

UKSDN conference 2017

Creating a Sustainable Sporting Future: Issues, Pathways and Opportunities

Friday 17 November

Plymouth Marjon University

Conference Proceedings

Plymouth, 2017



Edited by: Aaron Beacom & Vassilios Ziakas

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Welcome to the conference

Plymouth Marjon University, Faculty of Sport, Health and Wellbeing, and its research cluster on Sustainable Sport and Leisure Development are pleased to be hosting, in conjunction with Active Devon, the 2017 conference of the UK Sport Development Network (UKSDN). The conference comes at a significant time for sport development in the UK; following a major sport policy shift by government and at a time when key stakeholders are considering their responses to new priorities. With this in mind, the conference explores themes that cast light on the current trajectory for the sport development process – in particular

- The physical activity debate:
- response of the public health community
- sustaining community sport clubs
- promotion of a volunteering culture
- challenges in the rural environment
- implications for a sustainable funding strategy
- Promoting inclusion

We are pleased that you have been able to join us and look forward to lively debates relating to our shared interest in promoting access to physical activity as a route to enhancing wellbeing.

The Chair

Dr Aaron Beacom,
Organising Committee

Conference Committees

Organising Committee

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The UKSDN

The UK Sport Development Research Network has evolved from the European Sport Development Network. Established in 2008 in response to an identified need to build bridges between academia and sports industry practitioners, the Network has organised several successful conferences, published extensively in academic and professional journals and engaged in a variety of networking, advocacy and influencing work relating to sport development policy and practice in the UK.

For more information visit

<http://www.uksdn.org>

Plymouth Marjon University

Plymouth Marjon University, officially known as the University of St Mark & St John, has been a highly regarded education provider since 1838. The University is situated on a green and spacious campus close to the beautiful South West coast of Devon and Cornwall, the City of Plymouth and Dartmoor National Park.

The institution was named as the top university for social mobility in 2014 and has a 179 year history of actively challenging social injustice by creating fair opportunities for all. It was awarded a Silver award in the first national Teaching Excellence Framework results released in June 2017 and recently the Longitudinal Education Outcomes (LEO) data showed that Plymouth Marjon Teaching graduates are the top earners in the South West and Wales.

The University is recognised as an inviting, friendly university which is well-regarded by local and regional stakeholders for producing outstanding graduates ready for the world of work. It offers established expertise across teaching and education, sport, and health and wellbeing, including speech and language therapy, with a growing reputation in newer areas such as performance arts.

Plymouth Marjon University is a certified social enterprise with the Social Enterprise Mark. The Mark is independently assessed and provides assurance that surpluses are used to improve the lives of the people and communities it serves, acting as a guarantee that the University is working for people and planet. www.socialenterprisemark.org.uk

Sustainable Sport & Leisure Development (SSLD) Research Cluster

The research cluster of Sustainable Sport and Leisure Development (SSLD) was established in 2017 within the faculty of Sport, Health and Wellbeing at Plymouth Marjon University. The cluster undertakes applied research, theoretical inquiry, and consultancy and hosts activities for dissemination of research results as well as for fostering collaboration between academia and industry. With this in my mind, SSLD has been pleased to coordinate the hosting of this year's UKSDN conference 2017.

Rationale and Scope

The building of sustainable sport and leisure development systems is intertwined with various sectors, industries and contexts. Sport and leisure thus is a multi-level enterprise and its delivery requires the effective incorporation of the range of associated products and services into inclusive sustainable development strategies in order for achieving individual and community benefits. In response, we adopt an inter-disciplinary approach cutting across leisure, recreation, health, tourism, events and community development.

This approach views sport and leisure as a platform comprising different expressions of culture that shape complementary activities in conjunction with other sectors. Accordingly, we study sport and leisure development, its participant base and underlying cultures, as well as its governance systems, in order to develop synergies among different stakeholders that can enable optimal program design, provision as well as delivery of sport and leisure. From this broader perspective, we ultimately set to examine the contribution of sport and leisure to build local capacities and facilitate positive social change with the principal aim to identify the strategic means for attaining this potential.

The scope of the cluster encompasses research on the management of the economic, environmental, and social impacts of sport and leisure, the balancing of the associated objectives/outcomes in strategies that use sport and leisure as a tool for development, and the identification of the best means for the attainment of sustainable outcomes/benefits through the integration of sport and leisure with the holistic framework of sustainable development.

More information about SSLD can be found here:

<https://www.marjon.ac.uk/research/research-clusters--impact/ssld/>

Active Devon

Active Devon is a community focused, not for profit organisation inspiring and supporting the people of Devon to lead active lifestyles, whether that's getting active for the first time or staying active throughout their lives.

To deliver our mission we work with an extensive network of partner organisations and individuals to:

- Develop the right opportunities for people to start and stay being active.
- Support existing partners and providers to promote and grow the variety of opportunities available for local people.
- Create Devon wide campaigns to inform and inspire individuals to be active.
- Deliver initiatives in a way that is appropriate to each local area.
- Generate more resources by making the best use of current investment and securing more.

Schedule for the day

Conference registration: from 8.30 - 9.15am (Main Foyer)

Welcome address - 9.20am (E206), Dean of Faculty of Sport and Health Sciences,
Professor Andrew Edwards

Keynote: 9.30 – 10.15 (E206) Jonathan Grix, Manchester Metropolitan University
(Professor of Sport Policy)
*Revisiting the Elite – Community Sport Problematic: Seeking answers in the Government's
'Sporting Future' Document*
Chair: Aaron Beacom

Coffee: 10.15

Parallel sessions 10.45 – 12.00

Sustaining Community Sport Development (E206)

Chair: Phil Brown

PAPER ONE *Developing 'social connectedness' through a contact sports based Intervention in North Glasgow.*

Cath Walker; Liverpool John Moores University

Greg Cann; North Glasgow Housing Association

PAPER TWO *Watching the pennies and the people – how volunteer led sport facilities have cut costs and improved the quality of service for local communities.* Lindsay Findlay-King (Northumbria University), Geoff Nichols (Sheffield University), Deborah Forbes (Newcastle University), Gordon Macfadyen (Northumbria University)

PAPER THREE *Sustaining community sport, with a focus on sporting pathways and collaboration: an exemplar of practice*

