

CHARLOTTE EVANS

Healthy minds, healthy bodies

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SPORTING FUTURE

Manchester shows the way

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CLEAN SWEEP

How clean are your facilities?

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S&PAProfessional

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CIMSPA

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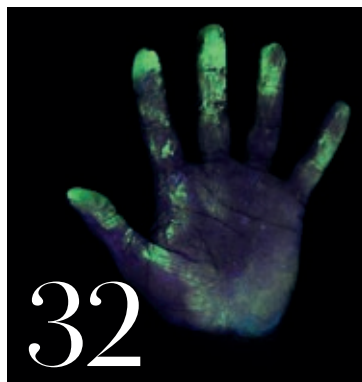
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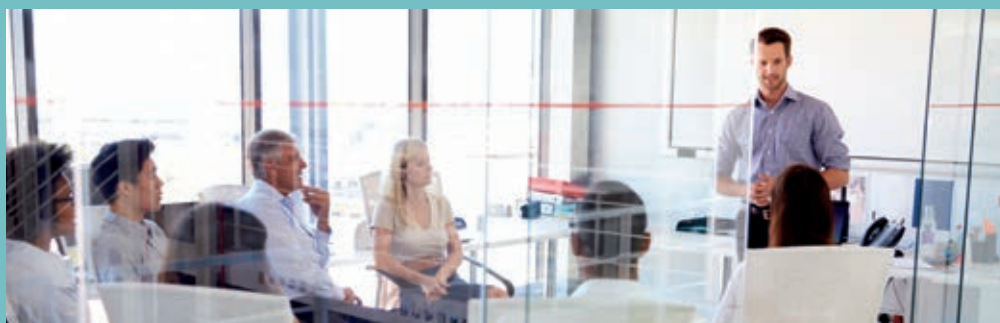
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UPFRONT

EDITORIAL

► DeeDee Doke

Food for thought



Did you attend the 2017 CIMSPA conference in March? We give you a flavour of what went on

The joined-up event for CIMSPA and partner Quest served up two stimulating days of insight and thought leadership that will generate reflection and, hopefully, drives for action throughout the year.

This issue highlights some of the food for thought that emerged: see S&PA News on pp6-7 and the Leadership Focus on p43. And look in the coming months at your S&PA Extra bulletin for information around other prevailing themes that surfaced at the event.

One concern that arose at the conference from the National Benchmarking Service 2016 Annual Report by the Sport Industry Research Institute at Sheffield Hallam University

was customers' unhappiness with what they perceived as not sufficiently high levels of cleanliness in their leisure facilities. While CIMSPA members no doubt aim to keep their facilities most hygienic, spring is the perfect time to review your cleaning routines. Read about the latest cleaning practices, the legalities around protecting your customers and swimming pools from water-borne illnesses and a checklist of health/safety tips in this issue.

Elsewhere, to the unpractised eye, parkour – or freerunning – is a dramatic activity that involves leaping between buildings. Well, not exactly. Parkour has come of age, and is now a recognised sport in the UK. Follow its journey to legitimisation in this month's Case Study.

Our Profile feature this month will introduce you to the wonderful Charlotte Evans, a qualified mental health nurse who believes passionately in the transformative powers of exercise when it comes to serious mental ill health. Her passion and her path towards changing the NHS's approach to treating the mentally unwell will inspire you.



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S&PA News

A round-up of the latest developments in the industry

QUEST NBS & CIMSPA CONFERENCE 2017

The event in March shone a spotlight on the state of play within the sport and physical activity industry



(Above) CIMSPA CEO Tara Dillon in conversation with Andrew Honeyman, head of health, workforce and diversity at the Department for Culture, Media and Sport: "We will not rest until we [sport & physical activity] are given our own strand" of government-outlined career pathways "or identified in others", Dillon told Honeyman at the CIMSPA conference on 15 March. Also covered were recognition of professionalism within the S&PA sector and exercise prescriptions. About 240 attended. ●

Staff training lacking, CIMSPA report finds

The sport & physical activity sector spends less than 1% of its annual turnover on training staff, CIMSPA's first labour market intelligence report has revealed.

While employers believe they get the most value out of training in leadership, communication skills and customer management, sector employees

responding to the survey reported that the most common training received is statutory health & safety courses. From the top 10, the lowest levels of training received were in customer management and team management, employees said.

CIMSPA CEO Tara Dillon released initial results from the report at last month's Quest NBS & CIMSPA

UPFRONT

S&PA NEWS



NATIONAL BENCHMARKS FOR 2016

Results from the National Benchmarking Service's 2016 Annual Report were presented to the Quest NBS conference on 14 March by Simon Shibli, head of the Sport Industry Research Centre at Sheffield Hallam University. The benchmarks are a measure of performance standards for indoor sports and leisure centres with one or both of two core facilities: a sports hall the size of at least four badminton courts and/or a swimming pool of at least 20m in length. Here's a snapshot view of key findings:

STRENGTHS

- Females
- 26-64-year-olds
- Ethnic minorities
- Overall satisfaction with visit
- Customer satisfaction with reception staff, standard of coaching and availability of activities

WEAKNESSES

- 14 to 25-year-olds
- Lowest socioeconomic classes
- 65+ year-olds
- Disabled people under 65 years
- Customer satisfaction with cleanliness of changing areas, car park and value for money of food and drink

SIGNIFICANT CHANGES IN PERFORMANCE (2014-16)

STRONGEST PERFORMERS BY FAMILY (2016)

- Mixed centres
- Centres in less deprived catchment areas
- Largest centres
- External partners & local trusts

Source: 'The National Benchmarking Service 2016 Annual Report'. Sport Industry Research Centre, Sheffield Hallam University

Conference 2017. The survey was taken between September and December 2016.

Describing the amount invested in training as "extraordinarily low", Dillon commented: "Huge companies with huge turnover spent so little on training – and so much on recruitment." The results of recruitment spend compared to training spend will be in the final report.

Of individual respondents, 60% held management responsibilities and 40% held technical roles, the latter meaning jobs such as fitness instructor, personal trainer, lifeguard, receptionist, food & beverage assistant. In contrast, the management roles reflected different levels of seniority and ranged from 'aspiring' managers (supervisors, for instance) to director/CEO.

Also revealed in the survey:

- The male-to-female split in the S&PA sector is 54% male, 46% female
- A gender pay gap of £6,950 per annum finds men averaging salaries of £31.5k to £24.6k earned by women

A full conference report is available at www.cimspa-conference.org



- Employees stay an average of five years in their roles
- 23% of men and 13% of women are looking to leave their jobs because of salary, lack of benefits and/or poor management

- 38% of men in emerging manager roles are currently looking for a new job, with 17% of those looking outside the sector
- An overwhelming 96% of the sector's workforce is white
- 12% of the workforce have a disability, condition or illness
- Of respondents with a disability, condition or illness, 35% are in a technical role and 65% are in management roles
- Customers' top five complaints are: activity/class/session quality, centre cleanliness, staff helpfulness, staff attentiveness, broken equipment.

Further insights from the labour market intelligence report are due to be released later this spring, Dillon said.

By DeeDee Doka

SOUNDBITES



"From where I'm sitting, CIMSPA punch well above their weight. Get behind your chartered institute"

Andrew Honeyman, head of health, workforce and diversity, Sport Team, Department for Culture, Media & Sport



"We keep saying 'skills' when we talk about employability...there's a lot more to employability than skills"

Doug Cole, head of academic practice, The Higher Education Academy



"We want our industry to be squeaky clean"

Caroline Constantine, director, Quest

UPFRONT

S&PA NEWS

MENTORS HELP PUT EX-ATHLETES ON TRACK IN THE BUSINESS WORLD



Former and current athletes have told *S&PA Professional* about their struggles to find the right career after sport, and the importance that mentors have played in helping them.

Ex-England rugby union player Maggie Alphonsi, who retired from playing in 2014, has forged a successful career in the media, where she regularly appears as a rugby pundit. She is also a motivational speaker.

However, the transition hadn't been easy, she told *S&PA* at the London launch of The Athlete Network and Athlete to Business (A2B) Mentoring Scheme.

"The scariest thing is putting your

reputation out there and realising that your reputation may be questioned if you don't find the job that is going to give you the leverage to be successful if you are not competent. In the rugby world I was a competent athlete, and all of a sudden I came out into the real world and I was an incompetent businessperson," said Alphonsi.

Alphonsi said she was surprised it had taken so long for her to find her niche after rugby. "When I was an athlete I just automatically assumed 'people will want me', and I will find a job that will suit my attributes. I did find a job, but it wasn't the right one for me," she said.

Five important mentors helped her, she said: "When you don't have a mentor, you are drifting. But when you have a mentor they almost allow you to channel your thoughts and ideas, and paint that picture – that vision – in front of you so that you can work towards it." As a result, she said: "I now know what I can be and can do, I am no longer drifting, but on track and going in the direction of that vision."

GB hockey player and entrepreneur Tom Carson told *S&PA* he spent time building his network, "but without being really able to nail it". Echoing Alphonsi's comments, he said mentors were

CIMSPA endorses instructor training at Les Mills

CIMSPA has entered into a new partnership with group exercise specialist Les Mills by endorsing the company's entire group exercise training offer.

Some 10,000 fitness instructors in the UK will now have the opportunity to gain CIMSPA-recognised CPD (continuous professional development) points when completing qualification and refresher training with Les Mills.

CIMSPA's endorsement covers more than 50 individual training and qualifications modules, and as a result these will now count towards meeting the requirement that every CIMSPA member must achieve at least 10 points through CIMSPA-recognised CPD each year.

CIMSPA's endorsement covers Les Mills' 14 group exercise products, including BODYPUMP™ and BOBYPUMP™.

Jean-ann Marnoch, head of instructor experience at Les Mills, said: "Les Mills works hard to support instructors through its high-quality training, ongoing education and events. We believe that great instructors provide the best fitness experiences, contributing to the acquisition and retention of club members. We are delighted to gain endorsement from CIMSPA and to collaborate in the driving up of standards for group exercise in the fitness industry."

CIMSPA CEO Tara Dillon said: "We are excited to be embarking on this landmark partnership



particularly useful “to bounce business ideas off”. They were also helpful for furthering contacts, he added.

Simon Mantell, GB hockey player and Olympian, recently took up a role as an intern at asset manager BlackRock. Mantell told S&PA it had taken him some time to realise that the mentor-mentee relationship wasn’t one-sided. “It was good to realise that the mentor gets something back from the relationship from someone who is coming from a very different background and has experienced different things from them,” said Mantell.

The Athlete Network is an online community of athletes. The A2B scheme was set up by specialist learning, development and transition consultancy Moving Ahead to provide elite athletes with corporate mentors. ●

By **Colin Cottell**

with a world-leader in group exercise, which demonstrates Les Mills’ clear commitment to helping CIMSPA professionalise the fitness industry.

“With an increased number of employers now expecting their group exercise instructors to be CIMSPA members, this partnership gives Les Mills instructors a low-cost route to fulfilling this key benchmark of professional competence.”

“I am looking forward to welcoming many of Les Mills 10,000 instructors into membership and celebrating their recognition by the sector’s chartered professional body through inclusion in CIMSPA’s Exercise and Fitness Directory.” ●

By **Colin Cottell**

LES MILLS



NEW STANDARD TO IMPROVE SAFETY AT TRAMPOLINE PARKS

A newly-launched British Standard will help reduce the number of accidents in the UK’s trampoline parks, according to the chair of the trade body for the fast-growing sector.

PAS (Publicly Available Standard) 5000:2017, published by BSI in March and developed in conjunction with the trampoline park industry, introduces tough new requirements for the design, construction and day-to-day operation of trampoline parks.

A 2015 report by Right Directions, a health and safety consultancy specialising in the leisure industry in partnership with CIMSPA, found an overall accident rate of 0.52%. With up to 15m a people a year visiting UK trampoline parks this could equate to 75,000 accidents. Following a Freedom of Information request, in March the BBC reported that just 30 trampoline

parks required 315 ambulance call outs across 13 ambulance trusts in the year to April 2016.

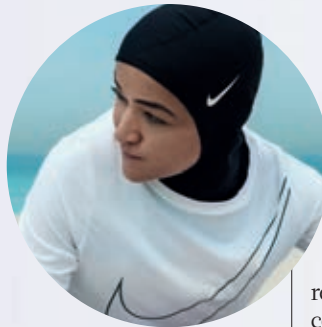
Peter Brown, managing director of Freedom Trampoline Parks, and chair of the UK branch of the International Association of Trampoline Parks (IATP), told S&PA Professional he didn’t know what proportion of the industry needed to take action to comply with the new standard. However, he said that what would really drive its implementation was that “it will become increasingly difficult for parks to get good quality insurance without adopting it”.

Brown said another factor that would drive take-up was “if there is an injury which leads to an investigation, anyone who does not comply will have very serious questions to answer”. Brown added that from August all IATP members would have to adopt the standard.

