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University



HOW CAN WE ENCOURAGE MORE PEOPLE TO ACTIVELY ENGAGE IN SPORT?

*MARTIN BEAVER, HEAD OF SPORT AND ACTIVE ANGLIA
ANGLIA RUSKIN UNIVERSITY*



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1. Increase Participation;
2. Nurture talent;
3. Host significant events;
4. Move up league table;
5. More volunteers in community;
6. Attract funding;
7. Host public lectures;



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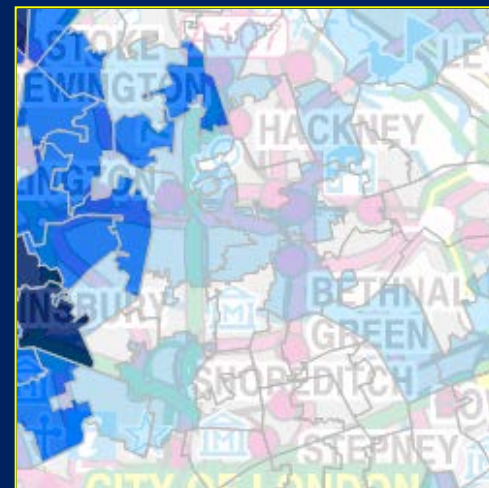
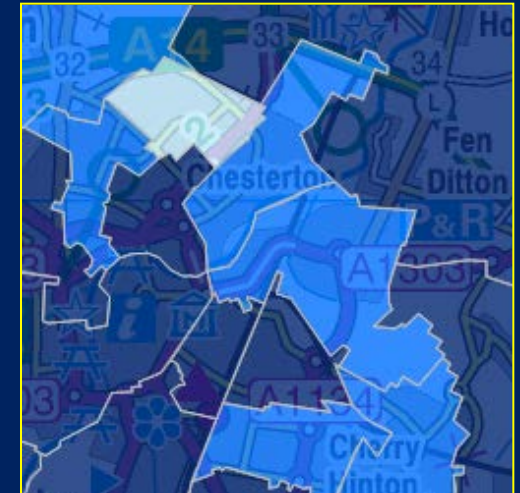
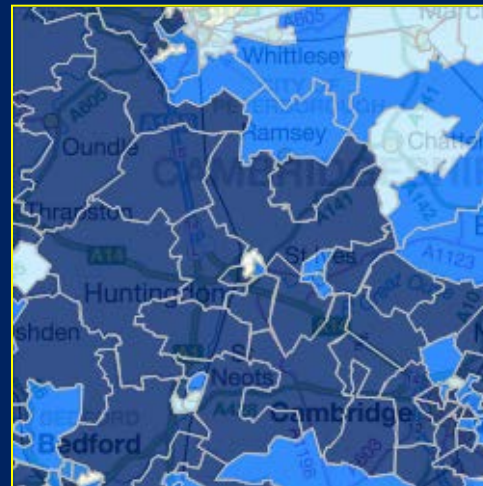


PARTICIPATION



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Participation





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Nurture Talent



Internet - j_m_cshane@brunel.com Athlete Profile

power of 10⁷ UKA UNITED KINGDOM ATHLETICS

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James Shana

Coach: Yes **Lead Coach:** Martin Brown

Club: Newham & Essex Beagles/Anglia Ruskin U

Gender: Male

Date of Birth: 18/12/1989

Age Group: SEN

Country: Essex

Region: London

Nation: England

About

Domestic Record

- 2004 - English Schools championships 1500m gold, AAA England Championships U15 800m gold
- 2005 - Inter Counties Cross Country Championships gold, AAA England Championships U17 3000m gold
- 2006 - English Schools Championships, Intermediate boys 1500m gold, AAA England Championships U17 800m gold
- 2007 - English Schools Championships 800m gold
- 2008 - England U20 World Trials Championships 800m gold
- 2010 - BUCS Indoor Championships 3000m bronze, BUCS Championships 1500m gold, England Athletics Championships 1500m silver, Aviva European Trials & UK Championships 800m 6th
- 2011 - Aviva European Indoor Trials 3000m 8th, Aviva World Trials & UK Championships 1500m gold, BUCS Indoor Championships 3000m silver, BUCS Championships 1500m gold

Major Championships and International Record

- 2011 - IAAF World Championships 1500m 10th, IAAF European Team Championships 1500m silver, European U23 Championships 1500m silver
- 2009 - European Youth Olympic Festival 1500m gold

Athletes Coached

None

Best known performances

Event	PB	2012	2011	2010	2009	2008	2007
1500m	3:50.00	3:50.00	3:50.00	3:50.00	3:50.00	3:50.00	3:50.00



Host Significant Events

- Profile
- Revenue
- Tourism and secondary spend
- Reach new audiences – spectators
- Extend a brand



Success on the Field

- Public perception of a place
- Feel good, sense of pride
- Success brings investment
- Reach out to new industries, businesses, audiences



Community

- 73% of employers would employ a candidate with volunteering experience over one without. *Reed*
- 1 in 5 GPs prescribe exercise to fight depression over drugs
Mental Health Foundation



Community

- The participation of underachieving young people in extra-curricular learning activities linked to sport increases their numeracy skills, on average, by 29% above that of non-participants, and their transferable skills by 12-16%. *Sport England Website.*



Community

- In 2004-5, the number of young people in London Borough of Newham making a first court appearance to face criminal charges had dropped by 25%. This compared with a 1% reduction in other parts of London. Overall the figures for juvenile court appearances in Newham, including those by first time and repeat offenders, were down 38%. *The Guardian Newspaper.*



Attract Investment

Economic Value of Sport Report, Sport England

- Consumer spend on sport in England was £17.384 billion in 2008 – up 138% since 1985



Attract Investment

- The number of people with sport-related jobs had also grown, reaching 441,000 – 1.8% of all employment in England
- Over three-quarters of these jobs are in the commercial sector, with 13% working in the public sector



Host Public Lectures

- Profile
- Facilitate Discussion
- Support other projects –
inform, debate, discuss
- Links town and gown



What are the priorities for Cambridge?

- 2012 Opportunities – for how long?
- Some good existing provision
- Good mix of partners
- Excellent strategic location
- What can sport do for Cambridge?

