

FRONT COVER

# Chief Executive's message

## Success in Beijing shows that funding sport really works

Well, what a remarkable showing from our Olympians in Beijing! No matter what the reality of the situation, we all have high hopes of our athletes going into a major event but in China they truly exceeded even our most elevated expectations.

The hard work and dedication of our athletes, the guidance provided by their coaches and teams and the wider support of their sports paid off in spectacular fashion this time around. And as the country awoke each morning to further additions to the 'Great Haul of China', a mood of celebration to which this country is unaccustomed slowly grew too. The British sporting public, inured to stories of plucky losers, began to warm to the sounds of a new tale – of British sporting success on a scale which is almost unprecedented.

Of course, to those of you who have been working hard behind the scenes in the various Olympic sports, this success will have come as no surprise. Slowly but surely, British competitors have been picking off world championship titles, contending for podium places and pushing for medals like never before. But to the casual TV observer this success can be perceived as an almost overnight phenomenon.

In actual fact, this success boils down to two long-standing lines of investment - the investment of countless hours of training and hard work and the investment of a serious amount of lottery cash. For the Beijing Olympiad, elite sport can be grateful to the tune of £235m of UK Sport funding, not to mention the millions that the British Olympic Association invested in getting our athletes there and looking after them.



Investing this quantum of cash in elite sport was a point of serious political debate at the time when the decision was made. And even in the glow of success from Beijing a debate continues about whether the UK is 'buying success'. But whatever the whys and wherefores of that debate, the fact of the matter is that the outcome of that investment has been an outstanding medal tally – one which most of the rest of the world will envy and which we look on with pride.

Investing public money into sport will always be a political decision, simply because there are so many other demands on what is a finite pot of money. You only have to look at

the never-ending debate over London 2012 budgets to realise that this is an issue which, like a marathon competitor, will just run and run.

With its success in Beijing, UK Sport has gone a long way to establishing that its investment is money well spent – it has done exactly what it said it would do, and more. And now, with its new strategy, it is up to Sport England to do the same - it will be judged on how successfully community sport is supported. They will need the support of governing bodies in order to achieve their goals and I know that the governing bodies will be just as keen to make the new system work.

But whilst most of the time funding arguments will be won or lost on past performance, sometimes opportunities come along which require a leap of faith or risk being missed forever. Funding for UK Sport's performance plan was one of those occasions, with the goal that Team GB should deliver its full potential on a home stage in 2012. The legacy of increased sporting participation from London 2012 is another.

There is little question that the legacy of increased participation from the games has political support - a consensus emerged on this right at the start of the bidding process. But politics is a fickle master and, whilst support for the notion abides, attention diverts to issues like funding, the economy and inflation. Understandable as this is, CCPR's focus remains on delivering a good deal for sport.



So, as the Olympic celebration parties subside and the party political conference season begins, we will be taking the opportunities of Bournemouth, Manchester and Birmingham respectively to remind politicians of the needs and priorities of our members. On the back of such Olympic success, there will never be a better time to point to the power and potency of a games in which Team GB has set an example to us all. The dividend from an investment in community sport in the run-up to London 2012 can be even more tangible and enduring than the one which UK Sport has just delivered – and that is what we will be pressing for.

**Tim Lamb**  
Chief Executive, CCPR

# BingoLotto's winning ticket

BingoLotto burst into our lives in February 2008. An innovative blend of TV game and bingo, the first game aired on Leap Day, presented by king of the jungle Joe Pasquale and queen of the ice Suzanne Shaw. Viewers played bingo at home, using Gamecards bought at one of 14,000 stores across the country, and for every Gamecard bought at least 20% went to CCPR members to fund grassroots projects.

After a successful first run, BingoLotto will be back on our screens soon, raising more money for sport and recreation programmes across the UK. Sallie Barker, CCPR's head of services, was delighted with the initial series. "BingoLotto is fun TV but that's not entirely the point for us. CCPR is involved because we believe that the game can raise a great deal of money for our members, which is exactly what the first series did."

In fact, during its first run, BingoLotto raised nearly £200,000 for good causes and all those who signed up to be beneficiaries are in line to receive a cheque for more than a thousand pounds – not bad work for filling in a few bits of paperwork. And Sallie is confident that the show can do even better.

**"BingoLotto raised nearly £200,000 for good causes"**

"IGS, who run BingoLotto, are investing a lot of time and money into fine-tuning their ticket sales network which will mean people will be able to get hold of Gamecards more easily. But because there is so much for our members to gain, we will also be trying to involve them in raising awareness of the TV game and selling Gamecards. BingoLotto has the potential to be a real money-spinner for clubs and we want to make sure they are aware of that."

BingoLotto came to the UK from Sweden, where it has established itself as part of the TV furniture as much as Ant and Dec or Eastenders have in this country. Gamecards have a 1 in 10 chance of winning a prize, which has helped the game raise just under £1bn for good causes in Sweden.



# BINGO lotto

**Real people. Real winners.**

The game show's appeal was evident in the UK too, with BingoLotto becoming the highest-rated game show on Virgin1 and creating tens of thousands of winners. And, with the new BingoLotto Buddy programme, BingoLotto is hoping to harness that popularity by encouraging clubs to sign up.

The Buddy programme will enable club members to sell Gamecards to friends, family and the general public and for each Gamecard sold, clubs will keep 20%. That means that BingoLotto becomes an instant way of raising money for grassroots sport whilst riding on the back of a national marketing campaign.

Fiona Hortopp, BingoLotto's head of marketing, believes that the programme will become a great way of raising money for cash-strapped community clubs.