Anne Hayes, head of governance and resilience at BSI, added: “The primary objective of PAS 5000 is to minimise the risk of trampoline park users – many of whom are children – to ensure they have a safe and enjoyable experience.” ●

“It will become increasingly difficult for parks to get good quality insurance”

SPORTSWEAR HIJAB BREAKS BARRIERS FOR FEMALE MUSLIMS



Sportswear manufacturers Nike and Asiya aim to increase Muslim girls' and women's participation in sport and physical activity, as well as improve their safety, by creating new culturally-appropriate head attire.

The two companies are not the first to venture into this market, although the others have been predominantly Middle East-based. Nike is by far the largest company in the world to have launched a sport hijab. Nike last month announced that its pull-on Pro Hijab (*shown above*) will be available early next year. Tested by both elite and everyday athletes from around the Middle East, the garment is being designed to accommodate national style variances in the hijab, the wearer's head and her sport, from weight-lifting to ice skating.

"By providing Muslim athletes with the most ground-breaking product... Nike aims to serve today's pioneers,

as well as inspire even more women and girls who still face barriers and limited access in sport," a Nike statement said.

In the Middle East, the Nike statement said, fewer than one in seven girls participate in locally recommended sport activities for 60 minutes or more. A statement on the UK Muslim Women's Sport Foundation says Muslim women are "among the most inactive in the world".

In the US state of Minnesota, two women have joined forces to create the Asiya modest activewear-branded sport hijab (*below*). Jamie Glover and Fatimah Hussein raised money through a Kickstarter campaign to manufacture Asiya's first "small order of 1,500 units", Glover told *S&PA Professional*.

Hussein is a social worker of Somali heritage. Glover recently earned an MBA in Marketing and had been looking for a post-study project that "could make an impact".

Glover said: "Our true mission is to help girls feel excited about sport, with no barriers."

A key market for the sport hijab will be US high schools and universities, where competitive sports are cornerstones of school life. Research into specific safety requirements of various sports was conducted through Minnesota state sporting authorities to create the headwear.

To accommodate different sports, Asiya offers three versions of a sport hijab: one that covers hair and neck as a swim cap, a second that covers the neck and tucks into a collar and a third with extra fabric that covers the chest. An 'off-the-shelf' sport hijab costs US \$40 (£32) with a bespoke model for \$45.

Asked if Asiya was concerned about potential competition from the better well-known Nike, Glover said her company was pleased that Nike had "helped demystify" and was giving mass exposure to the need for such a product.

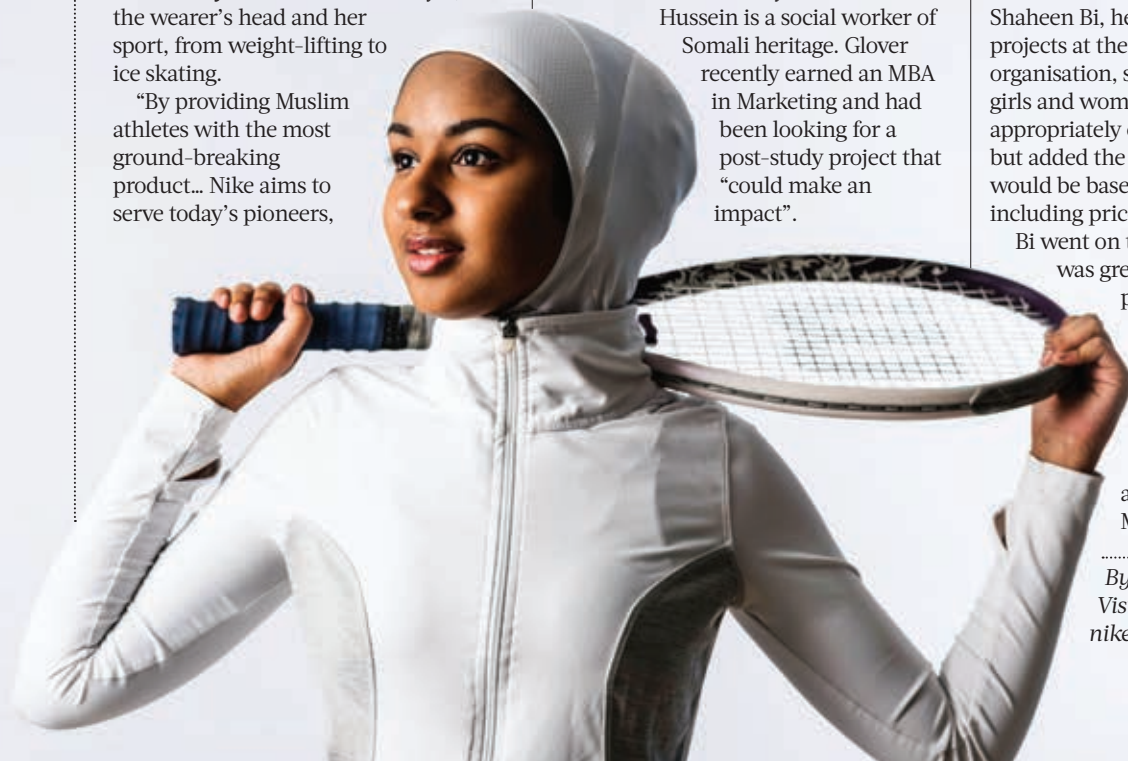
Glover said that the company has already had orders from the UK.

Contacted by *S&PA* for comment, Shaheen Bi, head of research and projects at the UK's Sporting Equals organisation, said she believed Muslim girls and women already "find ways" to appropriately cover their hair for sport but added the interest in a sport hijab would be based on a variety of factors, including price.

Bi went on to say that she felt there was greater need for sensitivity in providing facilities that Muslim women could use to participate in sport and physical activity. Open-plan facilities with lots of glass made participating in such activities difficult for Muslim women, she said. ●

By **DeeDee Doke**

Visit: asiyasport.com and nike.com



UPFRONT

S&PA NEWS

MOVERS AND SHAKERS

Awarding organisation **Active IQ** has strengthened its team with three new appointments. **Michael Donohoe** joins as head of operations and **Valerie Keeley** as external verifier for the North West region. **Tad Chapman** has also been appointed as an additional business development manager for the organisation.

The English Institute of Sport (EIS) has appointed **Dr Kevin Currell** as its new director of science and technical development. He will lead the professional development of practitioners across the EIS. Dr Currell has been the EIS's head of performance nutrition since 2013.

The English Federation of Disability Sport (EFDS) has announced **Andy Dalby-Welsh** as its new deputy chief executive. Dalby-Welsh joins the EFDS from The Change Foundation, where he has been their director of operations and partnerships for over two years.



eGym has bolstered its UK team with four new appointments. **Shaz Azam** has been appointed as area sales manager, North East &

Scotland, while **Andy Hall** joins as area sales manager, South West. **Andrew Milne** has been brought on board as area sales manager, South East & London, while **Jessica Hay** (above) joins as area sales manager, North West.

Carl Hagemann has just started a new role as safety and licensing team manager with the **Glasgow 2018 European Championships**. Hagemann

is a regional board member and event and play safety representative with CIMSPA.



Oldham Community Leisure (OCL) has made two new appointments. **Glenn Tolan** (left) has joined as head of facilities

and **Steve Jacklin** has come on board as operations/maintenance manager. Tolan was previously head of operations for Barnsley Premier Leisure. Jacklin joins OCL from Wythenshawe Forum where he was technical manager.

Stephen Park OBE (below) has been announced as the Great Britain cycling team's new performance director. Park will become **British Cycling**'s first performance director since 2014. In his previous role as the Royal Yachting Association's Olympic manager, Park guided the British sailing team to the top of the sport's medal table at last summer's Rio Olympics.



Four appointments have been made at **ukactive**. **Jack Shakespeare** (left), **Joe Robinson**, **Steve Scales** and **Lara Lill**

have all filled key vacancies. Shakespeare joins as head of ukactive Kids, while Robinson arrives as the new creative director. Lill joins as ukactive health associate and Scales comes on board as the lead for local government engagement.



Dr Nick Webborn OBE has been elected chair of the **British Paralympic Association (BPA)**.

He takes over the position from Tim Reddish CBE, who stepped down from the role at the end of his two-term tenure. Dr Webborn is a leading sports medicine specialist, with a particular expertise in the area of disability and Paralympic sports. When not working at his own clinic, Dr Webborn is a member of the International Paralympic Committee (IPC) Medical Committee, and a member of the World Anti-Doping Agency (WADA) Prohibited List Expert Group. In 2016, he was awarded an OBE in the Queen's 90th Birthday Honours list for services to Paralympic Sports Medicine and the British Paralympic Association. Dr Webborn was injured playing rugby at the age of 24 while serving as a doctor in the Royal Air Force, subsequently spending time in both Headley Court and Stoke Mandeville as part of his rehabilitation. As an athlete Nick represented Great Britain in wheelchair tennis in 2005. ●

IN DEPTH

CIMSPA UPDATE



TRAINING PROVIDERS FLOCK TO CIMSPA



More than 100 training providers are now seeking endorsement through CIMSPA, with more signing up each day for this powerful stamp of approval

The government's first annual review of its Sporting Future strategy, issued in February, confirmed that CIMSPA was well advanced in its work with Sport England and stakeholders to develop both a single set of standards for all sport and exercise professionals, and a single system of assessing, awarding and validating qualifications.

Leading training provider Premier Training International is one of the latest organisations to become a CIMSPA skills development partner, ensuring its training products and qualifications are listed on the CIMSPA directory, whose members include qualified and recognised fitness instructors, personal trainers, pilates instructors and group exercise leaders.

Launched in response to employers' frustration by the variable quality of fitness staff 'accredited' by other registers, the new directory displays



qualified exercise and fitness professionals who are members of CIMSPA. The quality of members is guaranteed by ensuring they hold recognised qualifications delivered by CIMSPA-endorsed training providers and have maintained their competency through approved CPD.

Over 60 of the sector's leading employers are now working in partnership with CIMSPA, which means they are committed to seeking training from CIMSPA-recognised training providers. Employer partners include Places for People Leisure, Nuffield, Fusion, GLL, 1Life, Active Nation, Edinburgh Leisure, Everybody Sport and Recreation, Everyone Active, Parkwood Leisure and Sheffield International Venues.

As employer partners, these operators have committed to placing relevant employees into CIMSPA professional membership over the coming years and

“Over 60 of the sector's leading employers are now working in partnership with CIMSPA”

to seek training and qualifications only from CIMSPA-endorsed providers.

CIMSPA now has an established recognition/endorsement process for qualifications, training and CPD known as a Skills Development Partnership. The chartered institute is currently in the process of developing new professional standards for all core occupations and technical specialisms within the sport and physical activity sector.

The best way to describe CIMSPA's new professional standards is as improved national occupational standards (NOS)

with a focus on employability. These professional standards will form the basis of all future endorsements. While work is progressing, CIMSPA is endorsing training against the current NOS.

The endorsement process is very straightforward and involves uploading training content and mapping exercises via CIMSPA's online portal. This is reviewed by the endorsement team and successful applications are awarded CIMSPA recognition and CPD points. The entire process – from content review to recognition (both endorsed and developmental products) – can take just 10 days. ●

*For more information about the Skills Development Partner scheme, visit www.cimspa.co.uk/sdp or contact **Jordana Buckley**, CIMSPA's Skills Development Manager, at jordana.buckley@cimspa.co.uk or on 07833 232712.*

IN DEPTH

CIMSPA UPDATE

Tell us about your career history.

I've worked in and around the sector for 20 years. My last role was strategic lead for policy with the Association of Colleges and before that I was head of education at Sports Coach UK. I've also worked at Skills Active (operations manager) and British Swimming (assistant head of workforce) but started as a college lecturer at West Nottinghamshire and Loughborough Colleges covering work and college-based learning from level 2 through to higher education.

Before that I covered most of the entry-level operational roles in the sector including fitness instructor, coach (swimming and basketball), leisure attendant, lifeguard, barman, event light technician etc.

As you can see, I've been employed in a large number of roles in the sector, which gives me an understanding of what's required in them. While I don't proclaim to be an expert, having an understanding of the tasks performed in the job helps me to appreciate what the sector is saying about the skills, qualifications and training needed.

Why was this new post created?

Previously there was an education manager but there was a requirement for a slightly higher post, which needed to be part of the senior management team. Education is the cornerstone for any chartered institute; it's the bedrock that membership is based upon and critical to its success. It can get quite technical at times, recent examples being changes to apprenticeship guidance, the potential removal of funding for the Advanced Apprenticeship in Sporting Excellence programme and the post-16 skills plan publication, so we



need someone who is able to hold their own and has the ear of government departments such as the Department for Education (DfE) and Department of Culture Media and Sport to speak on behalf of our sector.

What does the role entail?

My role is to strategically lead all work regarding education on behalf of the institute. It means being on top of any changes to policy, regulation or funding by government departments, interpreting what that means for our members, gathering their thoughts and responding accordingly (that's the fun bit). I also have to ensure we have a clear, consistent set of standards that underpin our membership categories. This involves developing the standards in conjunction with employer partners, agreeing and endorsing the appropriate training products and monitoring their delivery and assessment. We must continually review standards and products so employers can be certain that anyone who has completed CIMSPA endorsed training is fit for purpose.

