Background

- Government’s elite sport agency
- Invests around £100 million of public funds each year, from the National Lottery, Exchequer and private sponsorship scheme, Team 2012.
- Accountable to the Department for Culture, Media and Sport (DCMS)
- Based in London, it employs around 90 staff
UK Sport, Sport England, Youth Sport Trust
Core Responsibilities

- Performance
  - Invest
  - Evaluate
  - Solutions

- Events
  - Bid
  - Support

- International
  - Influence
  - Development
Research & Innovation
Change over 15 days post-match—single cold immersion versus passive recovery

% pre-match mean repeat sprint performance

Days Post Match

Passive

Cold

a: p<0.05 cmp to other treatment
Injury & illness in Great Britain Sport

Olympiad review August 2009

Figure 3

Injury/Illness pathology

Bar chart showing the distribution of injuries and illnesses with categories such as Shoulder, Knee Ligament, Rotator cuff, etc., with numbers indicating the frequency of each category.
Rapid prototype \(\rightarrow\) Lab testing \(\rightarrow\) ‘Field testing’
Why do we need innovative equipment?
Winning margins from Beijing 2008

0.15 SECONDS
David Weir won the 800m 0.15 seconds ahead of Kurt Fearnley of Australia
79 days to the London 2012 Summer Olympic Games
112 days to the London 2012 Summer Paralympic Games
Wheelchair Basketball
Background
Player / Seat Interaction
Rules – Article 3.1.5, Seat/Cushion Height

The maximum height from the floor to the top of the cushion, when a cushion is used, or the top of the seat platform, when a cushion is not used must not exceed:

- 63 cm (for players 1.0-3.0)
- 58 cm (for players 3.5-4.5)
Cycling
Clothing
Murphy’s Law
The Rules...