"In Sweden, selling tickets through clubs has raised £900m for grassroots sport – and that's a country only about a sixth of the size of the

**"It's a win-win situation for clubs"**

UK. The Buddy programme will allow clubs to set a target – for example to raise enough cash for a minibus or a new set of kit – and sell Gamecards towards that target. We will help by providing local PR for the clubs wherever we can and by marketing the TV game to the general public. Sports like swimming, basketball and American football are already showing a keen interest in using the initiative to raise money for their activities and I'm sure more will follow."

Sallie Barker hopes that by giving clubs such a slice of sales, awareness of the TV game will also grow. "The more clubs involved in selling Gamecards, the greater the profile of BingoLotto will be. And of course, any money raised by sales which take place at retailers also goes to sport and recreation, so it becomes a win-win situation for our members."

So when BingoLotto returns to our screens, make sure your sport or activity is ready to make the most of the opportunity by joining up to the BingoLotto Buddy programme.

To find out more about BingoLotto and the Buddy programme email [buddy@bingolotto.tv](mailto:buddy@bingolotto.tv) or call 020 8614 4134.

## Mental health is just as important as physical health - but what exactly is sport's role?

The link between physical activity and physical health is well known – we are all aware of the good that a game of tennis, a brisk walk to the shops or a yoga class can do for our hearts. The strong evidence base linking sport and physical well-being is part of the reason health ministers are beginning to take exercise a bit more seriously when it comes to making policy decisions.

But the link between activity and mental health is one that, whilst clear to many physically active people, is less well-established in the minds of the general public. Yet anecdotal evidence suggests that exercise of any kind can have a significant role to play in fighting off depression, anxiety and other kinds of mental ill-health.

A handful of organisations across the UK have been quick to recognise these benefits and are offering activities specifically targeted at people who want to improve their mental well-being. The FA, for example, is working with the Department of Health to demonstrate the positive impact that football can have on people who have mental



Snooker world champion, Ronnie O'Sullivan, is a great believer in the power of running to help him fight off depression and give him the self belief he needs to win tournaments. "I have tried many, many things to combat my demons and running is the one thing that does it for me," he recently told the BBC. "I am running about 50 miles every week. If I had to choose between them, snooker would go." And although O'Sullivan provides a high-profile endorsement of the link, it is thought that many thousands of amateur sports people can also pay testament to the role physical activity has in improving mental health.

At CCPR, the policy team is keen to explore the link between sport, recreation and mental health further and have recently launched a research project designed to add to the evidence base on the subject. Richard Tacon, CCPR's research and evidence officer, believes that there is great scope for physical activity to be in the mainstream of medical treatment for mental health conditions.

"Mental health in the UK is generally deteriorating with more and more



# Mental health

« people reporting symptoms of depression, anxiety and other problems to the NHS. The way these problems are commonly treated is via a trip to the pharmacy with a prescription. But in actual fact, many people could be helped by a simple programme of physical exercise – with the added side-effect of improved physical health.”



And he hopes that CCPR's research programme will add to the weight of evidence which might help persuade policy makers that the pharmaceutical route is not always the easiest when it comes to mental health problems.

“Just as we've been making progress linking physical activity and health, we hope to be able to highlight the role exercise can have in keeping people's minds healthy too. We'll be looking to work with campaigners in the area of mental health to bring together case studies in sport with the clinical evidence available. That way we can make a really compelling case to the Department of Health about how these activities can help.”

If you would like to get involved in CCPR's mental health research project or if your organisation is working on a project aimed at improving mental health we would love to hear from you.

Please contact Duncan Carter at [dcarter@ccpr.org.uk](mailto:dcarter@ccpr.org.uk) or 020 7976 3904.



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# BAFA - A CCPR member experience

The British American Football Association (BAFA) is a recent member of CCPR –joining in late 2006. Richard Norman was appointed as our ‘client manager’ and he swiftly got to grips with the challenges that we, as the national governing body for the sport of American football, face.

In a nutshell, the BAFA has the enviable position of having one of the (if not ‘the’) most successful sports entertainment businesses, the NFL, focusing its business expansion plans here in Great Britain. This in itself creates a fantastic opportunity for BAFA. But as we find that demand to participate increases more rapidly than we can cope with our specific challenge is to up-skill and empower our personnel to deliver our objectives.

Under the guidance of development officer Richard Norman, we undertook wider stakeholder engagement over a twelve-month period to create a Whole Sport Plan. The plan, published in September 2007, is right for our sport and will help deliver American football as a sustainable sport in Great Britain.

Throughout the journey, we have been in consultation with CCPR on an almost daily basis. They have steered a young and green NGB along a challenging path. Along the way, they have supported us in areas that we could have only have dreamt of a few years ago and they significantly contributed to the increase in our profile.

**“During our first year of membership we have endeavoured to attend every possible meeting and event”**



During our first year of membership, we have endeavoured to attend every possible meeting and event – sometimes, unsure of the benefits that are available. Those meetings, among many, include the following:

- Finance and Governance Forum
- Games and Sports divisional meetings
- CCPR’s Annual Conference
- CEOs’ Conference
- Development Directors’ Forum.

Without exception, we always come away from these meetings and events enlightened and informed on new areas that are relevant to us.

# BAFA - A CCPR member experience

In addition, we have taken advantage of the service of virtually the whole of CCPR’s staff, getting advice on everything from business development, IT, policy and communications.

If we were asked why we became a member of CCPR, I would answer, quite simply, that membership of CCPR is the best value for money expenditure any sports or recreation organisation can make. To have the talent of CCPR personnel available, offering the many and varied services they provide, at your fingertips is one that no NGB can afford to be without. Taking advantage of the Enterprise Partnership services alone has saved BAFA a considerable amount of money.

Specifically, I have found all members of staff ready, willing and able to answer questions,

**“Taking advantage of the Enterprise Partnership services alone has saved BAFA a considerable amount of money”**

provide support, open doors and provide thought that expands the thinking of our NGB.