What excites you about the job?

The bit I'm really excited by is the development of career pathways for the sector. I'm keen to make sure our sector is seen as the vibrant and exciting prospect to work in that we all know it is. At the moment we lose so many talented young people to other sectors and our academic-biased education system sells young people a dream that doesn't exist.

We must ensure we give young people a variety of options. The academic route has its place but we must have an attractive technical offer that gives them the opportunity to earn while they learn and puts the workplace at the

COLIN HUFFEN

CIMSPA's head of education talks about his new role and why he's determined to stem the flow of talented professionals to other sectors

heart of learning. This is the only way we will build a professional culture of self-improvement and development. I despair when I see young people with a real hunger to work in our sector investing huge amounts in training and qualifications that ultimately won't lead them to be competent or successful in the role they want to do. Our sector is



“The biggest challenge is the sheer volume of work; the sector is huge and growing all the time”

way to delivering what government and employers have asked of us.

What attracted you to the role?

It's a role I've applied for in a number of different guises a couple of times and to be fair I was unsuccessful because I wasn't ready. I very much practise what I preach, and take opportunities to learn and reflect from my experiences and the chances I'm offered. That doesn't always mean taking formal learning courses, but also going to events and meeting new people who always have something different to offer. It would be very easy for me to have sat behind my desk and performed the roles I've been asked to over the years, but doing that would not have allowed me to grow and progress as quickly as I have.

What are the key challenges of this role?

The biggest challenge is the sheer volume of work; the sector is huge and growing all the time. It will be difficult to ensure we are servicing all five areas (leisure, health, community sport, professional sport and fitness) to the same standard. I'll make sure I divide my time and attention equally rather than defaulting to my favourites (no, I'm not going to reveal who they are). I'll definitely need help and I constantly ask people for it; we all need to get behind CIMSPA if it's to continue to succeed. I'm not just talking about becoming a member or signing up your employees; it's often about giving up time and expertise, which is of huge benefit. ●

rife with it. In some very unscientific calculations I've made, around £400m per year is spent in this way – we have to put a stop to it.

My immediate priority is developing the professional standards; this will provide us with the agreed set of standards, which we can support our partners to meet. It will allow us to

inform DfE about the apprenticeships and technical certificates we want to develop (and ultimately them to fund) in the future, allow our awarding organisation partners to develop or re-shape their educational products, and our skills development partners to deliver to the standards employers expect. We will then be well on the

IN DEPTH

CIMSPA UPDATE

KEEP UP THE GOOD WORK

A report on the government's Sporting Future strategy applauds CIMSPA's achievements in accelerating the workforce development agenda



The annual report reconfirms CIMSPA's role as a lead partner for both government and Sport England in the delivery of the strategy's five key outcomes, to ensure that everyone in the UK can benefit from the power of sport and physical activity.

The report highlights how CIMSPA's work to develop both a single set of professional standards for the sector, as well as a single qualifications system, is "well advanced" – a success due in no small part to the investment of time and resources made by CIMSPA employer and awarding organisation partners.

Looking ahead, the annual report signposts the key role CIMSPA will play in developing Sport England's forthcoming workforce strategy, and applauds CIMSPA for its early achievements in building insight and understanding of the sport and physical activity workforce through effective labour market intelligence research.

On apprenticeships, the report stresses how closely government, CIMSPA and Sport England are working, with employers and a range of partners, to ensure a successful reform of the apprenticeships system and the delivery of "three million starts by 2020".

"The underlying theme of this annual report is how effectively our sector has engaged with the government's strategy and is already hard at work transforming strategy objectives into projects, programmes and progress," says Andy Reed OBE, interim chair of CIMSPA.

"CIMSPA is both proud of the contribution it has made to the first year of the Sporting Future strategy rollout and keen to step up the pace of our workforce development project."

Much of CIMSPA's focus in year one has been on developing the underlying infrastructure to support a professionalised workforce in sport and physical activity. By its nature, this has been a 'behind the scenes' process, and one key ambition for 2017 is to ensure progress is signposted and shared more effectively.

"Most importantly, the realisation of the CIMSPA professional standards matrix will stake out the boundaries of the sector for the first time and give those working in sport, fitness and activity clear pathways to high-quality, high-status careers," says Reed.

"As we look forward to year two of the Sporting Future strategy, CIMSPA would like to thank government and Sport England for their support of the sector's chartered institute, but we must also thank the many employers, awarding organisations, training providers and HE/FE institutions who, through partnership working with CIMSPA, have driven the successes already achieved." ●

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IN DEPTH

CIMSPA UPDATE

NUFFIELD HEALTH ACADEMY



*Learning and development manager **Phil Wilde** explains how its in-house training academy allows Nuffield Health to be more responsive to the needs of the business*

Nuffield Health is one of the leading not-for-profit healthcare organisations in the UK, delivering connected health and wellbeing services. It provides access to thousands of health experts through more than 350 facilities comprising hospitals, fitness and wellbeing gyms, corporate fitness and wellbeing centres and stand-alone medical centres.

As well as gyms and hospitals, Nuffield Health's health and wellbeing services include comprehensive health assessments, nutritional therapy, emotional wellbeing, occupational health and employee wellbeing, working with 60% of the FTSE 100 companies. The organisation also offers physiotherapy services and has the largest network of physiotherapists outside of the NHS.

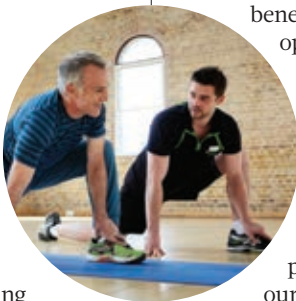
Nuffield Health is one of the latest organisations to become a CIMSPA employer partner with more than 1,500 Nuffield Health staff, mainly personal trainers, transferring into CIMSPA's exercise and fitness membership over the coming

year. They will also be listed on the CIMSPA exercise and fitness directory.

Meanwhile, the organisation's in-house training academy, the Nuffield Health Academy, has become a CIMSPA skills development partner, allowing the Academy's staff training and CPD offer to be recognised by the sector's chartered institute.

"At Nuffield Health we place great emphasis on the professional development of our employees. By partnering with CIMSPA we will continue to be at the forefront of the industry when it comes to developing the standards that we as an operator require from current and future fitness employees," says Rick Crawford, fitness director at Nuffield Health.

"A higher standard of fitness professional brings with it many benefits, and in particular the opportunity to work more closely with our clinical colleagues, enabling a more preventative approach to health and wellbeing. We will continue to invest in the education and continued professional development of our fitness employees via our



unique Nuffield Health Academy and becoming a CIMSPA skills development partner means that our fitness workforce will remain up-to-date and best in class."

The Nuffield Health Academy plays a key role and provides learning and development across the entire business, not just for the fitness teams. Nuffield Health's learning and development manager Phil Wilde is responsible for the fitness arm of the Academy and heads up a team of three trainers.

"We launched the Academy in 2011. We felt that the training framework at the time wasn't producing fitness professionals who were ready to meet the standards needed in our business and we needed to fill some gaps. As producers of our own content, we can make sure the training material is delivered in a way that truly fits with our values, objectives and operating model," he says.



“As producers of our own content, we can make sure the training material is delivered in a way that truly fits with our values and objectives”

This allows Nuffield Health to be much more responsive to the specific needs of the business. As an example, Nuffield Health's hospitals use a product called Recovery Plus, where specially trained personal trainers take referrals from outpatient hospital physiotherapists so that patients can get an exercise programme that supports a quicker recovery from a number of different surgical procedures. “That's very niche and just isn't catered for by external providers,” says Wilde.

Unlike some internal training programmes, all of the Academy's courses are externally accredited to ensure credibility and to help

Nuffield staff retain a place on professional registers.

The Academy has grown in size alongside the business. In its infancy, its main focus was initiating new starters into the organisation. More recently, it has turned its attention to providing training across the career path so that established team members also receive relevant and usable training material.

“We cater for a wide variety of roles within the Academy with learning pathways for nursing, physiotherapy, leadership and management. Our service training offering is open to anyone who comes in to contact with customers,” says Wilde.

“Ultimately, we make sure that our people are given the opportunity to develop the skills that help them to succeed in their role or prepare for their next one.”

Over the past 18 months, the Academy has progressed its e-learning offering. This includes the development of a new e-learning module – Exercise, Pain & Injury – in conjunction with Cor-Kinetic, which designs and delivers education and physical training to the healthcare community, including physiotherapists, personal trainers and osteopaths. The new module is designed to give trainers an awareness of some of the very common myths about what causes pain and what a trainer can do about it.

“Everything we deliver is the result of a need within our business; it comes from working closely with our operators and clinicians to understand what our fitness staff need to be able to know, communicate and do,” says Wilde. “If there's a new product or service that's launching, we will create bespoke training to fit that. Often this isn't specifically referenced in industry standards but is crucial for supporting our business in getting to where it wants to be.”

Above all, the role of the Academy is to empower staff to do the best job possible and be ambassadors of Nuffield Health. And this in turn creates more fulfilled and loyal employees.

“The way in which we provide the courses, with full accreditation etc, creates a real sense of investment for the team who attend training. It's one thing for us as a business to talk about how important our people are for delivering our proposition to customers, but through the work of my team our trainers know that they're valued and supported.” ●

www.nuffieldhealth.com

IN DEPTH

CIMSPA UPDATE

REACHING OUT

New Quest modules aim to help operators reach at-need groups

Quest, the sport and leisure industry's leading quality scheme, has announced two new modules aimed at helping operators to increase participation among some of society's most hard-to-reach groups.

The new optional modules – unveiled on 14 March at the annual Quest NBS and CIMSPA Conference at Chesford Grange, Kenilworth, Warwickshire – include an Inclusive Fitness Initiative (IFI) award, developed in partnership with the English Federation of Disability Sport (EFDS).

EFDS has been supporting sport and leisure facilities to be more welcoming and accessible to disabled people for more than 10 years through its 'IFI Mark' accreditation scheme. A new collaboration between EFDS and Quest means operators can now opt to take the award as part of their Quest Plus assessment.

"This partnership is a win-win for everyone involved," says Caroline Constantine, Quest's operations director. "Operators taking part in Quest no longer have to pay for a separate award to demonstrate their inclusive fitness credentials, while EFDS can reach and support a wider range of facilities and organisations that

want to include disabled people more effectively."

Barry Horne, CEO of EFDS, says: "Disabled people are still only half as likely to be physically active as their non-disabled peers. This represents a significant inactive and untapped market for leisure operators. It is time disability was brought into the mainstream and our collaboration with Quest is a positive step towards true inclusion within the sector ... We look forward to working together to get even more disabled people active for life."

Also announced at the conference was a module called Doorstep Sport, developed in partnership with national charity StreetGames. StreetGames promotes sport in disadvantaged communities through a network of more than 600 organisations, including community groups, local authorities, sports clubs and other groups concerned with the wellbeing of disadvantaged young people.

To choose the Doorstep Sport module, operators should be based in an area of deprivation and committed to working with a range of local partners to create and deliver a high-quality sport and physical activity programme for young, people from disadvantaged backgrounds.

In addition, the operator must have effective procedures in place to measure and review the programme, and must be able to demonstrate its positive impact

on both participants and the wider community.

"Children and young people who take part in sport and organised activities are much less likely to get involved in a life of drugs or crime," says Constantine.

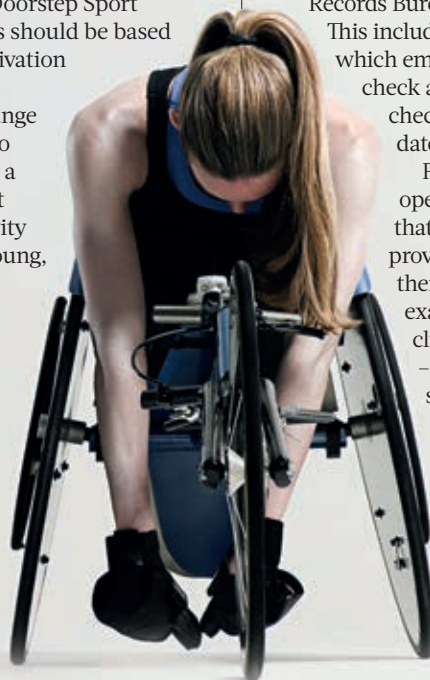
Jane Ashworth, CEO of StreetGames, adds: "Our developing partnership with Quest will make an important contribution to our aim of changing the lives of young people through sport."

In addition to these two new modules, Quest also announced significant updates to its mandatory Health and Safety Declaration, in response to the government's most recent statutory guidance on safeguarding: 'Working Together to Safeguard Children'.

The updated module requires operators to show assessors an accurate and comprehensive safeguarding policy and to carry out a full DBS (Disclosure and Barring Service, previously Criminal Records Bureau) risk assessment.

This includes reviewing exactly which employees require a DBS check and ensuring the checks are entirely up to date.