Joanne Nicholas, Senior Officer Community Sport, Sport Wales

Physical Activity and Public Health (E207)

Chair: Giorgos Sakkas

PAPER ONE *Corporate Sponsorship of Physical Activity Programmes: Part of the solution or part of the problem?*

Ben Jane (Plymouth Marjon University)

PAPER TWO *The Marjon Wellbeing Model: Treating the person not the disease*

Saul Bloxham (Plymouth Marjon University)

PAPER THREE *Approaches to changing behaviours: Designing an intervention to reduce sedentary behaviour in the workplace using behaviour change theory.*

Matt Coldrey (Hartpury College)

Parallel sessions 12.00 – 1.15

Interrogating Sport Development and its Community Outcomes E206

Chair: Vassilios Ziakas

PAPER ONE *Who Owns Sport? Challenges for sport development*

Andrew Adams (Bournemouth University), Leigh Robinson (Sterling University)

PAPER TWO *Sport Development in Challenging Times: Leverage of Sport Events for Legacy in Disadvantaged Communities*

Barbara Bell, John Daniels

^aManchester Metropolitan University, Cheshire Faculty, Department of Exercise and Sport Sciences

PAPER THREE *A community sports coach's lived experience of enacting sport policy*

Dr Ben Ives¹, Dr Lee Nelson², Professor Paul Potrac³, and Dr Laura Gale⁴

1. Lecturer in Sports Coaching in the Department of Applied Health and Exercise Sciences at Buckinghamshire New University; 2. Senior Lecturer in Sports Coaching in the Department of Sport and Physical Activity at Edge Hill University; 3. Professor of Sports Coaching in the Department of Sport, Exercise and Rehabilitation at Northumbria University; 4. Lecturer in Sports Coaching in the Department of Exercise and Sport Science at Manchester Metropolitan University.

Education and physical activity E207

Chair: Ben Jane

PAPER ONE *Case study: Exploring the Academic Practitioner interface in HE. Examining a tri-partite partnership between Plymouth Marjon University, Devon Football Association and Plymouth Argyle Football Club's Community Trust in the delivery of an undergraduate Football degree.*

Phil Brown: (Plymouth Marjon University), Dwain Morgan (Argyle Community Trust), Chris French (Devon FA)

PAPER TWO *Key Stakeholders in the Physical Activity Debate: A Focus on the Education Sector*

Verity Postlethwaite (University of Worcester)

PAPER THREE *First Worcester Pitchcroft parkrun: a case study*

Mandy Newbold (University of Worcester.) with thanks to Sport Development & Coaching Student, Sam Payne.

Inclusion E208

Chair: Ryan Thomas

PAPER ONE *"Calls4Action" – Proactively Targeting Inequality*

Carwyn Young (Senior Officer Community Sport, Sport Wales)

PAPER TWO *Sustaining Community Sport Through A Student-Led Pilot Evaluation of the Cambridge StreetGames Initiative*

Fred Keeton¹, Harry King¹, Natasha Patten¹, Joe Savin¹, Megan Spurrell¹, Jenny Hays², Dr Anna Stodter¹, & Dr Mathew Dowling¹

¹Anglia Ruskin University, Coaching and Management Research Group

²Cambridge City Council Sport Development Unit

Poster presentations / lunch: 1.15 - 2.15 E206

Submissions to date from:

Ryan Thomas (Plymouth Marjon University) and Matthew Cory (Devon FA) *An investigation into the effect of the Football Association's 'trophy events' on the attitudes and coaching behaviours of a youth football coach.*

Chris Smietanka (Plymouth Marjon University) *Getting Your Hands Dirty in Community Sport - Student Experience and Employability Nexus: A Case Study of Plymouth Marjon Football Club.*

Sarah Martin (Plymouth Marjon University) *Pelvic Mobility and Gluteal Muscle Function in Senior Golfers with Chronic Low Back Pain.*

Karen Jones, Hannah Colston, Andy Sloper (Active Devon) *Connecting Activity to Nature*

Jacob Law (PhD scholar, Plymouth Marjon University) *A Critique of the Emerging Role of the UK University Sector in Sport Development: Facilitating Sustainable High Performance Support Strategies*

Ioanna Alexiou (PhD Scholar, Plymouth Marjon University) *Non pharmacological strategies for primary cardiovascular risk prevention in asymptomatic Scuba divers with high cardiovascular risk*

Keynote 2.15 – 3.00 E206

Operationalising Sport Policy Change – Current challenges and future trajectory.

Matt Evans (CEO Active Devon)

Chair: Karen Jones

Workshop: 3.00 – 3.45 E206

Alone we can do so little; together we can do so much. Exploring facilitating conditions for the collaboration of academics and practitioners in the context of community sports.

Dr. Hebe Schaillée (Research Unit Sport & Society, Vrije Universiteit Brussel, Belgium); Dr. Kevin Harris (School of Sport, Health and Social Sciences, Southampton Solent University, UK).

Plenary: 3.45- 4.15 E206

Chair: Aaron Beacom

Abstracts

Keynote:

Jonathan Grix, Manchester Metropolitan University (Professor of Sport Policy)

Revisiting the Elite – Community Sport Problematic: Seeking answers in the Government's 'Sporting Future' Document

There is a perennial problem of, and tension between, community sport rhetoric and elite sport policy priorities. Increasing funding for elite sport has led to greatly improved international success for GB athletes, especially at the Olympic Games yet there would appear to be a dis-connect between this upward trajectory and the 'flat lining' or decrease in the number of citizens deemed 'physically active'. Despite this, there would appear to be an unshakable belief among policy-makers in the ability of elite sport policy (elite sport development and sports mega-events) to deliver participation objectives. With reference to the UK Government's most recent sport policy document (December, 2015), 'Sporting Future. A New Strategy for an Active Nation', this keynote presentation will examine how this strategy might help overcome this perennial problem?

Jonathan Grix is a Professor in Sports Policy in the Business and Law Faculty at Manchester Metropolitan University. He has published widely in the area of sports governance, sport politics and policy. His latest research monographs include *Sport under Communism. Behind the East German "Miracle"* (co-authored with Mike Dennis) (Palgrave, 2012) and *Sport Politics: An Introduction* (Palgrave, 2016). Jonathan is the Chair of the Political Studies Association's Specialist Group, Sport Politics, and the Editor-in-Chief of the *International Journal of Sport Policy and Politics*.

