coast on a lovely day is just as beautiful. Some parts of this country are the most beautiful places I've ever seen. There's lots of colour here.

My goal for the next few months is to get outside as much as I can. I think we should all pledge to get outside more this summer.

So give it a try. Step outside for five minutes. If you hate it, you can always come back in. But I bet you won't. ●

Bonita Norris is an Ordnance Survey champion for its #GetOutside campaign and is the youngest person to reach both the summit of Mount Everest and the North Pole.

WE BRING BETTER AIR TO LIFE

by Fläkt Woods

At Fläkt Woods we pride ourselves on our strong values of quality, sustainability and customer satisfaction. By developing and evolving for our customers' needs we provide the perfect solution. Encompassing our Air Comfort and Fire Safety philosophy, Fläkt Woods brings a fresh approach to all your ventilation requirements.

» www.flaktwoods.co.uk

#afreshapproach



Air Comfort



Fire Safety



FläktWoods



LAST WORD

24 HOURS WITH...



Linford Christie, the British sprinter, on Street Athletics, laundry and why he loves salad

07:00

Wake up without an alarm and jump into the shower.

07:30

Go downstairs to make breakfast which either consists of porridge – but not just any porridge, as I have to make it with American Quaker Oats (they are less mushy), some nutmeg, a little vanilla essence and condensed milk – or eggs. I might have scrambled eggs with smoked salmon and avocado, or simply two boiled eggs. And I never fail to have a good cup of tea in the morning.

08:15

I check the headlines and the weather and, if I have time, I have a quick look for houses on the internet as I am considering moving home and like to keep across what is on the market.

08:34

I head off to Brunel University in Uxbridge, where I coach a group of athletes who are focusing on qualifying for this year's Olympic Games in Rio.

09:00

Arrive at training and make sure that all the equipment is ready and I have my stopwatch handy. When the athletes arrive we have a catch up and go through what the day's session will be.

10:00

Session starts and all phones are supposed to be



off until we finish at 2.00pm, although the only people I would pick up my phone for are my kids and my agent, who know not to call unless it's urgent.

14:00

Finish session and head home.

14:10

Check in with Sue, my agent, on what I have coming up; I spend some time saying no to anything that takes me away from coaching, while she tries to convince me.

14:45

Arrive home and put the laundry on. I'm a neat freak and like to keep up to steam with everything. I quite often skip lunch and start to prepare food for the kids if they are coming over.

16:00

I do a Skype interview to promote Street Athletics, which is a youth engagement programme that I

created over 12 years ago and that I'm really passionate about. We have found some really good talent on the streets and, although local authority funding is restricting the number of venues we visit, the grand final in Manchester is always well supported (24th September).

17:00

I review the training session for the next day and try and get out into the garden and use this time to relax.

18:00

Evening meal, usually chicken or fish, salad and rice. I never ate salads as an athlete but when I discovered honey mustard dressing, I was hooked. Afterwards I will catch up on a film if I am at home rather than out at a function.

22:00

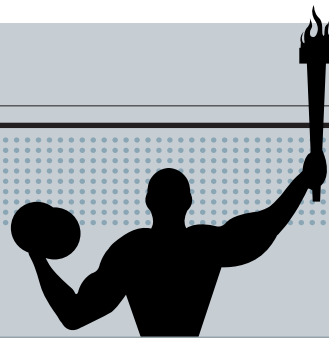
I should be in bed, but after a shower I usually get hooked back into looking at houses ●

www.streetathletics.co.uk

LAST WORD

SPORT BY NUMBERS

► Follow us on Twitter @SAPA_Pro and @cimspa



This issue... The Summer Olympics

The Summer Olympics are a reliable source of excitement, entertainment and inspiration. Warm up with these facts and figures before the flag-waving fun starts on August 5.



306

Number of medal events at the Rio Olympic Games

5m 18.69s

Women's 400m freestyle world record in the S6 category set by Paralympian Ellie Simmonds in April

112

Number of years since golf, which returns in 2016, last featured at an Olympics



43.49s

Men's 400m Olympic record, set by Michael Johnson in 1996

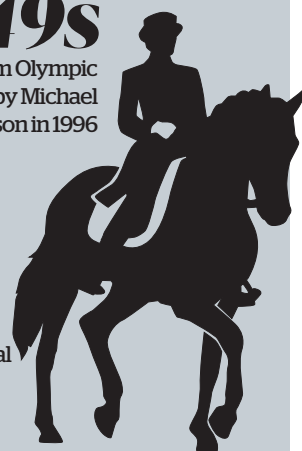


48.8mph

Top speed of six-time gold medallist Sir Chris Hoy

90.089%

Score with which Charlotte Dujardin and Valegro won gold for Team GB in the individual dressage event in 2012



Sporting quote



"I've always believed in myself...if I can put it together, I've got an opportunity to win."

— KATARINA JOHNSON-THOMPSON, HEPTATHLETE —

38

Number of world records set at the 2012 Olympics

12

Football tournament goal-scoring record, set by Hungarian Ferenc Bene in 1964



1976

Year in which Olympic hockey was first played on artificial turf



2h 58m 50s

Time in which Spyridon Louis won the first Olympic marathon, held in 1896

Sources: rio2016.com/en; telegraph.co.uk; expressandstar.com; wikipedia; olympic.org; dailymail.co.uk



The most comprehensive
range of pool cover systems
from Glatz Pioneer

In one reel or two we can design
the system for you...



With kind permission from Oxford University

Fully automatic - hands free system

18m wide competition pool with raised up stands at each end of the pool makes it difficult for staff to operate motorized pool covers easily. We make this possible with our hands free system - no staff required. The covers simply unroll onto the water and gently glide down over the pool until fully covered without the use of tow ropes.

5 year warranty on all commercial reel systems.

"The Best Money Can Buy" Dr. Bob Hardwick, Lean Energy.

Systems not to be reproduced without Glatz written permission

Glatz Pioneer (UK) Ltd
TEL: 01442 843991
FAX: 01442 843992
Email: glatzpioneer@aol.com
www.glatzpioneer.co.uk



Relax it's Glatz Energy Saving Systems

PRECOR®



Great just got **greater.**



Greater heights. Greater lengths. Greater workout.

The new Adaptive Motion Trainer® (AMT®) with Open Stride offers unparalleled freedom of motion. The breakthrough Open Stride technology lets users adjust stride height at will. Combined with the ability to dynamically adapt stride length, the AMT offers a low-impact workout experience with unrivalled personalisation and limitless engagement.

See Open Stride in action at:
amtfitness.com