Further to this, operators must confirm that any third-party providers who block-book their facilities – for example, a swimming club or football academy – have their own safeguarding processes in place. ●





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IN DEPTH

CASE STUDY



LEAP

OF FAITH



The sport of freerunning or parkour has been given the status of an official sport for the first time in the UK. Colin Cottell investigates

When Sébastien Foucan, one of the founders of *l'art du déplacement* or freerunning in France in the 1980s, was filmed leaping across rooftops to avoid capture in James Bond's *Casino Royale* in 2006, he didn't just launch himself into public consciousness, he raised awareness of a whole sport. That consciousness rose to new heights when parkour, as it is now widely known, was included in the opening ceremony of last summer's Rio Olympics.

More than a quarter of a century after Foucan first practised freerunning in France, he posed for photographs with sports minister Tracey Crouch at Leap Parkour Park underneath London's Westway. Crouch was there to attend the launch of parkour as an official sport in the UK.

Foucan admits those early carefree days in France are long over, and that parkour needs to change with the times. "When I started we were just a group of four or five friends. Now it is global, all around the world, so everything has to evolve. Of course people want it to be like it was in the beginning, but you can't because you

need to evolve, you need to make sure everything is safer, and that is it," he says.

Foucan's comments are pertinent because he was speaking to *S&PA Professional* just weeks after the death of British freerunner Nye Frankie Newman in what was described by the authorities as 'a Paris train accident'. Following his death in January, freerunning and parkour group Brewman, which Newman co-created, denied he had been train surfing at the

time (train surfing involves hitching a ride on the outside of a moving train). Weeks before other members of the group posted a video of themselves surfing on a moving Metro train in November.

Stephen Mitchell, independent chair of Parkour UK, the sport's national governing body, says in the light of how parkour has come to be associated in the public mind with such risky behaviour – and indeed, wholly incorrectly with Newman's death for which he blames "horrific journalism" – he is keen "to bust some of the myths about what parkour is and isn't".

"Parkour isn't about being a daredevil and jumping off trains and leaping off buildings; it is about movement," he says. Following Horsham Town Council's decision in September to ban parkour in the town centre due to alleged criminal damage, Mitchell says another myth he wants to dispel is that freerunners cause nuisance and are anti-social.

Foucan says the impression of parkour portrayed on social media, such as YouTube, where some videos show freerunners leaping between high

"In no part of our set-up does it say you should jump off buildings or leap off public monuments – that is what some in the parkour community do to explore and to play"



IN DEPTH

CASE STUDY

buildings, is not helpful for a sport that is looking to become more mainstream. However, he insists this is not the reality. "Jumping off buildings is not what we do. For us it is about health, movement and activity. You don't need to be really high, you can stay at ground level. It is also about using your common sense," he says.

Foucan says being officially recognised as a sport in the UK "is huge" for parkour. "There is a risk in all sport, if you don't do it properly. That is why it is important that we have got recognition because it gets the right message out there," he says.

Crouch's visit to attend the launch of parkour as an official sport in the UK was the culmination of a formal recognition process that began in March 2013. As a result, parkour will be able to apply for funding through Sports England and from the National Lottery. According to Mitchell, this could include funding for programmes aimed at the UK's inactive population.

It will also allow parkour to apply for grants to build more parkour parks, adding to the 50 or so outdoor and six indoor parks that are dotted around the country. Parks cost between £40k and £140k to build. New parkour parks are opening all the time. One opened in Slough, Berkshire last October.

Although reliable facts and figures about parkour in the UK are thin on the ground, the recent Active Lives Survey covering November 2015 to November 2016, shows that 96,000 people participated in parkour in England. There is also evidence that awareness of parkour/freerunning is growing. According to Parkour UK, more than half of young people in the UK have heard of the sport, with more people watching YouTube videos of parkour than skateboarding and BMX combined.

Speaking to *S&PA Professional* at Leap Parkour Park, Crouch said that

with official recognition as a sport – and public funding – comes added responsibilities. "Parkour will now have to adhere to all the same standards that other sports have to adhere to receive public funding. Facilities like this one are built with safety in mind. That's a really important starting point for people. You need to teach people how to parkour safely and respectfully for the environment, and that is what parkour coaches will do."

Crouch said that creating a safe environment for parkour would broaden its appeal and attract new people to the sport, an essential aspect of the government's sports strategy. "We want to encourage as many people as possible to get involved and I am sure that people will feel a lot more comfortable about being involved and learning about parkour if they are in a safe and managed environment."

Mitchell says Parkour UK already has "comprehensive health and safety guidelines about practising outdoors". However, he recognises there will be some parkour practitioners who will continue to do their own thing in town and city centres, outside the governing body's direct control. "In no part of our set-up or our corporate governance does it say you should jump off buildings or

WHAT IS PARKOUR?

Parkour or freerunning is a non-competitive sport that allows practitioners to move freely over and through any terrain principally through running, jumping, climbing and quadrupedal movement. It focuses on developing the fundamental attributes required for such movement, which include functional strength and fitness, balance, spatial awareness, agility, co-ordination, precision, control and creative vision.



leap off public monuments – that is what some in the parkour community do to explore and to play," he says.

As a governing body, Parkour UK will also have to adhere to the government's new Code for Sports Governance required for those asking for government money or National Lottery funding. This is due to come into effect this month [April], and is aimed at improving transparency, accountability and financial integrity within sports governing bodies. According to Mitchell,

Parkour UK already meets the standards for the new code.

The evidence that parkour is evolving towards becoming a more mainstream sport is apparent in other areas too, with programmes aimed at broadening participation. Such programmes tie in well



with Sport England's Towards an Active Nation strategy, as well as the government's Sporting Future strategy. Eugene Minogue, CEO of Parkour UK, says a lot of the sport's focus is on parkour for older people, "with women and girls also a big driver for us". Using parkour as a way to promote better mental health is also a focus, he says.

Jacob Peregrine-Wheller, a parkour coach and co-founder of Free Your Instinct, which provides parkour tuition for people with mental health problems, says parkour's philosophy "of a strong mind and a strong body" is ideal to help those with poor mental health. He says interest in this aspect of parkour "has boomed in the last year".

"The interest has been astronomical, and we have been contacted by people from Canada to Australia," he says. Another example, is a six-week course aimed at helping young people manage

"The interest has boomed in the last year, and we have been contacted by people from Canada to Australia"

stress and anxiety run in schools by Team Traceur, a company of parkour practitioners based in Essex.

Recent years have also seen Parkour UK launch a series of qualifications for those wishing to teach, coach or instruct others in the sport. In 2015, it launched a Level 3 Diploma in coaching and in instructing, as well as a qualification specifically aimed at physical education teachers. The qualifications are regulated by Ofqual. Parkour UK, along with

experts and European partners, worked together to develop a new European standard for parkour equipment, which stipulates safety standards and testing methods.

Parkour in the UK has undoubtedly come a long way in its relatively short history. Its official recognition as a sport and Parkour UK's recognition as its national governing body, only nine years after it was established by City of Westminster Council and the parkour community, is a clear sign of parkour's direction of travel towards becoming more mainstream.

While this will undoubtedly provide parkour with opportunities to grow and develop, for a sport with a relatively unstructured and unregulated past and one that it itself admits has an image problem, it will also surely mean overcoming some significant hurdles along the way. ●

IN DEPTH
PROFILE



HEALTHY BODY, HEALTHY MIND

Mental health nurse Charlotte Evans provides a more holistic approach in helping mentally unwell people improve their health. DeeDee Doke met up with her to find out more

It's no secret that people with serious mental health issues tend to die 10 to 20 years before the rest of the population. Smoking, obesity, poor diet and sedentary lifestyles tend to accompany mental unwellness. Sometimes, it could be argued, treatment for easing mental health problems contributes to physical unwellness. For instance, weight gain can be a side effect of prescribed medications, complicating possible existing obesity.

However, the health community at large has been slow to create practical solutions to help the mentally unwell live out their natural lifespans.

Charlotte Evans is on a mission to change how the NHS in particular deals with the mentally ill when it comes to helping them improve their physical health. Originally from North Devon, Evans is qualified as both mental health nurse and personal trainer, and has joined up her dual skill sets to lead exercise sessions for a variety of people being treated for mental health issues including inpatients at the Camden & Islington (C&I) NHS Foundation Trust. She also provides services to students under counselling support at University College London, Central North-West

London NHS Trust, residential and crisis homes, day centres, youth clubs and more – a current total of 27 locations. Her 'clients' are adults and young people experiencing mental illnesses such as bipolar, depression, personality disorder, psychosis and schizophrenia.

"I really want to change the NHS," Evans tells *S&PA Professional* during a conversation at C&I in a small quiet room with calming purple walls. "I want to change the way we just solely focus on mental health; that shouldn't be the case. We put people on medication, we increase their weight, we drop them off on wards and stop their activity, give them a poor diet – it has to change. That's my dream: to change the way we offer services in mental health."

Named London Sport Coach of the Year 2016 for her work at C&I, Evans first took her Sole2Soul Fitness business project to C&I initially several years ago on the back of funding from London Sport. "It was very fortuitous for us," says Fiona Nolan, professor of mental health nursing research at the University of Essex and the former deputy director of nursing and research at C&I.

"We got a gift, really. We'd never had

anyone in that position before."

Her commitment to bringing physical activity to the mentally unwell was not what Evans had envisioned as her life's work when she was growing up. The performing arts student subsequently experienced a change of heart and direction when she took a job as a psychiatric care assistant while waiting to be accepted at drama school. She decided "to do something that would really mean something to others", and went to train as a mental health nurse at Oxford Brookes University. During her studies, Evans embarked on an independent student nursing placement in Australia, which stirred convictions about how that country's openness and sensitivity to mental health issues were more developed than in the UK. Once she qualified, she went to work as a child and adolescent mental health nurse at Oxford NHS Health Trust, working on wards, when she came to another realisation. "I realised the NHS was lacking a bit of a holistic package; they focused just on mental health," she explains. "I wanted to offer the other side, the physical health, the social side."

She spent four years at the Oxford trust, first working with



IN DEPTH

CIMSPA UPDATE

children and adolescents and then in the Early Intervention Service for Psychosis, providing care to people aged between 14 and 35 who were in their first episode of experiencing an altered reality. "In Oxford, I was beginning to bring in elements of this work," she says, referring to her marriage of physical activity and mental health care. "Instead of sitting down with a patient in an office and chatting, I'd say, 'Shall we go for a walk in the Oxfordshire countryside?' That was so much more productive."

TREADING A NEW PATH

Feeling restricted by what she could and could not offer in her full-time NHS role, Evans handed in her notice and relocated to North-East Thailand for six months to figure out her next step. "I wanted to learn about Buddhist culture – what makes people happy, living a very simple life, and just kind of getting to know myself as well. I managed that," she says, "and realised what I wanted to be was become a personal trainer and bring the two elements of mental and physical health together."

From Thailand, she booked a personal trainer course in the UK. And on her return, she earned her PT qualification and moved to London with no permanent job, opting to pick up nursing shifts through the NHS staffing bank to support herself. She created the name for her business, Sole2Soul, and shaped the concept behind it,

subsequently securing funding from London Sport to put it all to work. The next hurdle, and no small feat, has been to convince trusts to give her approach a try. "It's been really tough," she acknowledges.

And then comes the challenge of helping the patient into giving it a go. For instance, at C&I it's often about going onto a ward and spreading the word patient by patient: "The key is getting to know the patient, so building some form of therapeutic relationship. It quite often requires me walking around the whole ward, knocking on people's bedrooms, introducing myself and saying what I'm about to do: 'I'm offering an exercise class, would you be interested?', trying to start up some kind of conversation and interest in it.

"That often turns out to be a conversation about their mental health as well," she says. "They might say, 'I'm not feeling very well today' or tell me about some issue they're struggling with. That requires a bit of nursing skills, giving them some advice or support, listening to their worries, and often I'll let the other nurses know on the ward. You support them with what they consider their main issue, so you're building that trust. And then you would just subtly say how exercise might be able to help, and I give them examples of how it's helped other patients."

A patient might not accept Evans's first invitation. Or the second. But often, curiosity will lead the patient over time to peek in for a look at the activity, perhaps for a few weeks, then venturing in to sit and watch. And finally take the step of asking to join in. "It's kind of like a drip," Evans says. "Then finally they get it, and they're sold."

"I think we should give personal training as well. That's what I would like to see"



In a limited research project Evans conducted of participants, more than 65% reported significant improvement in their moods after their exercise sessions, with the remainder reporting slight improvement. No one said their mood had worsened. Further, 96% said they would like to do more exercise in addition to Evans's classes.