Keynote:

Matt Evans, CEO Active Devon

Operationalising Sport Policy Change – Current challenges and future trajectory.

The UK Government Strategy 'Sporting Future' and Sport England's response 'Towards an Active Nation' both represent a significant shift in the national direction and focus for community sport and physical activity: A focus on tackling inactivity; addressing inequality; understanding and responding to local needs and context; rationalising and realigning Government investment. This keynote presentation will explore the impact and responses at local level from a County Sports Partnership perspective.

Matt Evans has been the Chief Executive of Active Devon since 2011. His key roles include:

- To develop and maintain positive relationships amongst Active Devon's key partners and secure support for our vision and our work as the County Sports Partnership.
- To work with and through the Active Devon Board to provide leadership and influence the strategic direction and development of sport with key agencies in Devon, Plymouth and Torbay.
- To maximise investment through Active Devon and / or its partners to develop sport and physical activity in Devon.
- To ensure that an appropriate and robust corporate governance structure is in place for Active Devon.

His previous roles include head of development at Active Devon and Development Officer with England and Wales Cricket Board.

Workshop:

Dr. Hebe Schaillée, Research Unit Sport & Society, Vrije Universiteit Brussel, Belgium; Dr. Kevin Harris, School of Sport, Health and Social Sciences, Southampton Solent University, UK.

Alone we can do so little; together we can do so much. Exploring facilitating conditions for the collaboration of academics and practitioners in the context of community sports.

There is a strong belief that community sport possesses the potential to contribute to people's individual development and to their overall social inclusion. However, research shows that community sports' impact is strongly dependent on the context of the community sport practice, which could be one of the reasons that a strong empirical base of community sports' impact is currently largely lacking. Unravelling the transferrable working mechanisms of community sport (CS) practices (*what works for whom, how and why?*) demands that the context of the community sport practice is taken into account, and is therefore only possible when academics and practitioners collaborate to build an evidence-based framework of CS practice. Such framework would (1) strengthen existing and new practices into making their practice sustainable and social accountable and (2) address the current call for evidence-based practice in calls for funding. However, the voice of CS practitioners in academic research remains currently largely unheard.

This session aims to identify facilitating conditions for the collaboration of academics and practitioners in the context of community sports. In an interactive workshop, researchers and practitioners will exchange insights from literature and innovations from practice to identify how this essential collaboration can be fostered. The session will be led by researchers of the CATCH-research consortium (Community Sport for AT-risk youth: innovative strategies for promoting personal development, health and social CoHesion). This four-year research project aspires to identify working mechanisms and facilitating conditions in community sport initiatives for the social inclusion of at-risk youth in collaboration with Belgian community sport settings and the Belgian Expertise Centre of Community Sports. The main focus of the session will be the collaboration between academics and practitioners to facilitate the valorization of research results (collaborative translation of knowledge to action).

Parallel session - Sustaining Community Sport Development

Developing 'social connectedness' through a contact sports based Intervention in North Glasgow.

Cath Walker; Liverpool John Moores University
Greg Cann; North Glasgow Housing Association

The contribution of sports based interventions to the development of social and human capital has been debated extensively over the past few years (Coalter, 2007; Hoyer et al., 2015). Community organisations are increasingly employing Sport based programmes to develop enhanced community and participant life outcomes in addition to addressing social issues previously delivered through 'statutory' practices (Lindsay, McQuaid, and Dutton, 2007).

This presentation discusses one of these projects delivered by a Housing association in Glasgow. The comprehensive 8 week programme uses contact sports to promote the personal development and employability of unemployed and economically inactive men/women in the (North) Glasgow area. The programme combines 'Work readiness' (developing employability services and behaviour change approaches to help participants to manage health problems) with human and social capital development, where the programme designs services to promote longer term skills and personal development. The research consisted of both pre and post programme questionnaires and end of programme focus groups of the first three cohorts of the programme.

The preliminary evaluation found both intrinsic benefits of sport participation, and broader social capital outcomes, albeit limited. However what became clear was the increased social connectedness (Timpone 1998; Townsend and McWhirter 2005; Hoyer et al., 2015) emerging from the participants, demonstrated by increased self-efficacy, emergent social networks and improved physical and mental wellbeing. The authors propose that this increased social connectedness provides a conduit for positive personal development, self-ambition, personal goal setting and a key step towards work readiness. Recommendations are proposed for this and similar programmes as to the structure and mechanisms needed to empower and provide 'coping' strategies for participants on their journey for work readiness.

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Watching the pennies and the people – how volunteer led sport facilities have cut costs and improved the quality of service for local communities.

Lindsay Findlay-King (Northumbria University), Geoff Nichols (Sheffield University), Deborah Forbes (Newcastle University) Gordon Macfadyen (Northumbria University)

This paper will show how the transfer of public leisure facilities to management led by volunteers (Findlay-King et al, 2017) has transformed services, with improved performance in usage, income and expenditure. This paper uses data collected from interviews with key personnel (volunteers, managers and local authority officers) at 8 sport facilities to explore the management of facilities transferred to volunteer led community groups, in response to local authority funding cuts. The findings are explored in relation to social enterprise literature and in particular Simmons (2004, 2008) positive review of the social entrepreneurial benefits of the large leisure trusts in the early '00s and Reid's (2003) similar appraisal of 'third way' management of services. Whilst running costs have been cut by attention to detail, the service has also become more sensitive and flexible to meet the needs of the local community. Volunteers are their own marketing information system, with roots in that community. The politics of these enterprises can reveal limitations and problems, for example the redundancy, or less favourable conditions, of paid employees; and the marginalisation of some classes from volunteer and customer groups. Nevertheless, the positive outcomes of volunteer led management can reduce costs and enhance quality; driven partly by the need to attain sustainability; economically and in terms of becoming regarded as an asset created by the community as well as consumed by it. Thus they retain many of the advantages of the first wave of leisure trusts established in the 1990's but at a smaller scale.