Very specifically, I must pay testament to the work of CCPR’s development officer, Richard Norman, who has recognised the immediacy of our issues and gone the extra mile on many, many occasions to provide, and I quote from our WSP, “succinct, mature and pinpoint accurate advice at any hour of any day”.

To conclude, the relationship with CCPR is a two-way street. They are always asking for feedback and whenever possible, we provide that feedback. They say this is the way the team at CCPR endeavours to improve their service. In my opinion, it is already exemplary. What more can you ask for?

**Ken Walters** BAFA – Whole Sport Plan Manager



“The six finalists had all demonstrated exceptional commitment and dedication”



Winners London Progress Table Tennis Club pick up their award from Sports Minister Gerry Sutcliffe MP, Jason Leonard OBE and Richard Boardley from the FSA.

CCPR held its prestigious ‘Sports Club of the Year’ awards ceremony in May, at the Grange City Hotel in London.

The winner of the first prize, presented by sports minister Gerry Sutcliffe MP and rugby world cup winner Jason Leonard, was London Progress Table Tennis Club. In association with the Foundation for Sport and the Arts (FSA) and runningsports, CCPR recognises sports clubs which have made an outstanding contribution within their community. The six finalists had all demonstrated exceptional commitment and dedication in providing opportunities to make sport inclusive and accessible for all. The winners were awarded cash prizes between £1,000 and £6,000.

London Progress beat off stiff competition to take home the title of ‘Sports Club of the Year’. Established 20 years ago, London Progress has developed into a multi-national club with a focus on competition and aspiration. Progress operates 20 tables in one hall ensuring novices to elite players and school children to pensioners, play side by side, week by week. This process of participating in the competitive structure as soon as possible has led Progress to be British League winners for nine consecutive years. Offering unique partnerships such as that with Brentford Football Club’s community programme, Progress has still managed to keep the cost of five hours of junior training to just £1.

“But the five other finalists also took home cash prizes”

Tim Lamb, CCPR chief executive, said that he is delighted CCPR can recognise clubs in this way.

“CCPR is proud to present the Sports Club of the Year awards. Their volunteers devote countless hours of their time encouraging participation in sport and it’s only right that this contribution is highlighted on nights like this.

“London Progress provides a wealth of opportunities for participation and is an example to clubs right across the country. The people of west London are very fortunate to have such a beacon of excellence in the area. With 150,000 clubs around the country, this is a highly sought after award. But London Progress is an exceptional club, which has achieved an exceptional level of success and thoroughly deserves the title. Long may it continue.

“Jon Kaufman and his team, have made an indelible mark on the world of grassroots table tennis. At a time when so many people complain about young people not having enough to do, they have taken kids off the streets, taught them valuable life skills and, just as importantly, turned them into lovers of the game.”

Birmingham Volleyball Club picked up joint second prize at the awards. In the view of the judges, the club has developed extensive and far-reaching community links and serves as a major volleyball hub within the local area. Committed to encouraging participation through working extensively in schools, Birmingham Volleyball Club ensures a high quality experience where coaches have opportunities for mentoring and continual development. Birmingham Volleyball Club has established a seated volleyball session for athletes with a disability and now provides free sessions for six to 16 year olds in three Birmingham locations.

They shared second prize with FM Eclipse Netball Club. In the view of the judges, with only one team and two coaches in 2002, FM Eclipse has rapidly developed to now include four full adult squads and a thriving junior section with two teams. This is in no small part due to the development pathways operated by the club in relation to coaches, players, officials and volunteers, as well as the use of individually tailored training programmes using sports scientists and physiologists. A Clubmark registered club, FM Eclipse has developed a strong local presence and exists at the heart of the local community.

# Sports club of the Year

« “Three clubs occupied joint third place”

In joint third place was Goole Tennis Centre, which in the past 18 months, has experienced a huge increase in membership with over 300 members now participating in year-round tennis. By providing outreach programmes amongst smaller clubs and creating relationships with sports partnerships and local schools, Goole ran taster sessions in 53 schools in a three-week period introducing 5,000 children to tennis. Actively working to ensure low cost tennis for the local community, Goole has an established relationship with a local inclusion fund.

Windsor Judo Club, which shared third place, engages with a wide range of partners from the local police force, through its local authority, to the Household Cavalry, to promote judo to all. Offering regular technique-based training with

high quality coaches, Windsor provides mentoring to its members and actively works to ensure effective long-term player development, regardless of ability. The club is also working to provide free judo to children in the local area.

Wrexham Fencing Club, who also finished in joint third place, provides a wealth of opportunity for individuals of all ages and abilities. Utilising sports science and weekly local competitions in addition to national and international championships, it boasts an impressive array of international fencers from youth through to veteran levels. Working with local schools, Wrexham's latest initiative will see it working with the Women's Institute. This, combined with the club's commitment to developing coaches, makes Wrexham Fencing Club a worthy recipient of a prize.

For more details about the Sports Club of the Year awards visit [www.ccpr.org.uk/scoty](http://www.ccpr.org.uk/scoty)



## French call for overhaul of European sports regulation

France took over its six-month presidency of the European Union in July with a whirlwind of proposals which threaten to turn the sporting landscape in Europe upside down.

The French have produced dramatic proposals which have far exceeded the scope of the preceding Slovenian presidency - and probably its Czech successor. As the Socialist group of the European Parliament reports, under the French it will not be

'business as usual' in Europe as far as sport policy is concerned.

The number one priority for sport, according to French State Secretary for Youth, Sports and the Voluntary Organisations and ex-French Rugby Union coach, Bernard Laporte, is to allow, under European law, quotas for the number of non-national players eligible for club competitions.