CORE ACTIVITY SERVICE FOR NHS

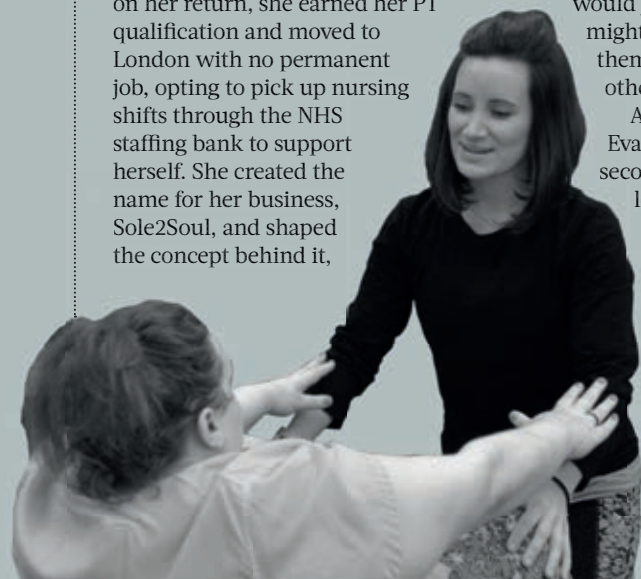
Providing a physical activity service such as Evans' should be part of the core offering in mental health wards along with sanctuary, medication and therapy sessions with doctors, says the University of Essex's Nolan, who has become a mentor to Evans: "I think we should give personal training as well. That's what I would like to see."

"What I would love to see," Nolan continues, "is every mental health organisation in the country employing people like her, substantively, as a proper member of staff." Potential candidates for these roles could, along with having a personal trainer qualification, come from a variety of qualified backgrounds, Nolan suggests: "They could be occupational therapists, psychologists, anybody who is accountable to a professional body."

Nolan adds: "When you have them [mentally unwell people] in hospital, it's a perfect time to do it. They're bored, and they can engage in things."

Today, Evans supplements her Sole2Soul work with working nursing shifts. Ultimately, she'd like her business to provide services across the nation, with her dual expertise crucial to its success and to that of the mentally unwell who could change, improve and extend their lives, one exercise session at a time. "I know it can be hugely beneficial," she says. "Let's try something that tackles all areas." ●

Website: sole2soulfitness.co.uk



IN DEPTH

AGENDA



STRATEGIC ACTION

Can communities achieve a sporting future at a local level? Colin Cottell looks at successful examples of how it can be done

In December 2015, the government launched Sporting Future, its strategy for a more active and healthier nation. In what was widely regarded as a significant sea change, the strategy takes a nakedly outcome-based approach that focuses not only on sport for its own sake but for all the other benefits it brings with it – physical and mental wellbeing, individual achievement, social and community development and the economy.

The strategy specifically targets those who are the least physically active. Speaking at the Active Training awards in Reading late last year, Nick Pontefract (right), head of sport at the Department of Culture, Media and Sport (DCMS), couldn't have been

clearer. "Getting somebody who does nothing has a far greater impact than getting someone who already does a lot to do more," he said.

Of course, strategy at the national level doesn't automatically translate to changes on the ground at local level. However, when it comes to raising the nation's collective heart rate, it is in gyms, parks, cycle ways and green open spaces around the country where the government's strategy will live or die. So what does this blueprint for delivering the government's vision look like?

One promising example is already emerging in the North-West of England. Steven Pleasant, CEO at Tameside Metropolitan Borough Council, leads on health for The Association of



IN DEPTH

AGENDA

Greater Manchester Authorities, which covers a population of 2.8m across

Greater Manchester. He says the approach there is based on recognising the needs and wants of individuals. When people are asked 'what one thing would improve your health and wellbeing', he says: "The biggest answer by some way is sport and physical activity, so there is an enormous latent demand out there."

Pleasant (*above left*) says the problem is not that people aren't aware of sport and physical activity's capacity to improve health, and indeed transform their lives, but that not enough is being done to support them – especially the 25-30% of the population that are physically inactive. "We have to find ways of supporting people to help them get from where they are now to different positions," he says.

An example of how this approach is already being used successfully in Manchester is Tameside Sports Trust. According to Pleasant, it has been remodelled so that its goal is to improve physical participation rates. In one initiative, with the help of a £20m investment from the council, he says more than 2,000 people with long-term health conditions are being supported along a pathway towards greater physical activity, perhaps leading to a 5k park run, for example.

Pleasant lauds Sport England's "amazing" 'This Girl Can' campaign. "They have begun to understand through behavioural insight and social marketing how you move and support people from one place to another. But behind this is the understanding that the reason why a lot of women of a certain age don't run is because of the fear of being judged," he says.

Pleasant is in the fortunate position



"Work is ongoing with partners on developing plans and setting targets" Yvonne Harrison

that the government has devolved powers over the region's £6bn health and social care budget to the Greater Manchester Combined Authority (GMCA), although under the government's devolution plans similar powers are set to be rolled out to other city regions such as Bristol and Birmingham. Made up of 10 councils across Greater Manchester plus the Lord Mayor of Manchester, the GMCA works with organisations ranging from the NHS to the local transport authority, as well as sporting bodies. Pleasant says having this organisational infrastructure in place allows "a strategic, holistic approach" to tackling physical inactivity across the region. He says the aim is to involve an ever-increasing range of organisations, such as care homes, and the fire and rescue service.

The opportunities provided by Manchester's devolved decision-making led Sport England to sign memorandums of understanding with 27 NHS organisations across Greater Manchester last summer. This provides an agreed framework that focuses on using the insight and behaviour change approach so successfully used

in the 'This Girl Can' campaign. Yvonne Harrison, CEO of GreaterSport, a body that works to boost physical activity across Greater Manchester, says that work is ongoing with partners on developing plans and setting targets. The first strand is likely to focus on older people.

Manchester is not the only part of the UK that is taking a radical approach in the light of the government's new strategy. In the far South-West, Cornwall County Council launched its new strategy in November, with the aim of getting 50,000 people more active by 2020. According to Mike Thomas (*below*), director of Cornwall Sports Partnership, the new approach is best summed up in the strapline: 'Physical activity is everybody's responsibility'.

It was quickly realised, Thomas says, that if the council was to reach its target, and particularly to get the least active more active, then "we would need to bring a broader group of people together".

"People in their local communities are best able to identify what is required in that community to increase levels of physical activity," says Thomas. "This isn't about the existing local sports infrastructure doing a bit more or getting more members, albeit that could be important." Those involved in making the strategy happen include people working in the great outdoors, in active transport, even planning and design, as well as health professionals.

To target the most inactive, Thomas says the council used a range of indices of deprivation and health to come up

with specific locations. "We need to understand the communities and mobilise them, and I think you will find more areas of the country adopting this approach," he says.

Among the areas identified are Bodmin and Redruth.



Thomas says it is clear that sport and physical activity can no longer act alone, which is why an important aspect of Cornwall's strategy is to partner with local health and social care providers, an arena where like Greater Manchester, Cornwall has been given additional powers. "In simple terms the government is saying 'we like sport and physical activity but for its own sake, but it is not something we can put large amounts of public money into anymore'. It has to prove it can help solve other problems the country has," Thomas says.

"The evidence shows that if we can encourage people to be more physically active it can delay or reduce the health and social care costs from an ageing population," he goes on to say. "We are in line with what they are doing, and equally they are part of our broad partnership."

Exercise referral schemes, whereby GPs refer individuals to an exercise programme are another form of partnership that looks set to become more popular. According to research by the National Institute for Health and Clinical Excellence (NICE), the evidence shows that "exercise referral schemes can lead to improvements in self-reported levels of physical activity when compared to receiving advice only".

This type of approach is already being adopted in Manchester, says Pleasant. An example is ReferAll, a web-based service that enables NHS Trusts to refer patients to buzz, Manchester's Health & Wellbeing Service, whose Physical Activity Service delivers evidence-based exercise programmes to people with long-term health conditions. Buzz currently runs around 50 exercise classes a week. Since adopting ReferAll, buzz has received 1,000 participants into its programmes.



CASE STUDY:

Get Healthy Get into Sport

A community-based project in Leicester shows that efforts to increase physical activity among inactive adults can be successful. However, it also offers important lessons about the need to sustain higher levels of physical activity after a project finishes.

The Leicester Get Healthy Get into Sport project ran between October 2013 and March 2016. Participants, who had been recruited from local communities, took part in up to six one-to-one

sessions with a trained mentor.

At the first session, members on the programme discussed their

barriers and challenges to being active, set goals and took part in a range of activities. The mentor then supported them as they took part in their chosen activity. Participants were given a leisure pass offering them free access to their local leisure centre for six months and access at a reduced rate for a further six months.

An evaluation of the project by academics at the School of Sport, Exercise and Health Sciences at Loughborough University found it successfully increased its participants' physical activity levels, and for some participants led to wider lifestyle changes to improve health and wellbeing.

AMONG THE FINDINGS WERE:

- significant increases in moderate and vigorous physical activity were observed three and six months into the programme but not after 12 months
- over half of people stated they would have not engaged in physical activity without the sessions with a mentor
- going to the gym was the most popular activity
- as a result of concerns over the sustainability of the project once the free provision ended, it was recommended there should be a strategy in place to track and re-engage those who drop out, and to support participants to continue to be physically active after the project end.



Raising levels of 'active travel' such as walking or cycling and reducing car use are other examples that raise rates of physical activity in many parts of the country. One case is Glasgow, where according to Jill Muir, public health programme manager at the Glasgow Centre for Population Health, Glasgow's bike hire scheme, alongside its growing network of cycle routes, is playing an important role. Evidence is emerging, she says, that the cycle hire scheme is attracting new users, as well as

increasing numbers of women and young people. Safety is a major concern, she adds, with separation from other traffic vital in persuading people to leave the car at home.

Raising levels of physical activity across the UK won't happen overnight. But with a more collaborative, locally-led and targeted approach emerging in line with the government's Sporting Future strategy, the signs are the country could be in with at least a sporting chance. ●

IN DEPTH

HYGIENE

CLEAN SWEEP

With a recent survey claiming going to the gym is bad for your health, Sue Weekes reports on how gyms and leisure centres are cleaning up their act

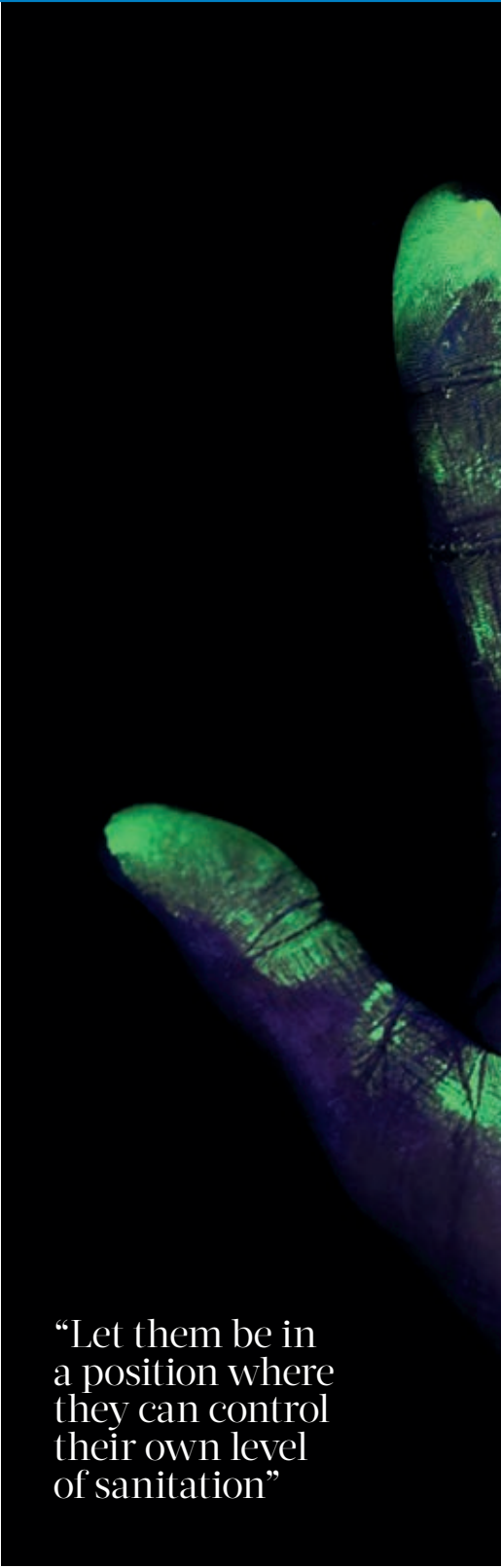
Findings from a survey on gym hygiene last year made unsavoury reading for operators and users alike. Fitness equipment review site FitRated.com found that a typical treadmill has 74 times more bacteria on it than a public bathroom tap. Meanwhile, typical free weights have more than 362 times more germs than a toilet seat. The researchers gathered bacteria samples from 27 different pieces of equipment at three different gyms and found that the average treadmill, exercise bike and free weights can carry more than 1m germs per sq inch apiece. It's little wonder the survey hit the national media with headlines such as

'How going to the gym can be bad for your health'.