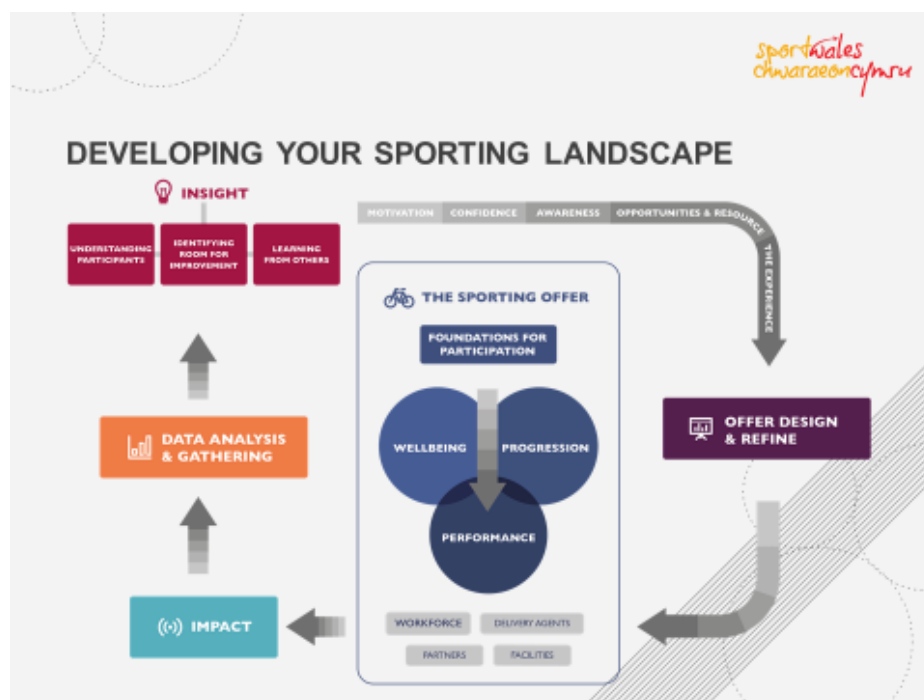
Sustaining community sport, with a focus on sporting pathways and collaboration: an exemplar of practice

Joanne Nicholas, Senior Officer Community Sport, Sport Wales

There is a well known assumption that good sporting pathways are the foundations for lifelong participation in sport and physical activity. At Sport Wales, we too are sold on this concept and it's a basis for our investment into community sport. There are many models you see to support this; several illustrative of a linear pathway.

Whilst this served a purpose at the time; the market of sport doesn't operate like this anymore, people do not follow the very traditional performance pathway; different life-stages, desires, motivations lead to people's participation being varied.

Through a collaborative approach, the sport Sector in Wales, led by Sport Wales, established a new approach to the sporting pathway, to support all deliverers of Sport in Wales. Using Dave Collins, '3 Worlds model' (2010) as the basis, which is geared to support an individual's motivations for participating in sport and physical activity, this has been modified to practically support the requirements of Wales's deliverers. Known as the sporting landscape – the 4 Worlds framework. It is built upon on the recognition of - multiple pathways; the Dynamic and fluid nature of sport; transition between pathways; return routes, and the essential ingredients for someone's lifelong participation in sport and physical activity.



The presentation will showcase the work, highlighting the following principles:

- The collaborative approach in which this has been undertaken – truly owned and developed by the Sector
- The importance of the practical application of a theoretical model
- Recognition that for a sustainable sporting system, we must respond to the changing needs of our market
- Presentation of the research conducted by Sport Wales that evidences the key ingredients for lifelong participation in sport, which has been built into the framework

Ref: Dave Collins et al. (2010). Three Worlds: new directions in participant development in sport and physical activity, University of Lancashire, UK.

Parallel session - Physical Activity and Public Health

Corporate Sponsorship of Physical Activity Programmes: Part of the solution or part of the problem?

Ben Jane, Plymouth Marjon University

Background Public-private partnerships (PPPs) have been advocated by many as a means of increasing both impact and efficiency in the delivery of effective behaviour change programmes. Critics, however suggest that the benefits are not as clearly demonstrated and that the conflict between stakeholder motives is too great. Parklives is a PPP intended to raise levels of physical activity across the UK, funded by Coca-Cola GB and delivered in association with Local Authorities and other organisations. This study aims to examine the issues surrounding such a partnership.

Methods An analysis of twitter content related to the Parklives physical activity programme was conducted and work is being undertaken to engage with sports development practitioners to evaluate the perceptions and experiences of PPPs such as the Parklives project. **Results** Content analysis of twitter revealed 79% of related images contained children and 45% of these images contained prominent Coca-Cola branding, a level of exposure that suggests ParkLives simultaneously provides opportunities for children's physical activity and for targeted marketing. Content analysis also demonstrated that the programme allowed increased access to policy-makers. The perceptions of those involved in this and similar projects will help understand some of the drivers and facilitators of PPPs.

Conclusions The sponsorship of a physical activity promotion campaign can allow a corporation to target its marketing at children and gain access to health-related policy development networks. This study reinforces the need for independent evaluation of all potential impacts of such a partnership and calls on those responsible for community health to fully consider the ethical implications of such relationships.

The Marjon Wellbeing Model: Treating the person not the disease

Saul Bloxham, Plymouth Marjon University

Seventy percent of the NHS budget is consumed by non-communicable diseases associated with unhealthy lifestyles. Conservative treatment approaches that move beyond conventional medication and surgical interventions are now being explored, yet few demonstrate sustained improvement or lack theoretical grounding.

Plymouth Marjon University has developed a Wellbeing model based on active choices, nutritional guidance and relaxation. This holistic approach encourages participants to adopt healthy lifestyle choices and includes patient mediated goal setting and behaviour change techniques. Firstly deployed on patients suffering from non-specific back pain it has now been adapted to help cancer, diabetes, leg ulcer and most recently fibromyalgia patients. Unlike conventional medicine, patients are actively involved in their own treatment which encourages feelings of empowerment and improves quality of life. Physical benefits include increased aerobic fitness, core strength, balance and body composition.

Treating the person rather than the disease is a simple and novel approach, yet to be consistently deployed in both primary and secondary care. This approach has the potential to save billions of pounds lost through ineffective medical prescriptions and sickness absence of the workforce.

This presentation will document the innovations in practice that have developed at Plymouth Marjon University over the last decade.