The European Commission had previously condemned FIFA's plans to

do just that, saying that the world governing body's proposals were directly discriminatory on grounds of nationality and therefore against the EU Treaty. However, the French President, Nicolas Sarkozy, has called for an exemption for sport in some areas of EU law, equivalent to those afforded to the cultural sector.

Laporte declared the chance to implement quotas was an historic opportunity to offer citizens what they wanted and respond to their demands

- an opportunity, he said, that would not be missed.

James MacDougall, CCPR's European and international officer, believes that France's proposals could have wide ranging consequences for sport in this country. "The French presidency has truly ambitious plans for sport which create both opportunities and threats to sport in the UK," he said. "This is a tipping point for European sports policy and the significance of the French proposals can't be understated. Sarkozy has made this a priority for his presidency and, if they succeed, they will change the face of sports governance in the EU."

James also appealed to those governing bodies which have previously paid scant attention to Brussels politics to use the proposals as the spur to get more involved. "It is vital that sports in this country feed their needs into the UK Government - and to us at CCPR - to ensure that discussions aren't dominated by one

sport or another and that the UK defends its interests in any debate. Suddenly we are looking at a short time scale to influence what could be really key decisions."

Other proposals for the French presidency include plans to create European licensing systems for professional clubs which could include fiscal controls. This would be a huge blow to any heavily leveraged Premier League football clubs and their ability to compete in Europe. However,

James insists that at this stage, the details of France's licensing proposals are yet to emerge.

"Currently the proposals for European licensing are unclear and need to be developed before we can get a better idea of what they will mean for sport in the UK," he said. "All governing bodies strive for good governance in their clubs and are likely to support proposals to share best practice, but ceding power to European bodies to dictate



# European Focus

◀ governance should be approached with obvious caution.”

And he added that whilst the proposals were designed with specific sports in mind, others wouldn't necessarily fit into the same model.

“Clearly the proposals are aimed at football, but it must be remembered that other sports such as cricket or rugby league simply do not have appropriate European bodies that could operate licensing systems. That's a very strong argument for why good governance and sporting regulations should be defined at a national level.”

Less controversial proposals which accompany the two stand-out policies are actions to protect young sports people and further analysis of players' agents in sport.



The French proposals will gather speed throughout the year with a series of high-level meetings. France aims to have its plans approved by the time the presidency is handed to the Czech Republic in the New Year. Following the launch of

their initial agenda, the European sports ministers met in Beijing at the start of August and further meetings of the sports directors are scheduled for October in Versailles and the sports ministers in November in Biarritz.

If you would like to find out more about European sports policy, visit [www.ccpr.org.uk/europe](http://www.ccpr.org.uk/europe) or email James MacDougall at [jmacdougall@ccpr.org.uk](mailto:jmacdougall@ccpr.org.uk).

# Dates for your diary

## Games and Sports divisional meeting

16 September

## Major Spectator Sports divisional meeting

17 September

## Water Recreation divisional meeting

24 September (joint meeting with Outdoor Pursuits)

## Outdoor Pursuits divisional meeting

24 September (joint meeting with Water Recreation)

## Finance and Governance Forum

November – date tbc

## Movement and Dance divisional meeting

23 October

## General Council

4 November

## CEOs' Convention

6 -7 November

## Interested Organisations divisional meeting

10 February 2009

## Sports Club of the Year Awards dinner

5 May 2009

## CCPR Annual Conference

6 May 2009



# Moving images

May 2008 saw the launch of the Exercise Movement & Dance Partnership (EMDP) at The Royal Albert Hall. The sell-out show brought together over 600 performers and 3,500 spectators from across the UK under the theme of 'Moving Together'.



The Keep Fit Association  
Item: Tango Noir Producer: Lynne Casey Music: Tango de Iose Exilados – Vanessa Mae



The Fitness League  
Item: On Show Producer: Margaret Adams Jones  
Music: In the night – Pet Shop Boys



Medau Schule Coburg, Germany  
Item: Flowing Scarves Producer: Anne Neugebauer  
Music: Hello – Evanescence

EMDP partners The Keep Fit Association, The Fitness League and Medau Society, created their partnership to increase participation in exercise, movement and dance. And rarely has a show demonstrated so well what can be achieved by introducing people to this kind of activity. Producer Lisa Terry put on a display showcasing the full diversity of EMDP's membership.



The Fitness League  
Item: Pomtastic! Producer: Alison Bailey assisted by Katie Bennett  
Music: Played A Live (The Bongo Song) – Safri Duo



The Medau Society  
Item: Simply Medau Movement  
Producer: Chris Ruffle & Margaret Charlwood  
Music: Piano accompaniment by Margaret Charlwood and Percussion by Chris Ruffle



The Medau Society  
Item: Harmony in Blue Producer: Marlene McGee  
Music: Victory – Bond

# Moving images

These pictures are courtesy of the Exercise, Movement and Dance Partnership, with thanks to Angie Marung.



The Keep Fit Association  
Item: Ribbons of Light Producer: Jenny Griffin  
Music: The dance of a Thousand Lights – Rick Wakeman



The Fitness League  
Item: Legsercise Producer: Pam Pickup  
Music: Foxtrot – Jazz Suite No 1 – Shostakovich



## CCPR Enterprises Speed-Networking Event

Time is of the essence in business relationships – saving it, reducing wasted time and making the most of what you've got left. Which is why speed-networking is the way forward. The inaugural CCPR Enterprises Speed-Networking Event saw Enterprise Partners and CCPR members paired up for a series of mini-meetings. Each meeting lasted just a few minutes, which proved short enough to concentrate the minds - but long enough to gauge the potential for future business relationships.

Tom Hill, then Marketing Manager of the RFU, said, "the concept of the Speed-Networking Event was excellent, giving members a real insight into the breadth of activity amongst Enterprise Partners. I'm sure all members took away some new ideas about how they might develop their activities and that the event marked the start of some closer working relationships."