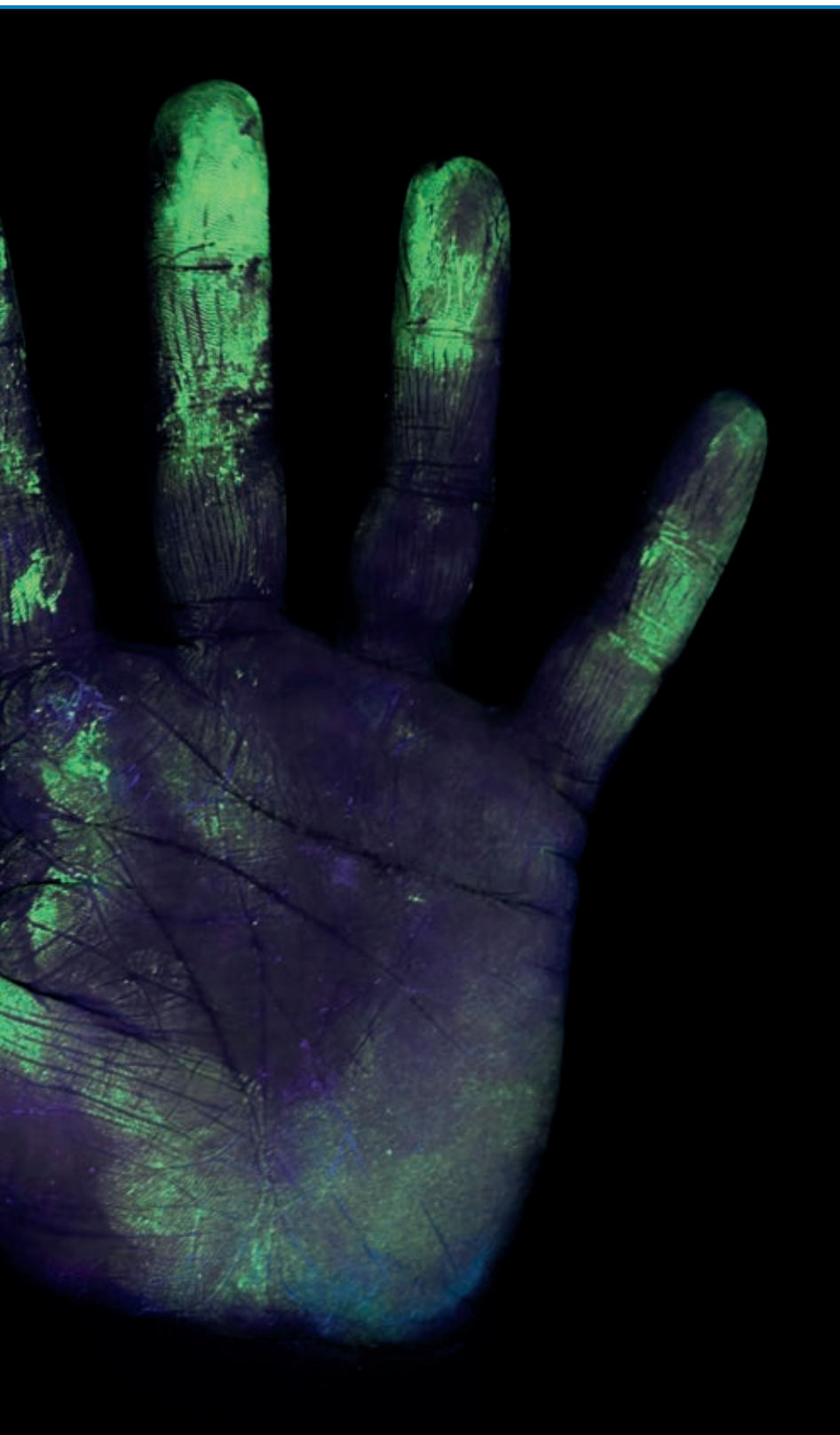
Health and fitness blogger Anna Bradford at Fitstagramna.com, an avid gym user, says there is no bigger excuse for people not to come to your establishment than "it's bad for my health".

"The gym is meant to be a place to enhance your physical and mental and social health, not be detrimental to it," Bradford says. "Are members actually paying more than just a monetary price to be able to look and feel good?"

No one would hide the fact that gym, sports and leisure centres, and swimming pools pose a unique set of challenges for their operators when it



"Let them be in a position where they can control their own level of sanitation"



Wipepod: A wet wipes dispenser that also looks good on display in the gym

comes to hygiene. They are constantly in use, their users come into contact with a range of surfaces and the hygiene standards of their customers is beyond the control of operators.

Gone are the days when an operator could get away with poor cleaning and hygiene standards because the client didn't have anywhere else to go, though. Matthew Burrige, managing director of cleaning services company ecoSense Cleaning & Hygiene, says the competition for gyms and retaining members is so fierce that cleaning and hygiene should be "at the top of every site's member retention and growth strategy". Burrige's company works in all areas of the leisure industry from low-cost, mid-range through to high-to boutique operated sites.

"The leisure cleaning sector is one of the few where employing a poor cleaning company can immediately have a negative effect on your business," says Burrige.

Jonathan Bradford, owner of The Hygiene Company and coincidentally Anna Bradford's uncle, agrees that with so much competition for members, gyms must be seen to be clean at all times. He was



IN DEPTH

HYGIENE

prompted to develop the Wipepod wet wipes dispenser after his own experience at a gym more than 10 years ago. As a keen squash and racquetball player, he would come off the courts dripping with sweat and then go into the gym.

"I was aware I was leaving my residue on the kit and was rather embarrassed by this," he says. "The gym provided a disinfectant spray and paper towels for gym members to wipe equipment and surfaces, which was quite unusual at the time. But if I couldn't find the bottle

instantly and rapidly, I'd move on to the next part of my work-out."

However, the paper towels were always fixed on the wall, so it gave Bradford the idea for a wet wipes dispenser. He knew that the product also had to be aesthetically pleasing, so he asked a sculptor to design it, and approached contacts in the boat industry to create a mould. The product was in development for several years and then gained its first customer, Hilton Hotels, which specifies it for all its gyms.



The Hygiene Company's products have silver biocides – similar to Microban technology – built in during the manufacturing process. The antimicrobial works as a cell penetrant, disrupting key cell functions so that microorganisms are unable to grow or reproduce.

"My view was that if you make something convenient, it will improve compliance," says Bradford. He adds that some gyms fail to invest in hygiene products such as wipes as they see

SPRING CLEAN & SAFETY CHECKLIST

Caroline Roberts highlights a few key areas leisure facilities need to be aware of and which have been shown to fail health and safety practices in the past

Trips and slips, cuts and grazes, dumbbells dropped on toes – even with sensible precautions, these minor incidents are a fact of life at all sports and leisure facilities.

And the vast majority are trivial – 2016 data from STITCH, an accident and incident benchmarking platform used by numerous leisure sector facilities, shows that only 4.27% of accidents required hospital treatment, with just 0.5% requiring an overnight stay.

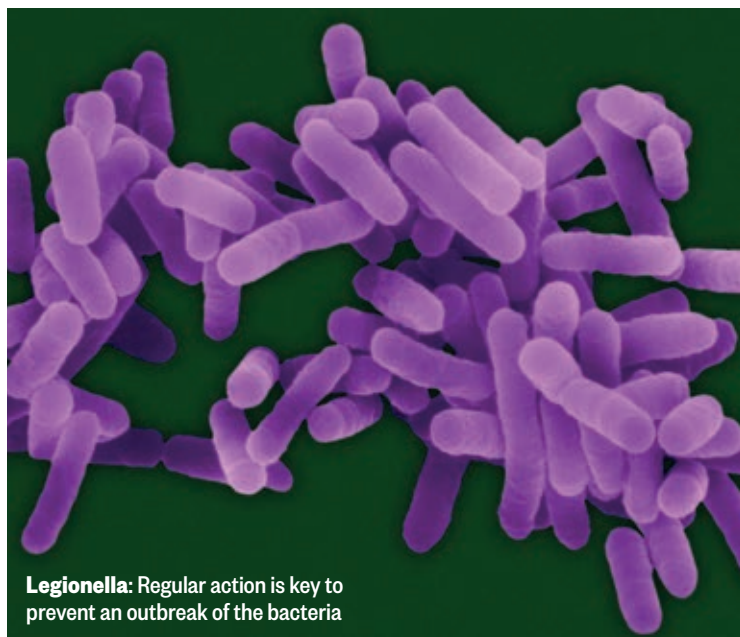
However, some aspects of health & safety (H&S) can potentially have much more serious consequences, so it's worth reviewing your practices, particularly when it comes to the items listed below. They were the most common conditions that caused facilities

to fail the Health and Safety declaration part of the Quest Accreditation in 2016. Some require maintenance and service visits from outside contractors, but skimping on these just isn't worth the risk.

LEGIONELLA

Everyone dreads the bad publicity that comes with an outbreak on site but even the most meticulous of facilities can occasionally be caught out by a spell of warm weather or a piece of equipment not working properly, says Caroline Constantine, director of Right Directions, which manages STITCH. Regular checks mean that prompt action can be taken to stop the bacteria getting out of control.

Quest guidance recommends



Legionella: Regular action is key to prevent an outbreak of the bacteria

them as something that end up in the bin rather than provide a return. "But the return is that you instill confidence in members that you care about how clean your gym is."

Anna Bradford believes this empowerment of members is key for the future of gym cleanliness. "Let them be in a position where they can control their own level of sanitation," she says. "Just as fast food outlets taught us all those years ago to clear away our table after we have eaten, simply by asking us to do so. Why do gyms have to be any different?"

"My view was that if you make something convenient, it will improve compliance"

Instilling the right mindset in cleaning staff whether in-house or from a contract cleaning company is also key. At ecoSense, staff are trained to see the site from the viewpoint of a potential member. So if they are cleaning a

low-level area where members will be on the floor, they tell them to look at the areas through members' eyes.

Burridge adds that communication with the cleaning team is also key and has developed a web-based system called cleanTEK, which enables it to instantly relay information to staff working remotely. "It allows us to update all of our H&S [health & safety] information, deliver daily training, and employees can log in and out so we can monitor staff times on site," he says. "This also gives



a regular programme of flushing of underused units, descaling of showerheads, water temperature and microbiology checks, and tank inspections. It's important to review these H&S procedures when there are changes to the water system or its use, or personnel changes.

FIXED ELECTRICAL

Wiring should be checked at the correct intervals to identify any faults – annually for facilities with swimming pools and every third year for dry facilities.

Allied to this is a recently issued Health and Safety Executive alert regarding pool hall lighting. It's been found that the plastic bracket and roller system found on some types of aluminium lighting operating on a runner can degrade over time causing the lighting to collapse – some of these lighting systems can be over 30 years old. This warrants a thorough

inspection of any plastic present and replacement of any that appear old or worn.

EMERGENCY LIGHTING

Monthly statutory checks should be carried out as well as checks of the battery backups, involving discharge tests to ensure there is adequate capacity. Equipment should also be serviced annually by trained personnel, or as often as recommended by the fire risk assessment.

FIRE ALARM TESTING

It's not just a matter of carrying out the statutory weekly fire alarm test. The equipment needs to be maintained and serviced by a qualified person every six months, or as often as the fire risk assessment recommends.

GAS BOILER SERVICING

Gas boilers should be subject to annual maintenance and servicing by a qualified person, and according to



the manufacturer's guidance.

EVERYONE'S ACCOUNTABLE

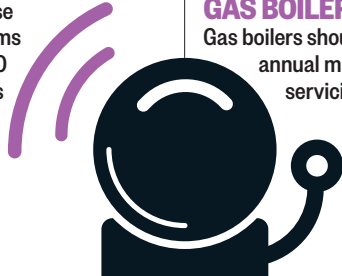
Everyone should take ownership of an organisation's health and safety, says Constantine. It's important to ensure that frontline staff understand how their actions can affect the organisation, and that they may be personally accountable if something goes wrong.

It's also worth checking your procedures for subcontractors using the facility, such as class or activity providers. Do you have detailed risk assessments for contractors, and are copies of their qualifications held on site?

Finally, to reduce the risk of fines and insurance claims,



you should have a robust accident, incident and near miss tracking process in place, she adds. "Taking your accident and incident trends seriously and drilling down into data may result in changes to your risk assessments, processes, training and procedures that could in turn significantly reduce the likelihood of accidents and incidents occurring."



IN DEPTH

HYGIENE

our clients complete transparency and peace of mind.”

Indeed, the cleaning industry is likely to be increasingly affected by technology over the coming years and gym/centre owners should be aware of developments that could help to mark them out from the competition. The next few years will likely see technologies such as robotics and the Internet of Things (IoT) permeate the sector.

The IoT enables everyday objects to be embedded with the ability to send and receive data. Diversey Care, a division of Sealed Air Corp, has developed a platform called the Internet of Clean, which remotely monitors equipment, machines and operations through sensor-generated data. Data analytics then provides insight into operations, as well as compliance and machine performance.

Its products include Intellicare, a soap and sanitiser dispenser that provides managers with data about usage to better control risk and educate staff about hygiene. It also uses virtual reality to provide customers with on-site training and troubleshooting. While food safety is one of its main focus areas, its innovations are among those likely to have an increasing impact on the cleaning and hygiene world in general. Moreover, cloud-based fleet management services will have ever more relevance for any organisation with workers in the field such as contract cleaners.

Robotics is similarly already having an impact, especially in the swimming pool industry where products can automatically clean the walls, floor and steps of a pool, and are likely to become more widespread in the leisure industry in general.