Approaches to changing behaviours: Designing an intervention to reduce sedentary behaviour in the workplace using behaviour change theory.

Matt Coldrey, Hartpury College

As a part of a wider National Health Service Clinical Commissioning Group initiative to improve the overall health and wellbeing of the county's workforce, the local County Sports Partnership were commissioned to design and implement an intervention to increase the physical activity levels of employees within the workplace. This presentation will look at the design and implementation of this intervention.

The intervention was designed using a behaviour change approach, drawing upon the COM-B (Capability, Opportunity and Motivation equals' behaviour) model. Workplace needs were analysed, focusing on the three areas of business need, workplace environment and employee need. These needs were then analysed, and using a policy approach, workplaces designed long-term action plans to shift the sedentary behaviours identified via the needs analysis, through a range of bespoke measures.

The approach targeted the employees' capability, opportunity and motivation, this approach sought to offer a holistic approach to shifting behaviours. Capability was targeted through the education of employees, showing them that they could increase their physical activity levels at work by doing simple and achievable activities that were both modelled. Activities were also drawn from the participants themselves during the training. By providing staff with simple and achievable activities to do and by providing them with the option stand up whilst they worked by installing sit-down/stand-up desks, staff were given the opportunity to increase their physical activity levels, whilst not taking up their valuable time. The employees' motivation was targeted by educating them on the impact on their work performance, physical health, and mental wellbeing.

Initial evaluation of the project identified that staff behaviour has begun to shift, however, ongoing data collection and analysis is required to assess any long-term shifts in behaviour.

Parallel session - Interrogating Sport Development and its Community Outcomes

Who Owns Sport? Challenges for sport development

Andrew Adams, Bournemouth University

Leigh Robinson, University of Stirling

It is clear that ownership of sport is problematic. Sport cannot be thought of as a single homogenous entity. Ownership within and of the sport domain is an under-theorised and overly taken-for-granted concept that is often overlooked as having value for the study of sport and applied within sport management. Contemporary perceptions of ownership are problematic, open to interpretation and change over time. Most post-industrial sport forms suffer from contentious questions of ownership, performance and meaning ((Martin and Berry, 1974; Allison, 2001; Passy, 2009). Sport is a cultural product and its management through a lens of ownership has only really been problematised through fictional representations that portray owning sport as impacting on power and control, individualism and collectivism, and corporatism and entrepreneurialism. Using a fusion of property rights theory and realist evaluation approaches we present an interdisciplinary conceptual framework that examines what ownership means for participants, practitioners and managers. At its heart is the philosophical question of ownership around which rules, rights, duties, value, universalism and relativism swirl as we structure understandings of ownership. In an era where market forces have come to dominate the production and consumption of what is understood as sport development, we ask the question who owns sport? This is necessary in order to expose some of the deep seated issues that bedevil the development and promotion of sport now, and which are likely to persist into the future.

This paper in interrogating sport ownership, seeks to uncover some of the tensions, dilemmas and controversies enmeshed within this concept. In doing so we outline how ownership of, in and through sport has significant impact on the idea of sport development, its outcomes, practices and management.

Objectives

- To establish how the idea of ownership can be understood in a variety of sport contexts
- To clarify and categorise the complexities of conceptualising ownership between/amongst individuals, organisations and the social institution of sport itself
- To establish the impact of ownership on the outcomes of sport development

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Sport Development in Challenging Times: Leverage of Sport Events for Legacy in Disadvantaged Communities

Barbara Bell and John Daniels, Manchester Metropolitan University, Cheshire Faculty, Department of Exercise and Sport Sciences

Building on the emerging literature on leverage this paper attempts to address the topical emphasis in the ongoing 'austerity climate' for sport development by looking at a case study in Manchester and the development of BMX legacy around the National Cycling Centre (Manchester) and the World SuperCross event. Although the literature on legacy has clearly expanded since 2012, in the current social, political and economic climate, the consideration of wider impacts of mega events have come under increasing scrutiny. The assumption of positive economics and a 'legacy' in sport participation also depends on a fair distribution of scarce resources particularly into disadvantaged communities. There is also some emerging concern regarding the lack of clear evidence of community benefits in activity and subsequent health outcomes through an investment in large events aimed at passive consumption of sport (Weed et al., 2012). There has also been an increasing critical debate about social justice, social benefits and the assumed sporting and community impacts such events might stimulate (Misener and Mason, 2009). The impacts on those taking part in sport or the development of people *through* sport might be described as 'soft legacy'. This paper considers the impacts on people, processes and practice, as part of the rationale for planning and leverage efforts around events since 2012 (Bell and Gallimore, 2015; Bell, 2016). However, the extent to which events can stimulate engagement in sport depends on a range of environmental and contextual factors, as does sports participation more generally (Widdop and Cutts, 2013). This paper examines the approach to sporting events as part of leverage of social, regenerative and sport specific developments. It also considers the problems inherent in this process, as exemplified by projects of Manchester City Council and Eastland Leisure Trust around BMX in 2016.

Keywords - London 2012, major events, community, sport development, austerity

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A community sports coach's lived experience of enacting sport policy

Dr Ben Ives¹, Dr Lee Nelson², Professor Paul Potrac³, and Dr Laura Gale⁴

1. Lecturer in Sports Coaching in the Department of Applied Health and Exercise Sciences at Buckinghamshire New University; 2. Senior Lecturer in Sports Coaching in the Department of Sport and Physical Activity at Edge Hill University; 3. Professor of Sports Coaching in the Department of Sport, Exercise and Rehabilitation at Northumbria University; 4. Lecturer in Sports Coaching in the Department of Exercise and Sport Science at Manchester Metropolitan University.