As you may now be aware, CCPR is hosting the second Enterprises Speed-Networking Event at Lord's Cricket Ground on Wednesday 5 November at 11am. CCPR members will again have the valuable opportunity to interact with a range of Enterprise Partners to identify opportunities and understand

more about their services. During the course of one hour, participants will have the chance to meet up to 20 potential suppliers, making the event a highly efficient use of members' time. If you want to find out what providers others in the sector are using to keep up-to-date and at the cutting edge of member recruitment and retention, come speed-networking.

The event, for which there will be no charge for CCPR members, is being organised for CCPR by Goodform which manages the Enterprise Partners Scheme. Please contact Louise Ward by email at [louise@goodform.info](mailto:louise@goodform.info) or call 01926 458 180 if you would like to attend.

## Interactive Enterprises e-brochure

In conjunction with Enterprise Partner Interactive Marketing, CCPR has developed an Enterprises e-brochure to help members understand more about the scheme and what Enterprise Partners have to offer. Over the coming weeks, please look out in your inboxes for the brochure and circulate to all relevant personnel within your organisation.

## New Enterprise Partners

Enterprises continues to grow and extend the range and choice of quality suppliers that CCPR members can feel confident using. Details about all Enterprise Partners can be found within the Enterprises section of the CCPR website, so take a look and see if there's a company that can help you fulfil your business needs.

Sports associations find leasing attractive because of its affordability and budgeting advantages. One new partner is the UK's leading leasing company to the sports industry, Sport Leasing, whose Sports Programme provides a winning combination of low advance payments and attractive monthly rates. It's a unique scheme giving professional sportsmen and women, including full-time support staff, the opportunity to drive a brand new GM vehicle for both personal and business use.

Also on board is Tobasco Creative which brings a strong track record in creating and implementing branding for sport. Tobasco understands sports brands and works

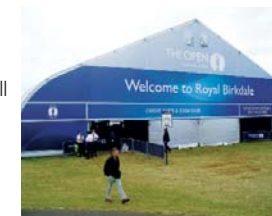
at all levels, covering corporate communications and event branding through to community and development initiatives. Their clients include the International Cricket Council (ICC), the Football League, UK Sport and the Ryder Cup. Future projects include the design, production and sales of matchday programmes for the ICC World Twenty20 competition to be hosted by the ECB in England in 2009, in partnership with fellow Enterprise Partner ProgrammeMaster.

Finally, have you considered branding the hundreds of thousands of emails your organisation sends out? New Enterprise Partner, Rocketseed, is a niche marketing company that uses everyday email to enhance your marketing campaigns and messages. Every business or sports body communicates by email and Forrester Research suggests email makes up 85% of all corporate communication. This is the channel where Rocketseed's unique and easy to use software can be deployed.

For more information on all these new Enterprise Partners as well as longer serving Partners, visit our website.

## Icon maximise security points

Security at major international sports events is tighter than ever before, with thorough checks being carried out on all those entering the competition venue. Spectators queuing at security points is unavoidable, but could be seen as an opportunity for the event owner rather than an unwelcome problem.



Icon at the Open Championship

At The Open Championship 2008, the tight security was masked by the use of large format external branding as well as internal branding solutions. These helped the event owner by delivering impact to those arriving at the venue, building the event identity, delivering necessary information to the public (both practical and informative about the history of the event), keeping the public interested and occupied whilst queuing outside the entrance. Simple, cost-effective techniques were used by Icon, but with a stunning impact both visually and in assisting in crowd management.

## Enterprising times for Microtrading



Microtrading, a premier supplier of administration solutions to UK sport, has been using its Enterprise Partner status to great effect. The Birmingham-based company has recently upgraded the British Model Flying Association's membership system from Microsoft Access to Microsoft SQL using .NET capabilities. This extends the system the BMFA has used over the past 15 years and has improved the BMFA's ability to interact with its 80,000 members. Furthermore, Microtrading is due to start work with the Institute of Sport and Recreation Management to develop a new IT system to manage their courses, events and memberships. Their new system is due to be launched in January 2009.

Visit the CCPR website for information about how Icon, Microtrading and other Enterprise Partners could help you.



We've got London covered...

## If something else needs doing, Nemisys jump forward

Tom Jenkins,  
British Paralympic  
Association

Nemisys is a UK Top 50 website & design agency, skilled in:

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**NEMISYS**

## See the bigger picture of development



In this feature article, Margaret Nolan from runningsports discusses how to develop your sport by getting your volunteer workforce to develop themselves.

As someone working for a governing body you don't need us to tell you that running sports, running a club or running a sporting event is always hugely reliant on the people who give up their time to make it happen.

Research tells us that 5 million people volunteer in sport in England, contributing a total of 1 billion hours per year. So the chances are, your sport - like many others - is highly dependent on these volunteers.

But, as someone who must work with some of these thousands of volunteers on a regular basis you'll also almost certainly agree with the idea that those volunteers are far more effective when they understand precisely what they need to do, and are fully armed with the skills, tools and techniques needed to do it.

But just as you would expect your playing members at club, county, regional or national level to be working at improving their playing skills, so can your volunteers.

This is where runningsports can help. As you may know, runningsports, the portfolio created and funded by Sport England, was developed to focus entirely on the volunteers who make sport happen and to provide them with the skills and support they need to do the best job possible.

"5 million people volunteer in sport in England"

The guiding principle behind this is that providing the volunteer workforce with skills and support ensures that your sport has the capacity it needs to prosper and grow .

You may remember James Purnell, when he was Secretary of State for Culture, Media and Sport, re-telling Seb Coe's story about the need for more capacity when Seb and Daley Thompson came back after their Olympic success.

As he noted: "They found a queue 50 metres long of young people who had been inspired by the Olympics to get involved. And Seb talks of the heartbreaking sight of the club turning young people away because they just didn't have the capacity."