Julie Kitchener, marketing manager at ICE, the UK's largest



“Robotics is already having an impact, especially in the swimming pool”

independent provider of industrial cleaning machines, has developed Robo 2, which uses a laser navigation system. She explains that the company is not marketing robotic floor cleaning machines as a complete replacement for personnel, but as a cost-effective aid to repetitious and time-consuming tasks.

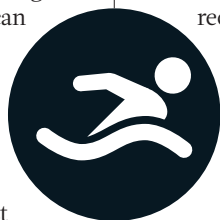
While the company would not recommend robotics for the most “extreme cluttered environments”, the level of sophistication of sensor and navigation technology means they are suitable for a wide variety of floor spaces. “The advantages of using a

robotic machine such as the Robo 2 in the leisure sector is that it will clean in a uniform and consistent manner day in day out, so cleanliness and hygiene is maximised and guaranteed,” she contends. “Additionally, while the Robo is running, this leaves the cleaning operative free to carry out other, more detailed or intricate cleaning tasks.

“The technology will evolve naturally. We don’t believe there is a beginning and an end: it is very much a journey.”

While not subject to regulation, a visible commitment to cleanliness and willingness to explore new technologies and techniques may well become a differentiator over the coming years when it comes to attracting and retaining members.

And finally, Anna Bradford believes operators must help to “drive a movement” that members want to see: “Improve your hygiene, encourage compliance and enhance your reputation.” ●





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TECH FOCUS

APPS

HEALTH & APP-INESS

Rather than keeping us indoors on our phones, apps are actually encouraging us to get up and actively join in. **Sue Weekes** reports

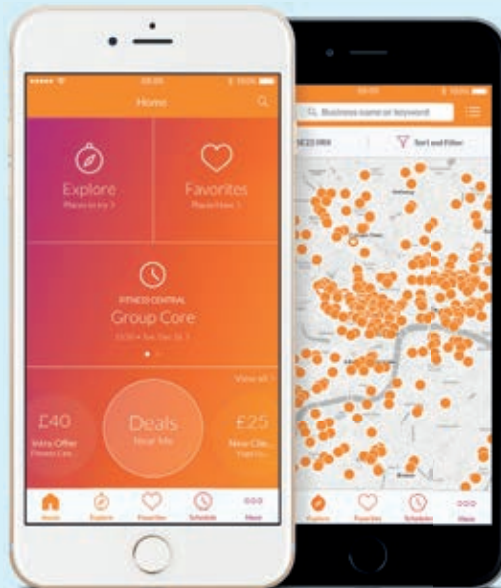
The online world frequently stands accused of turning individuals into screen-loving couch potatoes who would rather play Candy Crush than go down to the gym or get out on a 5k run. Increasingly though, it is doing quite the reverse of this.

A growing number of apps are using the online environment to encourage more people to get involved and take part in a range of sports and physical activities.

The **MINDBODY App**, developed in the US, aims to connect the world of wellness. It has built a global network of fitness and wellness services and practitioners, and aims to link them up with people looking for those sort of services.

"More than ever, people are integrating tech into their everyday health and wellness routines, particularly with the use of apps and mobile as people want quick and easy ways to access to these activities," says the company.

The MINDBODY firm is a cloud-based business management software provider dedicated to the wellness industry but the introduction of the app means it is also a growing consumer brand. Bookings and payments can be made



140,000 classes and appointments with UK-based subscribers of the service. MINDBODY adds that users appreciate the freedom and flexibility that booking through the app permits: "It lets them take charge of their schedules and book from anywhere with just a few taps on their phone."

A 'deals' function allows providers to promote introductory offers, enticing app users to try new classes or services at a discounted rate. "This can be an effective way to attract new customers and fill classes and appointments," says MINDBODY, which is running a pilot in some US cities that allows

users to book classes directly from Google Maps. "This aligns beautifully with our vision of a transaction-enabled marketplace connecting the world of wellness," said CEO and co-founder Rick Stollmeyer at its launch.

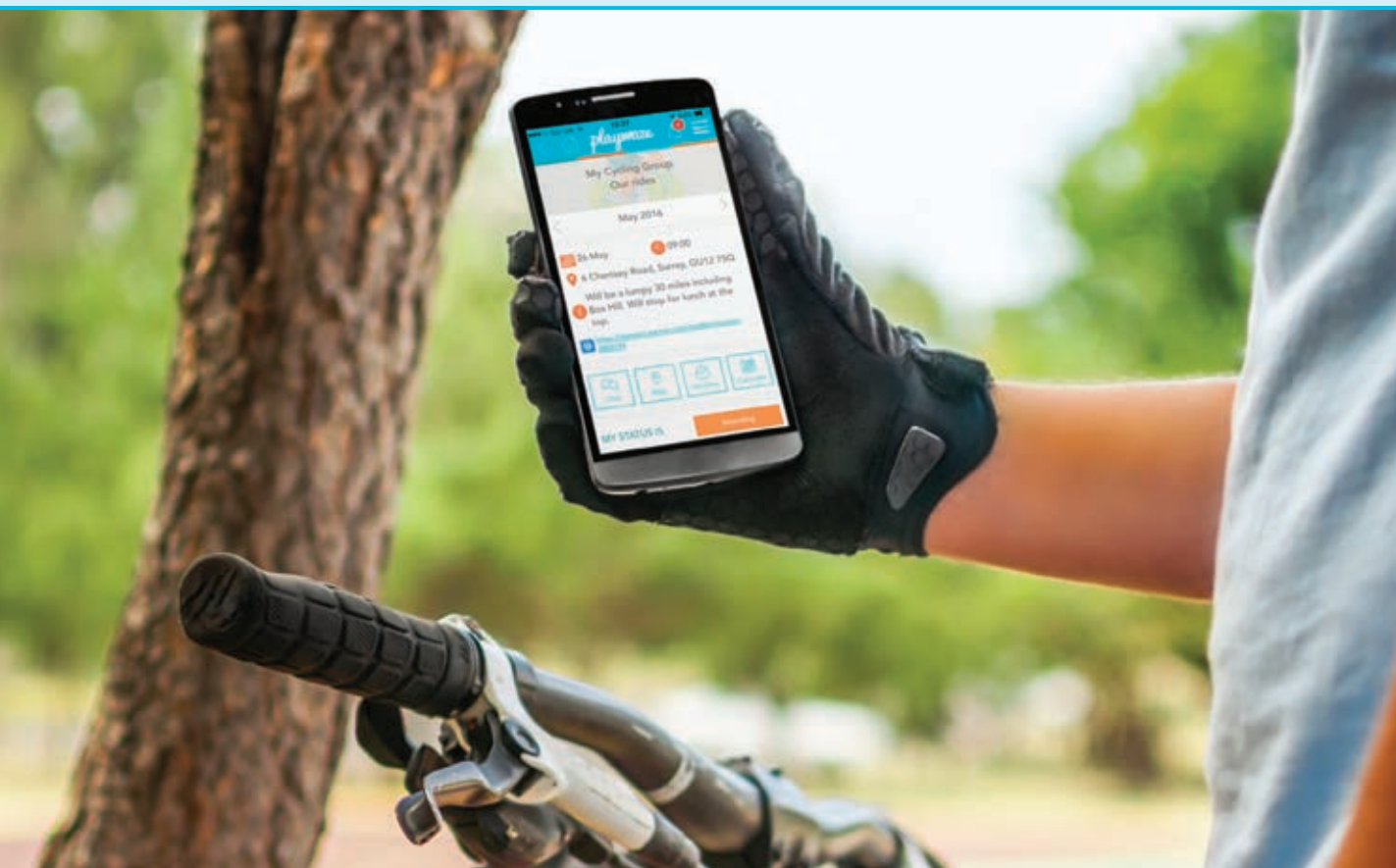
Playwaze App

Rupert Jenner was working at a research-based pharmaceutical company when he developed a simple web application to run the office golf society. It evolved into a prototype for a product called Playcaddy, which catered for all sports and enabled those running

"People are integrating tech into their everyday health and wellness routines"

through the app and integrated with the practitioner or organisation's MINDBODY business software.

There are millions of users around the world, with 55,000 registered in the UK, and the number is growing rapidly. Each month, users book more than



groups and clubs to hold competitions, send out communications, organise courses and sessions and take payments. Jenner explains that what started out as a small project soon turned into “a very big one” and his first investor Jerry Horwood saw the potential for a mobile app in 2015.

It was relaunched as Playwaze last year and has grown to feature 50 different sports and onboarded more than 700 sports communities across 20 different countries. For sports centres and gym and pool operators, it can help organise their sessions, hold competitions and communicate with members. Meanwhile members, for example, can view a dashboard to show their water polo league, squash ladder and swimming sessions all in one app.

Playwaze Payments also makes it straightforward for members to pay for anything from competition entries to coaching and course fees. “This makes it easy for personal trainers at the gym

to not just run classes but also to manage all their class payments,” says Jenner. “Payments can be integrated into classes and sessions so that anybody booking makes online payment at the time or the trainer can make ad-hoc payment requests to any members.”

He explains though that Playwaze aims to be a community tool. “It’s about people and activities, and that is the same the world over, in just about any sport or fitness activity.”

Indeed, anyone can set up a community for free in Playwaze, from a large club to a small social sports group. Everyone involved in the group can keep engaged and connected by posting photos and video clips through the news feed or simply enjoying small talk or banter through the activity chat forums.

One of its biggest tennis group users is East Cheshire

Tennis Association, whose community of members on the app has grown to well over 1,000. Captains can manage their own teams, contact each other for match arrangements and enter their results straight through the Playwaze app. Meanwhile, Redhill Squash Club uses Playwaze for all its leagues, team management and sessions, and is attracting new members by posting a Newcomers Session on its website, which links directly to Playwaze.

“When visitors join up they automatically become part of their Playwaze community,” says Jenner.

Playwaze even has a facility for Quidditch clubs to get involved (for the uninitiated they don’t fly as in the Harry Potter version but do play with brooms between their legs). “We don’t yet have any Quidditch communities,” says Jenner. “But it does have its own Playwaze avatar.” ●



TECH TOOLKIT

PRODUCT ROUND-UP

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

POWERING UP

VARIETY IS THE SPICE OF EXERCISE

Physical Company has introduced a PBX power bag, which contains a near field communication (NFC) tag. The innovative feature means that users can scan the tag with a smartphone or other enabled device to gain access to an online library of exercise to try and add variety to their workout routines.

Ranging from 5kg to 35kg in weight with three handle variations, the company claims it is one of the most versatile power bags on the market. Its multiple grip positions are: a central suitcase handle for single hand exercises; tight dual handles for controlled close proximity, two-handed exercises; and regular looser handles



to complete other typical exercises. The casing of the PBX bags

is made from strong synthetic leather with an internal webbing cage which helps to reinforce external handles and seams making it ideal for both indoor and outdoor use, the company claims
Price: starts at around £48 plus VAT
www.physicalcompany.co.uk

ATLAS STONE TRAINING MADE MORE ACCESSIBLE

Physical Company has also released its own range of Atlas Stones (*left*), which have been designed to be more gym-friendly in a bid to encourage their use in workouts.

Instead of using traditional cement, the stones have been made with durable dense vinyl to improve grip and minimise the risk of floor damage if accidentally dropped. The stones are also said to be more forgiving and smaller in diameter but still robust enough to stand up to the rigours of outdoor workouts and bootcamp sessions.

According to the company, stone training is the ultimate way to build strength in the core, back and legs, and a range of moves can be performed including shoulder lifts, stone thrusters,



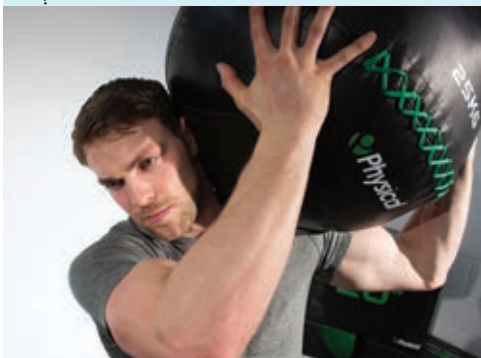
platform lifts, deadlifts, and clean and press.

The Atlas Stone is available in four weight sizes: 15kg, 25kg, 35kg and 45kg.

Price: starts at around £52 for the smallest size plus VAT
www.physicalcompany.co.uk

TAKING A DUAL APPROACH TO TRAINING

Bodyweight training system, the TRX Duo Trainer, featuring a new dual





anchor system, is now available in the UK. The Duo Trainer (*above*) was developed in partnership with Dr Kelley Starrett, a world-renowned CrossFit coach and physical therapist.

According to the functional training specialist, the new trainer extends the product reach and offers a variety of bodyweight options. Unlike traditional gymnastic rings on which they are modelled, the Duo Trainer's straight

handles are designed to be ergonomic, allowing for the safe execution of bodyweight based routines, TRX said.

The new trainer consists of two anchor points allowing individual athletes to tap into specific levels of strength, mobility and flexibility. This enables a greater range of additional hanging exercises such as pull-ups, dips and muscle ups.