The promotion of sport and physical activity remains a priority for the UK Government. For them, it “enhances individuals and communities, boosts the economy, and supports a range of other policy priorities, including health, tackling crime and education” (HM Government, 2015, p. 11). Despite the value ascribed to sport and physical activity, we know very little about the employment conditions and experiences of the sports coaches charged with enacting these policy initiatives at the coalface. This is surprising given that their experiences of work are, arguably, not immune from the effects of neoliberal policy, which among other things, have led to increases in the flexibilization and casualization of work and increased performance management. To partially redress this situation, our study seeks to highlight some of the everyday challenges a community sports coach faced when implementing a government-funded sport and physical activity initiative. Data for the study were generated over a period of 12 months, with field-based observations and in-depth interviews being the principal tools of inquiry, and it were subjected to an iterative and recursive process of analysis. The results highlighted how the workplace behaviours and practices of Greg (a pseudonym) were influenced and informed by the precarious nature of his employment, his determination to survive and thrive in his working role, and the interface between his work and non-work life. The significance of the study resides in its ability to probe beneath the glossy surface veneer of sport as a tool for development by recognising the ambiguity, pathos, and dynamic complexity of community sports coaching work and policy enactment. Such knowledge is essential if we wish to create a sustainable future for community sport and help Sport England (2016, p. 38) realise its vision of having “a diverse and happy [coaching] workforce providing great experiences to an active nation”.

Parallel session - Education and physical activity

***Case study: Exploring the Academic Practitioner interface in HE.** *Examining a tri-partite partnership between Plymouth Marjon University, Devon Football Association and Plymouth Argyle Football Club's Community Trust in the delivery of an undergraduate Football degree.*

Phil Brown (Plymouth Marjon University), Dwain Morgan (Argyle Community Trust), Chris French (Devon FA)

The presentation offers insights into the development and delivery of the BA (Hons) Football Development and Coaching Degree at Plymouth Marjon University (University of St Mark and St John 2017). The programme works collaboratively through formal partnerships with Argyle Community Trust and the Devon FA. In line with the UKSDN's core aim, the degree brings together academics and practitioners (UKSDN, no date).

The programme is designed to provide strong theoretical and academic underpinning to contemporary issues in football, and their application to the football industry through work based learning (Helyer, 2015). Students engage directly with football development practitioners and football coaches from Plymouth Argyle Football Club, Argyle Community Trust and Devon FA, through lectures, seminars, events, work placements, volunteering, and through paid employment. Students also benefit from a formal coach education programme embedded within the degree, and achieve FA coaching awards in partnership with Devon FA. Students learn informally through their work with the football industry in 'communities of practice' (Wenger, 1998; Brown, 2015) and develop strong practitioner networks which enhance their employability (HEA, 2015) upon graduation (Argyle Community Trust, 2016 and Devon FA, 2017).

The presentation shares the experiences and reflections of key staff involved in the development and delivery of the football degree. It outlines:-

1. A brief history of the partnership, from its informal beginning through to its formalisation.
2. A brief overview of the football degree and the role each partner plays.
3. Good practice, challenges and lessons learnt.
4. Spill-over benefits & future directions.

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*With thanks to Ryan Thomas: Critical Friend.

Key Stakeholders in the Physical Activity Debate: A Focus on the Education Sector

Verity Postlethwaite, University of Worcester

Physical activity (PA) has become increasingly prominent in recent political debate and policy development within the UK. Two forces that demonstrate this increase are the pronounced emphasis of PA within formal education and the pursuit to host sport mega events. The debate around both became entwined explicitly during the bidding and hosting of the London 2012 Olympic and Paralympic Games. One point of intersection were the discourses around the legacy aim to 'Inspire a Generation' an ideologically-laden branding exercise that targeted young people in and around the education setting. The junction and pathways created by this intersection are the core focus of this presentation, and identifying who the key stakeholders were.

Research will be presented from a historical policy analysis of domestic policy pre-bidding, during hosting and post hosting London 2012. Highlighting that stakeholders in the debate at a national level have shifted and changed over that period of time (1988 – present day). The themes that will be discussed are the changes around workforce and framing of PA within education. In particular who has influenced that debate, and who are deemed key stakeholders currently in the sector. This will be corroborated with evidence from an in depth interview with James Allen, the Director of Policy, at the Sport and Recreation Alliance. Combining the research and evidence, the presentation will support and challenge how both researchers and practitioners can reflect on the hosting of London 2012 and engaging with the education sector. Furthermore, highlight implications and recommendations that should be further debated in conjunction with the recent changes to national sport and PA policy.

First Worcester Pitchcroft parkrun: a case study

Mandy Newbold, University of Worcester

Sam Payne, former student & Project Assistant, Sport Partnership Herefordshire & Worcestershire

The University of Worcester BA (Hons) Sports Development and Coaching degree course has provided third year students with an alternative option to undertaking an Independent Study (dissertation). A 30 credit, year-long 'Sport Development Project' module has been available over the last 3 academic years, enabling 6 students to use their creative flair and organisation skills to initiate, develop, deliver and evaluate localised community sport and physical activity ventures. This provision has ensured close engagement between the University and its delivery partners in supporting localised opportunities, and has been instrumental in developing and showcasing students' key employability skills.

Sam Payne, a former University of Worcester Sport Development and Coaching student, will outline his recent project which saw the introduction and establishment of Worcester Pitchcroft parkrun; a second free 5k running / walking event for the city. Pitchcroft parkrun has been operational for 6 months, is overseen by a core volunteer team of 9 and attains a weekly average attendance of 200 participants. Sam will explain where and why the idea originated and his research into the need, demand and interest. He will profile how the project developed, the key partners involved and funding considerations, and will reflect on the success of the delivery and skills learnt as well as outlining future considerations for the event and himself. The module has provided useful research and delivery opportunities across Worcestershire, and an overview of these wider projects will also be shared.

Parallel session - Inclusion

“Calls4Action” – Proactively Targeting Inequality

Carwyn Young (Senior Officer Community Sport, Sport Wales)

Since its launch in 2012 Sport Wales has invested £4million of National Lottery funding over two separate phases of its *Calls4Action* programme in 21 separate projects. It has demonstrated exemplar practice through innovative partnerships to achieve participation by hard to reach groups, and should inform stakeholders' responses to the new policy context. *Calls4Action* has evolved over 5 years, with lessons learnt from phase 1 being applied to phase 2, such that *Calls4Action* has become Sports Wales' flagship programme for Tackling Inequality in sports participation. Its overarching objectives were: *positive action, changing lives, encouraging new approaches, and increasing regular and frequent sporting activity*. These themes and positive outreach by Sport Wales successfully attracted new partners. These brought innovative ideas into play to increase participation in terms of opening traditional sports to new participants and creating opportunities through new methods and under-developed options such as geocaching. Partners such as Brecon Beacons National Park, GirlGuiding Wales, Welsh Gymnastics, Cricket Wales, Aneurin Bevan Health Board and Trevallis brought their own networks and institutional authority in opening up new possibilities. Projects seek to engage people from poor communities, people with disabilities, BME communities, and girls and women, securing notable successes.

