

# All of us working together to develop British sport !

Submitted by: Sport One Ltd

Monday, 23 May 2005

---

Sport One Re-vamped and Re-launched!

Following on from the success of Jamie Oliver's 'Feed Us Better' campaign, Sport One have adopted a similar approach to enabling sports clubs, coaches and participants to work together to encourage a healthier and more active Britain.

The Sport One website re-launched in May 2005 with an even greater focus on club sport and grassroots leagues. The aim being to help promote, manage and raise funds for clubs online, whilst providing valuable services to Sport One members.

Clubs can gain valuable promotion by submitting a directory listing and promoting events on the website to over 6,000 Sport One members. By August 2005, clubs will be able to take advantage of an online club toolkit to help administrate their club and set up an online club fundraising programme.

Sports leagues can now set up an online league table solution offering league members easy access to fixtures, results, league table, league news and much more. The advanced back end makes it simple to automatically update the league table and provides a range of communication and reporting tools.

Sport One members gain free and full access to the directory, the events diary and a range of news and information across over 50 sport specific and focus group areas. They can also take advantage of a customisable My Account area which includes free webmail, targeted events diary and training log.

Sport One founder, Brian Hudson, has become increasingly frustrated by the fall from grace of Britain as a dominant sporting nation, blaming a lack of government focus in developing grassroots and community sport. Brian comments, 'We have developed Sport One to try and address this situation. By providing sports clubs, coaches and all those involved in sport with a platform from which to promote their clubs, their club events and their performers achievements.'

Brian continues, 'We have tens of thousands of active sports clubs in the UK doing a great job in increasing participation and nurturing our young sports talent. Sport One aims to promote their work and support their development by providing the tools and services that these clubs desperately need.'

The Sport One website is a fantastic opportunity for grassroots clubs and leagues to get online, gain valuable promotion for their organisation and take advantage of some really advanced online tools and services. For more information about Sport One, it's products, services and goals visit [www.sportone.com](http://www.sportone.com).

Notes to editors:

For more information on Sport One contact Brian on: 07957 357 141 or email: [brian.hudson@sportone.com](mailto:brian.hudson@sportone.com)

What is Sport One all about?

Sport One launched in 2004 with the goal of providing grassroots sports clubs and leagues with a platform to work together to develop UK sport. We aim to provide the tools that clubs and leagues need to help promote, manage and raise funds online and aim to provide valuable services to our members.

As well as helping clubs to raise funds, Sport One will be setting up its own fundraising and loyalty program. From every transaction through Sport One 50% of all profit will be channelled into this development fund. Every time you purchase a league system, an enhanced directory listing or event or purchase goods through the Sport One shop you will be contributing to the development of UK Sport.

Initially we aim to set up a £10,000 target and will invite all Sport One clubs to apply for this funding. Applications will be refined and then presented to the Sport One community to vote for the most worthy project. More details on this scheme will be available on the Sport One fund page due to be released in August 2005.

Long term, our aim is to grow the Sport One membership and significantly increase the amount of funds channelled into the Sport One development fund. Then we would like to focus our efforts on building self sustainable sporting facilities and raising coaching standards for grassroots sports clubs throughout the UK.

Sport One is not a multi-million pound commercial enterprise looking to exploit sports clubs and members, we are a small team of sports enthusiasts aiming to make a real difference to British sport. We are doing everything we can do help sports clubs, coaches, participants and everyone involved in sport... please help us to promote and develop UK sport by joining up and contributing to Sport One.

Who are the key people involved?

BRIAN HUDSON

Managing director of Sport One. Brian is an ex-international trampolinist and current world record holder for most consecutive somersaults. Sport One was his 'brainchild' and the website is the first step towards Brian's goal of building self sustainable, community focused sporting facilities providing opportunity from grass roots to world class performance.

LUKE PORTER

Senior partner of Sport One. Luke is another ex-international trampolinist and general sports enthusiast. He is also heavily involved with School Sport and hopes to use this experience to aid the further development of Sport One towards providing tools and services specifically aimed at British schools and colleges.

ADRIAN TEASEDALE

IT support and website development. Adrian is managing director of Inovica Agency, which provides the

infrastructure on which the Sport One website is built. Adrian and Inovica have been integral in the design and ongoing development of [www.sportone.com](http://www.sportone.com).

Where can I find out more?

The Sport One website includes a great deal of information at [www.sportone.com](http://www.sportone.com). Alternatively, call 0871 222 10 10 to speak to a member of the Sport One team.