TRX has also introduced a new line of



IT TRACKS A PUNCH

StrikeTec is a smart wearable sensor that could prove ideal for boxers, as well as anyone incorporating heavyweight bag workouts in to their gym training routines. By measuring the speed, power, count and type of each strike thrown, athletes can track their performance and use the data to reach peak performance. Strike data is sent in real-time over Bluetooth to the StrikeTec app where users can compare interactive performance stats against friends and professional athletes, track technique improvements and optimise their training programmes. Data is also converted into averages and performance stats that can be viewed and compared on a daily/weekly/monthly basis.

Price: TBA

www.StrikeTec.com



products including medicine balls, slam balls, kettlebells, strength bands, plyo boxes, conditioning mats and foam rollers. The training tools were designed to be durable, versatile, and portable and crafted to withstand high-volume usage in a commercial environment.

Price: POA

www.trxtraining.co.uk

The Duo Trainer is available to order from www.fitdist.com



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LEADERSHIP

FOCUS

At the Quest/CIMSPA conference on 14-15 March, Annie Clements offered these tips to help ensure that your facility welcomes people with Autism or ADHD

IS YOUR CENTRE AUTISM/ADHD-FRIENDLY?

World Autism Day was on 2 April. An estimated one in 700 people in the UK are on the Autistic spectrum, of which symptoms may include high sensory sensitivity, difficulty with adapting to change and the unexpected.

Is your leisure centre accessible and welcoming to people with Autism or Attention Deficit Hyperactivity Disorder (ADHD)?

01 First of all, take a good look at your website. Knowing what to expect can help reduce anxiety for people with Autism or ADHD. Providing as much in-depth information as possible about the physical conditions and environment of your leisure centre will encourage these newcomers – and others – to come, participate and feel comfortable once there. Posting lots of pictures of your facility on your website is also helpful.

02 Lighting. Bright lights can be overwhelming for people with Autism/ADHD. Give information on your website about whether lights are bright, medium or low.

03 Noise. Sources of noise that may be uncomfortable can be hand and hair dryers in the toilets, an alarm that sounds when the wave machine is coming, background



music and whistles blown by sports assistants to gain attention. On your web page, explain where the noise is and, when possible, their timings.

04 Low-sensory time/s. Consider offering a low-sensory time to support your customers for whom the high-energy, high-intensity atmosphere of gyms may be too much.

05 Colours. Wall and floor colour matter. For instance, “red paint can elevate people’s anger, make them emotional”, Clements said.

06 Expected clothing and equipment. Your list of available activities should state what the expected clothing is and what, if any, equipment they will need to bring with them.

07 Booking system. Explain the booking system for different activities and what needs to

happen when they come in. Do they need to show a membership card? Do they need to show they have booked on their phone?

08 Good times to come. When are queues at their worst/best? Do you list on the website when certain spaces may be closed, such as for a one-off event?

09 Changing areas. Show pictures of the changing areas. Are there individual changing rooms or is it group changing? How many disabled changing rooms are there?

10 Toilets. Show pictures of the toilets, and explain any non-traditional flushing systems.

11 Smells. Can you smell the chlorine in the pool? How does the changing area smell? Are there any areas of your centre with intense smells?

12 Signage. Adapt signs on your disability changing rooms and toilets to help the public understand that not all disability is visible.

Annie Clements is founder and CEO of social enterprise Autism and ADHD, and training portal Partners for Change, www.partnersforchange.uk Contact: annie.clements@partnersforchange.uk



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MANAGEMENT

LEGAL FOCUS

Contaminated swimming pools and spas can trigger claims being brought, both in the UK and abroad, says Simon O'Loughlin

CRYPTOSPORIDIUM: LEGAL IMPLICATIONS

Cryptosporidium (Crypto) is a parasite that has the protection of an outer shell, allowing it to survive outside the body. The resilience of the parasite to chlorination has led to swimming pool contamination being a leading cause of the disease and claims being brought both in the UK and abroad. Most cases arise out of illness sustained on holiday where there has been access to and use of a swimming pool or spa.

The most common cause of infection is via water-based methods, usually when an individual drinks fluids contaminated with the faeces of an infected person or animal, or drinking contaminated recreational water by mistake.

Individuals who are infected by Crypto are likely to suffer unpleasant symptoms of varying severity, generally within 3-12 days after coming into contact with the parasite. In line with the water-borne nature of this illness, the most common symptom is watery diarrhoea. This condition can often be accompanied by stomach pains, vomiting, dehydration and fever. These symptoms can last for varying periods of time depending on the individual's immune system.

To safeguard against the spreading of Crypto in swimming pools, it is important to consider the policies in place. Are there signs informing guests not to enter the pool if they have

“Most cases arise out of illness sustained on holiday where there's been access to a swimming pool or spa”

diarrhoea or other faecal-related illnesses? Are policies in place to sufficiently deal with faecal accidents in swimming pools? Do such policies outline different steps for solid and liquid contaminated stools? What toilet cleaning procedures are in place?

LEGAL IMPLICATIONS

When investigating Crypto illness claims there are a number of factors that need to be considered relating to the proper maintenance of the swimming pool:

- Was there proper pool filtration?
- Was backwashing was done correctly?
- Were filters allowed the appropriate amount of time to ripen?
- Was the flocculation continuous?
- Was there proper implementation of the faecal accident policy?

A number of factors must be considered relating to the approach to prevention:

- Was there encouragement, in the form of signage, not to bathe when suffering with diarrhoea?

- Was there encouragement of pre-swim showering?
- Was there encouragement of guests reporting awareness of illness?
- Was there encouragement to use proper baby-changing facilities?

In terms of the law there are a number of different sources that are of importance. These include the Package Travel Regulations, the Athens Convention and the local law of the country the claim arose in. When considering the local standards it is important to consider which ones are applicable. For example, in some jurisdictions such as the Balearics, there is a very strict law that all pools should be 'pathogen free'.

Where local standards are not of such a strict nature, it is widely regarded that maintenance to a reasonable standard is what will be considered.

Therefore, it is for the person bringing the claim to prove that on the balance of probabilities, there was a breach of health and hygiene standards (with reference to the relevant local standards) and such a breach caused the illness suffered their claim is likely to be successful.

***Simon O'Loughlin** is an associate solicitor specialising in international personal injury law with Irwin Mitchell*

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LAST WORD

SPORT AMBASSADOR



Geraint John is a senior adviser at sports architecture practice Populous and has been involved with the designs of three Olympic stadiums

BUILDING BLOCKS OF SPORT

I've been involved in sports architecture for more than 50 years, and it's an industry that is constantly evolving.

Technology is seeing advancements being made faster than ever, but some of my earlier days in the industry laid the foundations for what is happening today.

I was chief architect at the Great Britain Sports Council, and here we undertook some hugely important work. We developed a series of standardised sports halls, and built about 26 of them across Britain. Before the Second World War, there weren't any sports halls in the UK. Now you can see them in almost every small community. We began this. It was a real period of influence.

Nowadays, my work is geared towards developing stadia and arenas for spectator sports. I am a senior consultant at Populous in London, one of the foremost sports architecture practices in the world.

Through my work here, I've been involved with the design of three Olympic stadiums – Sydney, London and Sochi, which was the only stadium that's ever been built for the Winter Olympics.

In 2014, I was awarded the Pierre de Coubertin Medal from the International Olympic Committee for outstanding services to the Olympic movement. I was extremely proud, as I was the first

The London Stadium, designed for the London 2012 Olympics



British recipient of the award since it was inaugurated in 1997.

What we're seeing today is the introduction of more and more technology in stadia. There have been tremendous innovations in playing surfaces. For example, there are now devices that bring sunlight artificially to the pitch.

In an arena, there is the ability to put down something infinitely flexible – even to the extent you can put on ice onto the surface.

What people are speculating about now is each seat having technology. In America, they order the food from the

seat, and it's delivered to them so they don't have to move.

The new stadium at Tottenham Hotspur FC is also a really key project. The stadium can be used for a number of purposes, so part of the design will include a retractable pitch with a synthetic surface underneath for NFL use. The surface will move underneath the South Stand of the stadium.

This means the pitch used by Spurs can remain in pristine condition. It's one of the things increasing the capability of the modern stadium to deal with multi-purpose use.

What we are seeing is a changing world, changing faster than ever.

Here at Populous, we are constantly talking about what the stadium of the future is going to be. In doing this, however, we've taken inspiration from how events were held in days gone by.

In the very early days of events, in medieval cities in Italy, they held events in the centre of the city. They didn't build a stadium for it, they put it on in a very large square. In Siena today they still have horse racing. They put that on in the city as an event with temporary seating. So we are thinking, could there be a future in that way?

All the time we are thinking about where the boundaries are.

As told to **Peter Lennox**

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LAST WORD

24 HOURS WITH...



*Spend a day with **Sally Gunnell OBE**, former European, Commonwealth, World and Olympic 400m hurdles champion*

06:40

Wake up and get the kids up ready for school. I'll have a cup of tea while they are showering, check emails, have a look at social media and then make them breakfast.

08:00

Out the door and drop the kids off, come back and I do my exercise. That's either going for a run, going to the gym or pilates – it varies each morning. It could also involve taking my dogs. I have two chocolate Labradors, a seven and a nine-year-old. One of them, Diggy, hates going for a run; the other, Bumble, loves it. Sometimes I end up walking them and then going for a run afterwards!

10:00

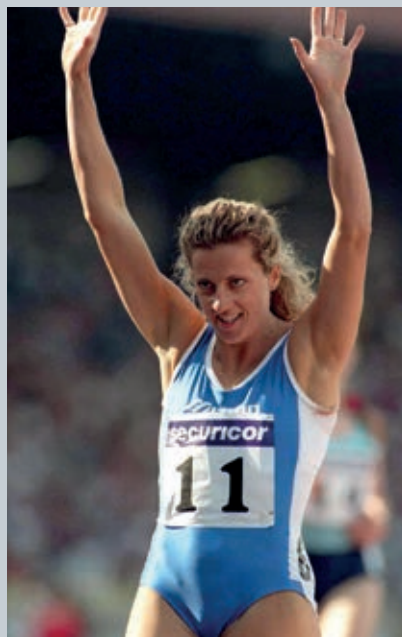
I have breakfast. I usually have a poached egg on toast or I'll have something like a nutribullet, where I'll throw in all sorts of things to try and get in as many of my 'five a day' as I can. A nutribullet is one of those things you whizz up – so I put in cereal, coconut water, yoghurt, spinach, tumeric, seeds, get all my greens in there, bit of ginger to kick off the start of the day.

10:30

Head up to London. I drive to Gatwick and then I get the [Gatwick] Express up to Victoria.

12:30

In London, I do motivational speaking with companies. I speak about what it takes to deliver at that high level of sport, around peak performance, resilience – a lot around mental strength and looking at the team and change – things like that.



13:00

I would probably grab lunch on the go. There are some really good healthy lunch places. There's one called Crush, which is my favourite, or Itsu – those sort of places. I just do a salad and one of those heated loaded soups or something similar and a smoothie.

13:30

At the moment I'm working with Crossrail and doing a lot of talks around nutrition and workshops. I've been doing a workshop once a month with their drivers around the importance of nutrition and exercise helping with concentration

and responsibility. We go into companies and design wellbeing programmes. We have a lot of meetings around putting into place programmes looking at all areas of wellbeing, exercise, injuries, posture, sleep and nutrition. We put the specialists and experts in place. We do a lot of the initial meetings designing the programme and arrange for the experts to run the programmes throughout the year.

16:00

Head home – avoiding rush hour if I can, especially with Southern Rail at the moment. Try and get back for about 6pm.

18:00

Normally I'm straight in the house, cooking dinner and nagging about the homework – back to being a mum! I cook lots of stir-fries, risotto and spaghetti Bolognese.

19:00

I watch telly. I love *Silent Witness* or any sort of nature documentary. I love *Earth One* – anything like that – or *Grand Designs*. I try and reply to emails, although I normally do my emails on the train on the way back home.

22:30

I'm normally asleep by half 10 – I love my sleep! ●

As told to Graham Simons
Sally Gunnell is a motivational speaker and health & wellbeing ambassador at Sally Gunnell's Corporation Wellbeing Programme

LAST WORD

SPORT BY NUMBERS



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This issue... Activity levels

A recent survey from Sport England on the amount of physical activity people do makes interesting reading

Source: Active Lives survey by Sport England

Depending on the number of minutes of moderate intensity equivalent (MIE) physical activity, people are described as being:

- **Inactive** - Doing less than 30 minutes a week
- **Fairly active** - Doing 30-149 minutes a week
- **Active** - Doing at least 150 minutes a week

Overall results

(from survey sample of 198,911, aged 16+)

60.7% Active
13.7% Fairly active

25.6% Inactive

Most popular activities

Percentage of adults taking part in particular activity at least twice (at moderate intensity for equivalent of 30 minutes) in last 28 days.

32% Walking for travel

41% Walking for leisure

9% Exercise machines

15% Running

14% Fitness classes

12% Gym session

11% Swimming

15% Cycling for leisure/sport

7% Cycling for travel

Men are more likely to be active than women

Women

Active **59%**
Fairly active **15%**
Inactive **27%**

Men

Active **63%**
Fairly active **13%**
Inactive **24%**





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