However controversial this might have been, the sentiment probably stills haunts many clubs today. But developing sports volunteers, to ensure that there is capacity within sports clubs is where runningsports can help.

By establishing areas of support that are common to all sports, runningsports has created a comprehensive portfolio of resources to help the volunteers improve their skills and abilities in relation to running their club and therefore helping to develop their sport.



# See the bigger picture of development



# See the bigger picture of development

runningsports provides help in three key areas:

- Finance and funding – to help clubs raise money and fund their organisation
- Volunteers and volunteer management - to help them to manage their volunteer workforce as effectively as possible
- Governance and administration – to help with club development, attracting new members, applying for Clubmark status and planning for the future.

**“One of the most popular and effective elements of runningsports are the workshops”**



But one of the most popular and effective elements of runningsports are the workshops and accompanying workbooks they provide.

These workshops are scheduled across the country and provide the participants with an in-depth and interactive experience, allowing them to share best practice and benchmark their club against others on the workshop. Run by accredited tutors who know their specific subject matter well - and understand the needs of their volunteer delegates (indeed many of them are sports volunteers themselves) - the workshops provide a highly rewarding learning experience. The subjects covered are varied but are relevant to all sports. These

include ‘Developing partnerships with schools and clubs...a guide for sports volunteers’ and ‘Awards for All...supporting volunteers to develop an Awards for All application for their club’, and, of course, ‘A Club for All...attracting more members from the community’ (a pre-requisite for Clubmark), and many more.

runningsports works closely with Official Partners to ensure that this vital pool of resources for sports volunteers is communicated effectively to the grassroots volunteer. Official Partners include NGBs (indeed, your NGB might already be one), County Sports Partnerships and local authorities, all of whom use the runningsports resources to aid volunteer and club development in their area.

The Official Partner offer was launched in September 2007 and has already attracted organisations familiar with the portfolio, as well as new organisations wishing to work in partnership with runningsports, which is hardly surprising given the raft of benefits that come with it.

Official Partner benefits include access to a dedicated area on the runningsports website with an extensive online photo gallery, a range of professional marketing materials and the facility to exchange ideas with fellow Official Partners. Registered Official Partners are already receiving regular e-newsletters and invitations to exclusive regional and national events.

**“The workshops provide a highly rewarding learning experience”**

If your NGB isn't already an Official Partner, but you you'd like it to be one, or if you just want further information on runningsports and the support it provides, please visit the website at [www.runningsports.org](http://www.runningsports.org) or email Margaret Nolan, Partnership Development Manager, at [mnolan@runningsports.org](mailto:mnolan@runningsports.org)

And let runningsports help your NGB to help your volunteers develop your sport.



# Saving Lives!

During my time at CCPR I was actively involved in promoting sport and recreation as a tool for combating obesity and was often frustrated by the lack of political action in the area. When I decided to take a break from my desk in 2007 I was keen to gain some first-hand experience of health interventions and applied to be a counsellor at a weight-loss camp for teenagers in California.

I had received information about Wellspring Camps through a mailing to CCPR and was impressed by the range of adventure sports and activities they offer. Wellspring is unique in that it combines a healthy diet, lots of sports and activities and one-to-one behavioural coaching with trained therapists. It is the most successful weight-loss camp in the world and I liked it because despite this, the emphasis was still very much on having fun.

I had chosen to work at the Adventure Camp in California, mainly because of my own love of adventure sports and because, not having been to the States before, many of the sights I wanted to see were in the area. It turned out to be an excellent decision.

As an adventure camp counsellor I spent most of the eight weeks of camp on the road, moving between various locations and activities. We took the campers canoeing on a remote island north of Yosemite, went surfing in Monterey and hiking and rock climbing in the Sequoia National Park to name just a few. Although



**"It is the most successful weight-loss camp in the world"**

being mobile meant that the job was virtually 24/7 and at times physically and mentally exhausting, I loved every minute of it. The places we visited and camped in were breathtakingly beautiful and my colleagues were unbelievably dedicated and professional.

The campers were also fantastic. All were severely overweight or obese and for many it was their first experience of camping and doing adventure sports. Whilst they all struggled at some point, their enthusiasm and good humour was infectious and to see them

Jude Wood is a former CCPR Policy Officer. In 2007 she worked as a Field Supervisor at Wellspring Camp California and is now Director of Wellspring Camp Wisconsin. For further information on Wellspring, please visit [www.wellspringcamps.com](http://www.wellspringcamps.com).

physically shrink before my eyes, whilst growing immeasurably in confidence and self worth, was wonderful.

It was particularly gratifying to participate in adventure sports. Climbing, hiking, surfing, canoeing and kayaking are often absent when 'healthy lifestyles' are discussed. However, the kids got an immense amount of pleasure from participating in what were sometimes very challenging activities. And the kudos they will have gained amongst their peers from a summer spent rock climbing and surfing will probably be as valuable to them as their weight-loss.

Whilst the camp was a unique environment, where the campers could not help but be physically active and had their food rationed, it proved to me that a combination of a healthy diet and daily physical recreation is what is required to halt the increase in childhood obesity.

All of our campers lost weight, some in excess of 40lbs, but equally importantly they took away the skills and knowledge to enable them to continue to lose weight. Many were astounded to learn how many calories they had consumed in their daily diet, and also how much exercise it required to burn them off. However, now they can make informed choices

about what they eat and hopefully we instilled in them a love of physical activity that will continue in the future.

As for me, I was so inspired by my experience that I have accepted a full-time job with Wellspring. I am now the Director of Wellspring Wisconsin; quite a change from being a Policy Officer, but I am excited by the challenge and most importantly, the prospect of saving more lives through sport and healthy lifestyles.





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## CCPR first among equals?