The significant learning opportunities of *Calls4Action* were harnessed through a collaboration with external evaluators UK Research and Consultancy Services who combine academic excellence with deep experience of public service practice. Their longitudinal study of *Calls4Action* has already produced key findings through their reports: *“Participation and Equality: An Evaluation of the Impact of Phase 1 of Sport Wales' Calls4Action”* (March 2016); *“Reaching Out: An Evaluation of the Process of Phase 2 of Sport Wales' Calls4Action”* (September 2016) and *“Evaluation of the Impact of Phase 2 of Sport Wales' Calls4Action – First Interim Report”* (October 2016). Major themes from these reports form the core of the presentation.

Sustaining Community Sport Through A Student-Led Pilot Evaluation of the Cambridge StreetGames Initiative

Fred Keeton¹, Harry King¹, Natasha Patten¹, Joe Savin¹, Megan Spurell¹, Jenny Hays², Dr Anna Stodter¹, & Dr Mathew Dowling¹

¹Anglia Ruskin University, Coaching and Management Research Group

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Launched in January 2007, StreetGames is the national charity dedicated to developing sport on the doorstep of young people (14-25 years old) who live in disadvantaged communities. National survey data* shows that disadvantaged young people take part in sport far less than their more affluent peers. They are also less likely to take part in organised sport, join a sports club, be coached, take part in competitions or volunteer. StreetGames attempts to narrow this gap by offering free, multi-sport activities delivered by qualified coaches in nearby local facilities such as community centres and schools. Importantly, although StreetGames is driven at the national level, all StreetGames sessions are locally funded, controlled and delivered. This study reports the preliminary findings of an ongoing pilot evaluation conducted on behalf of the Cambridge City Council to evaluate and monitor the local delivery of the StreetGames initiative across the city. The student-led pilot evaluation began in April 2017 (data collection September-November) and is supported by academic staff and activity lifestyle officers from the city council. Specifically, five undergraduate students are conducting a series of participant focus groups, key stakeholder interviews and participant activity monitoring (Actigraphs) across two doorstep clubs (Arbury, and Abbey). Interview and observational data are also being collected to examine participants' experiences of a locally delivered Streetgames Activator workshop. Individualised case studies (video vignettes) will also be created in order to demonstrate the impact of the initiative on the local community. In this presentation, we report the pilot schemes' methodological approach and collective preliminary findings surrounding participant's doorstep club experiences and motivations for taking part in the activities, activator workshop delegate reflections, and the local barriers to facilitating and delivering the sessions. These findings will also be sent to the council through a summary report to directly inform the schemes' future implementation.

* Sport England (n.d). Active People Survey. Retrieved from:

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Poster presentations

Poster presentations are designed to provide insight into expanding research portfolio and academic-practitioner collaboration which is representative of the work of the Faculty of Sport, Health and Wellbeing. As such they reflect a range of disciplines and areas of interest relating to sport, physical activity and health.

An investigation into the effect of the Football Association's 'trophy events' on the attitudes and coaching behaviours of a youth football coach.

Ryan Thomas (Plymouth Marjon University) and Matthew Cory (Devon FA)

Football is undoubtedly one of the most popular sports in England. Pointing to a survey conducted by the FA, Hampson (2015) highlighted that access to quality coaching is one of the biggest obstacles to football's growth at grassroots level. This emphasises that the behaviours exhibited by a coach (often linked to the context in which they are working) could have an impact on the appetite of players to play regularly, with many coaches perhaps unaware of the implications of their behaviours on the participants. Commensurate with recent changes to government sporting policy, and in order to try and give children a more positive experience of football; the FA (2012) have recently set new proposals to encourage three parts to a traditional season, which involves focused periods of 'developmental/friendly' matches interspersed with more traditional competitive 'trophy' fixtures (The FA, 2012). This investigation observed the behaviour of one youth football coach within these 2 different contexts, so that we could begin to understand the effect that competition has on coach behaviour in youth football.

A mixed methods approach was adopted, which involved direct observation of the coach across 4 matches (2 from each context) with behaviours coded using the Coach Analysis Intervention System (CAIS). Additional qualitative data was gained through a detailed semi-structured interview with the coach, which focused on understanding his attitudes to player and game development in more detail, and to also gauge the level of self-awareness of his own behaviour.

The findings indicate that the coach used a greater level of both humour and praise in development games, and exhibited increased behaviours categorised as 'general negative feedback' during trophy fixtures. The apparent changes in behaviour between the trophy fixtures and the development matches signified that competition seems to have an effect on the behaviour of a youth football coach. The results gained from this investigation could help make coaches more aware of the impact their behaviour, and also whether their perceived behavioural changes in the presence of competition really benefit the players that they are coaching. With a recent shift at policy level that espouses a greater focus on physical activity and the wider socio-cultural benefits of sport; community sports clubs have an increasingly vital role to play in ensuring young people have positive early sports experiences.

Getting Your Hands Dirty in Community Sport - Student Experience and Employability Nexus: A Case Study of Plymouth Marjon Football Club.

Chris Smietanka, Plymouth Marjon University

Sport students who wish to deliver training programmes pertinent to association football, experience difficulties in finding suitable placements that would enhance the learning experience to support their undergraduate degree. Plymouth Marjon Football Club (PMFC) was established in 2008 to provide volunteering opportunities that would allow sport students to gain confidence in key areas of practical delivery as well as employability skills for their future career pathway. PMFC has grown considerably from its inception (No = 262 playing members) and students from all disciplines can hone their degree specific skills that have been delivered at modular level. Students that have volunteered with PMFC and graduated, have gained industry employment. Those who have found employment locally, continue to volunteer and share their learning experiences with new students on sport related programmes.