To many critics, equality is used as a byword for political correctness – and in some cases they may well be right. But in the sport and recreation world, equality simply means ensuring that as many people as possible have the opportunity to enjoy access to sport. All organisations interested in engaging more people have to break down barriers—whether that's reducing costs, increasing accessibility or targeting new audiences. And CCPR is no different.

As part of CCPR's commitment in this area, we are delighted to announce that the organisation has been awarded the Foundation Level of the Equality Standard for Sport. The Equality Standard is a framework for assisting sports organisations to widen access and reduce inequalities in sport and physical activity from under-represented individuals, groups and communities. And although CCPR helped to draw up the standard, CCPR Head of Services, Sallie Barker, insists there was no favouritism in awarding CCPR the Foundation Level.

"Having some inside knowledge of the Standard did help us along the way, but we had to

**"Organisations which are interested in engaging more people have to break down barriers"**

demonstrate the actions we were taking to achieve it, the same as any other organisation."

And Sallie believes that CCPR has a duty to set its members a good example as far as the Standard is concerned.

"We always try to blaze a trail and set a lead to our members. And since we helped devise the Standard it makes perfect sense that CCPR should do as much as it can to pursue it. We are now working hard towards the Preliminary Level and while it takes more than just lip service to achieve the different levels, the process couldn't be more straightforward."

The good news for CCPR members is that there is now extra support to help them work towards achieving the Equality Standard. Thanks to a £35,000 grant from the Equality and Human Rights Commission, 16 CCPR members will be guided through the process, allowing them to follow in CCPR's footsteps – and perhaps even overtake them!

For more details about the Equality Standard for Sport, visit [www.equalitystandard.org](http://www.equalitystandard.org).



# Indisputable improvement for SDRP

Sport Resolutions (UK) was unveiled recently as the new name for the Sports Dispute Resolution Panel, the national sport disputes body. They also moved into new offices in Fleet Street, London and launched a new website to promote their services.

Explaining the revamp, Sport Resolutions Executive Director Ed Procter (pictured) said, "This change reflects our status as the United Kingdom's premier sport dispute



resolution body. As well as operating Sport Resolution Arbitration and Mediation Panels, we also appoint to and operate other panels such as the National Anti-Doping Panel which adjudicates on anti-doping disputes in British sport".

Sport Resolutions used CCPR Enterprise Partner Nemisys for the renaming and rebranding exercise, its new website, as well as the microsite for the National Anti-Doping Panel. Following their development of a corporate brand manual, Nemisys were also tasked with providing the marketing and office materials.

Giles Bryan of Nemisys said, "While the rename was relatively straightforward, we felt the inclusion of a new strapline and a sign-off were important to highlight key capabilities, yet establish them as not-for-profit and independent. And our designers rose to the challenge of providing non-specific sports imagery that gives the new brand movement and impetus."

More information:  
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[www.sportresolutions.co.uk](http://www.sportresolutions.co.uk)  
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08447 069665



# Conference call

Where some organisations offer a conference, CCPR offers a conference season. CCPR has delivered two major events in the past few months – and, if we may say so, two distinctly successful events.

Our national conference took place on May 7 this year at the Grange City Hotel in Tower Hill, London. Record numbers of delegates for the one-day event continue to recognise the conference as the best place to meet colleagues, share ideas and take the temperature of the sport and recreation world.

Highlights of this year's conference included sports minister Gerry Sutcliffe MP. Gerry used the opportunity to explain his vision for sport and how Sport England in particular would help deliver it. He also highlighted cross-departmental work that would affect the sector and how CCPR members could get involved.

Derek Casey, now known to many as the man who won the Commonwealth Games for Glasgow, gave a compelling presentation on the bid process and how success came to the city. The session provided a masterclass to governing bodies seeking to win the right to host events in their own sport or activity.

The middle session of the day saw a robust discussion of equality and diversity issues featuring Shadow Secretary of State for Culture, Media and Sport, Jeremy Hunt MP, Paralympian

**“CCPR has delivered two major events in the past few months”**

Danny Crates and Women's Sport and Fitness Foundation chief executive Sue Tibballs.

The 'graveyard shift' before closing is often a difficult spot to fill. But a number of delegates singled out the session on integrity in sport for the quality and rigour of debate. Brendon Batson (Professional Players' Federation), Michele Verroken (Sporting Integrity), Peter Crystal (Sport Resolutions) and Ben Gunn (British Horseracing Authority) tackled issues as critical as doping, betting and cheating and how they can be tackled.

CCPR's second event of the season came hard on the heels of the National Conference. The European Sport Summit took place at the Brit Oval cricket ground on June 10 and hosted a range of high calibre speakers brought together for the first time in the UK.



The conference featured Europe's highest ranking sports official, Michal Krejza, head of the Sports Unit at the European Commission. Michal used his dry wit to bring a sparkle to European sports policy, giving attendees a unique insight into the future of the EU's sports policy. He also used the platform to unveil a key direction of European sports law, in advance of official guidance from the Commission.

As at the annual conference, CCPR chair Brigid Simmonds performed the duty of bringing home to delegates exactly what changes in policy meant to CCPR members and how CCPR would react. The UK's Minister for Europe, Jim Murphy MP, defended the Government's record on implementing EU law which impacted on sport and offered a bilateral approach which might create a memorandum of understanding on the implications for sport of the Lisbon Treaty.

Other speakers at the event included BOA chair Lord Moynihan and former sports minister Richard Caborn MP, as well as influential MEP Chris Heaton-Harris, leading academic Professor Stephen Weatherill, European sports lawyer Mathieu Fonteneau and CCPR's own James MacDougall.