Connecting Activity to Nature (CAN)

Karen Jones, Hannah Colston and Andy Sloper, Active Devon

Devon Local Nature Partnership's (DLNP) vision for its flagship '[Naturally Healthy](#)' priority is that *'Everyone in Devon has the opportunity and the confidence to be 'naturally active' in order to improve their health and wellbeing'*. Being Naturally Active is about people *simultaneously* enjoying being moderately physically active *and* connecting to nature, whether this be in a rural or urban, and terrestrial ('Green') or aquatic ('Blue') setting. Being physically active and connecting to nature *each* benefit the person, society and environment, but taken together the benefits, engagement and behaviour change can all be amplified.

'Connecting Actively to Nature (CAN)' is a Devon Local Nature Partnership programme, supported by Sport England Tackling Inactivity funding and managed by Active Devon. An innovative partnership of DLNP organisations will deliver the programme, launching in May 2018.

Target Audience

The CAN programme will target older people (aged 55+) who are currently inactive. Research identifies that customers will be experiencing changing family structures, due to children fleeing the nest, retirement and/or increased caring responsibilities. They will be positive about activity but ongoing attempts at getting active are failing due to differing time pressures and a lack of knowledge about what is available and how and where to access opportunities.

The programme methodology will consist of two mutually reinforcing elements:

A coordinated CAN social marketing component that:

- Nudges people in the contemplation behaviour change stage to get naturally active
- Normalises participation in physical activities that connect people to nature
- Establishes a network of 360 local 'Ambassadors', that will help people to connect to activities and help make customers first steps easy and enjoyable
- Establishes key high profile 'events' that provide focal points and visibility
- Mutually amplifies impact with other relevant campaigns (e.g. One You)

A portfolio of CAN delivery projects that:

- Use proven approaches to sustainably adapt or gap-fill current provision to meet the demand from inactive people and improve customer experience - e.g. new nature walking groups
- Test new approaches to delivery, in which learning and discovery is prioritised
- Drive collaborative system improvements - e.g. data sharing, coordination of behaviour change training

Outcomes The primary outcome will be at least 3,000 target audiences become regularly (30minutes MI activity) active while connecting actively to nature.

Secondary outcomes include physical/mental wellbeing gains, including likely reductions in loneliness and social isolation, and personal development gains for the ambassadors and volunteers involved.

Sustainability & Scalability The programme will be focused on achieving sustainable behaviour change for people in the target audience and sustainable/scalable approaches to the promotion and provision of activity opportunities in the natural environment.

A Critique of the Emerging Role of the UK University Sector in Sport Development: Facilitating Sustainable High Performance Support Strategies

Jacob Law, PhD student: Plymouth Marjon University

The Higher Education (HE) sector is becoming increasingly more important in regards to supporting elite athletes (Aquilina, 2013). However, due to the fact that this area of research is predominantly unexplored, it is difficult to understand the relationship that exists between HE and elite sport (Brunton and Mackintosh, 2017). How does this relationship benefit both the elite athletes in question and the HE institution (Brunton and Mackintosh, 2017)? Whilst there are many documented strategies used within HE to support athletes, these seem to focus on either the academic or athletic (Cosh and Tully, 2014). Ultimately, support provided by HE institutions should provide athletes with strategies for undertaking a 'Dual Career', developing life skills and preparing for life after sport (Aquilina, 2013). Tanni Grey-Thomson's (2017) Duty of Care Review identified HE as a sector responsible for the support of athletes throughout the 'Dual Career' process. This illustrates a shifting policy emphasis to provide a foundation of care for all elite athletes. This shift could be due to the complex nature of managing the 'Dual Career' process within HE (Ryan, Thorpe and Pope, 2017; Geraniosova and Ronkainen, 2015). Therefore, this review is being conducted as part of a larger PhD study to critically evaluate the relationship between education and elite sport and how this influences the support available to elite athletes. The initial stage will revolve around mapping the existing literature, followed by an in-depth documentary analysis of HE and associated organisations (e.g. BUCS, TASS). The next phase of the research will then involve using semi-structured interviews to attain the perspectives of stakeholders and athletes within UK Universities and associated organisations.

Key Words: Elite Sport; UK University; Higher Education; BUCS; Dual Career; Life Skills

Pelvic Mobility and Gluteal Muscle Function in Senior Golfers with Chronic Low Back Pain

Sarah Martin, Plymouth Marjon University

Low back pain (LBP) is one of the most common complaints in amateur and professional golfers (between 15.2 and 52 % of all golfing injuries). With high levels of axial twisting, compression, shearing, torsion and lateral bending forces on the lumbar spine, preventative measures are imperative. Non-golfers with chronic LBP display gluteal weakness, limited hip internal rotation and neuromuscular dysfunction. Gluteal strengthening interventions have been utilised effectively to reduce spinal loads and pain in non-golfing populations yet little is known relating to pain and performance in golfers.

Research question: Do senior golfers with chronic non-specific low back pain show different muscle activity and function of the gluteal and pelvis than their asymptomatic counterparts?

The study objectives:

- Identify pelvic movement and gluteal activity in the 5 phases of the modern golf swing
- Observe pelvic movement and gluteal activity in senior golfers with and without chronic LBP
- Compare isokinetic hip strength and joint loads in golfers with and without chronic LBP
- Develop a training programme specific to senior golfers
- Implements, monitor and evaluate the effectiveness of the training intervention upon swing performance and pain

Non pharmacological strategies for primary cardiovascular risk prevention in asymptomatic Scuba divers with high cardiovascular risk

Ioanna Alexiou (PhD Scholar, Plymouth Marjon University)

Scuba divers develop health problems in a higher rate than the non-diving population. Some continue to dive with cardiac issues, failing to seek specialised diving advice [Dowse et al., 2015; Thompson, 2011]. Even though cardiovascular disease (CVD) may be responsible for a quarter of diving fatalities [Bajekal et al., 2012], only few studies have investigated this relationship to date. There are no proven strategies to reduce diving-related cardiac events that could be confidently applied to asymptomatic scuba divers. This PhD project is divided in two phases; Phase 1 includes an online survey (cross sectional study) to assess CVD risk as well as aspects related to prevalence and severity in the diving community and the need for an intervention. Phase 2 includes a randomised controlled trial study to assess the impact of regular exercise training and/or life changes counselling in various aspects of health and fitness in asymptomatic scuba divers with high risk in developing CVD. The outcomes of the project will be shared with the local scuba diving community.

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List of Delegates

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