As European sports policy looms on the horizon, the summit provided a welcome opportunity to get to grips with the basics of the EU, as well as bone up on some of the more technical aspects of case law. Feedback

**“The CEO's convention will take place at the Leicester Marriott Hotel on 6 and 7 November”**

from delegates means that it looks like the European Sports Summit may become a regular event in the CCPR calendar. As for the annual conference, the date has already been set for 2009 – May 6 is the date for your diary.

CCPR is also pleased to announce that its CEOs' Convention will take place at the Leicester Marriott Hotel on November 6 and 7. Entitled 'Leading from the Front', the focus of the event will be on strategic leadership and will enable delegates to learn from one another, as well as pick up tips on strategic thinking from a number of inspirational speakers from outside the sector.

For more information on the event, contact Helen Tan at [htan@ccpr.org.uk](mailto:htan@ccpr.org.uk) or 020 7976 3928.



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## National Skills Academy for sport and active leisure

By Florence Orban, interim Chief Executive



As one of the most vibrant industries in the UK, sport and active leisure has been challenged to deliver on twin ambitions set by the government. Firstly, to establish a successful legacy of participation in physical activity after the 2012 Olympics and secondly, to see half the population active by 2020. This currently stands at 21 per cent.

To deliver on both targets, we need 100,000 new jobs by 2014 as well as the 85,000 new employees each year to replace part-time and seasonal workers. And this is without the army of volunteers required – in fact, four out of five people who work in sport and active leisure are volunteers and represent a vital part of the industry.

The National Skills Academy for sport and active leisure is the answer. Its main vision is to professionalise the sport and active leisure workforce and to support a sector that is growing fast. Opening later this year, this new government initiative will provide one single and coherent approach to all skills training in the sector, ensuring the highest possible standards of training are set and the best training providers deliver it.

Employers are at the heart of the skills academy. It is run by employers on behalf of employers, so they work closely to ensure training is always relevant, targeted and appropriate for businesses of any size. Organisations investing in the skills academy will also have the opportunity to play an active role in shaping the future of sport. It will help them reach their own business objectives and address their regional needs and issues.

The training and skills development will be focused around the needs of the employer and the requirements of the sector. As a training facilitator, the skills academy will offer flexibility in the way training is delivered. Learners will be able to gain qualifications online, on the job or by attending a local training establishment.

There are three levels on which the National Skills Academy will operate:

- A website containing an abundance of information and resources about careers, events and training in the sport and active leisure sector
- Regional hubs that will eventually cover all nine regions in England
- A small national head office which will initially be based in London

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# National Academy for sport and active leisure

Three regional hubs have already been selected based on employer demand and investment pledged. The first hub will open in London, initially at Crystal Palace National Sports Centre, before moving into the London 2012 Olympic Stadium immediately after the Games. The other centres will be located at Sheffield United FC in Yorkshire and COMET (Centre for Outdoor Management, Education and Training) in Cumbria.

Once operational, employers will have easy access to the best training and resources, delivered cost-effectively and conveniently to help them get the most from their training budget. The skills academy will also provide a convenient, easy to access source of industry information via an internet-based virtual platform. It will provide valuable knowledge and information to help employers measure and improve their business performance.

With the London Olympics fast approaching and the Government focused on getting



more people active, there has never been a better time to launch a national skills academy for the sport and active leisure sector. The sector has come together as never before to leverage this opportunity and we can now start delivering on our promises and bring new chances and better skills to all those working and participating in sport and active leisure.

For further details on the National Skills Academy for sport and active leisure, visit [www.skillsactive.com/academy](http://www.skillsactive.com/academy). Alternatively, contact the NSA Project Team on 020 7632 2000 or email [NSASupport@skillsactive.com](mailto:NSASupport@skillsactive.com).



## New staff at CCPR

Since the last edition of One Voice, CCPR has appointed a number of new staff to the team at Burwood House.



Helen Tan is the newest member of the services team, taking on the role of education and training development officer. Helen's work will focus in particular on the provision of high quality learning and

development opportunities for members. Helen joins CCPR having previously worked for Badminton England and with other governing bodies as a development officer.



The policy team welcomes Dominic Goggins as the new fiscal and regulatory policy offer. Dominic will play a key role in campaigning for more sustainable funding for the sector and in ensuring that any tax,

investment and regulatory reforms don't adversely affect CCPR's members. Dominic joins CCPR, having left the office of Barbara Keeley MP where he spent two years learning the political ropes.



Rachel Hudson joins CCPR as its new communications officer. Rachel will provide editorial, creative and operational support to CCPR. Rachel's background is in PR and media relations and she joins the team at

CCPR after spells at Luther Pendragon PR agency, the Department for Communities and Local Government and Macmillan Cancer Support.



And finally, Lizzie Pope has become our new office assistant. Lizzie will provide administrative support to CCPR, including

servicing Burwood House's meeting rooms. Before joining CCPR, Lizzie worked in the hospitality and beauty industries.

## Sport Structures support to governing bodies of sport



As a recognised leader in the voluntary sports sector, Sport Structures are offering a series of workshops and advice to assist governing bodies. The organisation has recently launched a new workshop "Equal opportunities in recruitment and selection" to build on the successful "Making sports organisations equitable", which has been delivered to a range of sports organisations, including the ECB, English Lacrosse, England Squash, the ARA, Badminton England, Angling Development Board as well as Sussex, Lancashire and Cumbria County Sports Partnerships.

Sport Structures also offer expert advice on governance and leadership, applying the knowledge and experience of working with over 40 NGBs to shaping solutions. The company has also recently launched its own recruitment service geared to providing cost-effective recruitment solutions to sport.

Sport Structures provide consultancy advice to governing bodies and national sports associations and are a Silver CCPR Enterprise Partner.

For more details visit [www.sportstructures.com](http://www.sportstructures.com) or email [simon.kirkland@sportstructures.com](mailto:simon.kirkland@sportstructures.com)

back cover