**Foreword**

Sport appeals to young people, it challenges gender roles and myths and crosses social and cultural barriers. Sport touches all our lives - as participants and spectators. It plays a central role in nearly every society and in some countries it has become big business. It is commonly accepted that sport is good for you, it keeps you fit and healthy and can help to change your life altogether.

The UK has built up a rich resource of sports expertise, education and training material. This toolkit is intended as an information resource for British Diplomatic missions, British Council offices and foreign national sport organisations.

The Sporting Toolkit provides information on:

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Sport in the UK

The home countries of England, Scotland, Wales and Northern Ireland make up the sovereign state of the United Kingdom (UK). The UK has a strong sporting tradition, dating back several centuries in each of the home countries. Many of the world’s most popular sports have their origins in the country, including football, rugby and cricket.

As a result of this long history of sport, separate sporting structures have developed over time in each country and at the UK level, providing organisation and representation from the grass roots level to the very heart of government. These levels of organisation, whilst on the surface appearing complex, can be broadly broken down into five levels, providing a network of close liaison and collaboration. Below is an introduction to these levels, with further information and contacts provided in Section Three.

Sports Clubs

Twenty-seven million people participate in sport in the UK each year. For the majority, this is at a participation, or ‘grass roots’ level. Clubs have been established across many sectors of the community, including schools and colleges, local authorities and community projects. Clubs at this level provide not only the basis for people to participate in sport, but provide opportunities to introduce new players and also provide opportunities for those with talent to progress to their full potential.

National Governing Bodies

National governing bodies provide organisation and representation for their sport. They provide the administrative and competitive structure, represent their members at governmental and international level, and oversee the recruitment and training of coaches and officials. Governing bodies will also liaise with their international federations on the subject of hosting major competitions, and with their respective Sports Council on issues of facility development. Most importantly, however, national governing bodies provide the structure and opportunities for players from beginners to the very highest international level. Many governing bodies are organised on a home country basis with separate affiliation to their international federation. However, for Olympic participation a British body exists.
1. Sports Clubs
Sports clubs are the base of grassroots sport in the UK. They provide development and competition opportunities, introduce newcomers to the sport and give talented players the opportunities to progress and fulfil their potential. Sports clubs provide a network of sport across the UK, linking school and college clubs, local authority schemes, youth projects and sports centres.

2. National Governing Bodies
National governing bodies provide a coherent voice for their sports at a national level. Some operate UK-wide, whilst others work on a home country basis. They co-ordinate all aspects of their sport from membership, competition and coaching, to essential services such as safety, representation and training courses.

3. Multi-Sport Organisations
Multi-sport organisations such as the Central Council for Physical Recreation, the British Sports Association for the Disabled and sports coach UK represent aspects of sport on a nation-wide basis. The British Olympic Association (BOA), the British Paralympic Association and the Commonwealth Games Councils for each of the home countries, are responsible for the preparation and delivery of their respective international competitions. The BOA is independent of both Government and the sports councils, however all organisations work closely together.

4. Sports Councils
The five Sports Councils represent their respective government departments. UK Sport (reporting to the English Department for Culture Media and Sport), funds governing bodies and athletes and provides services to their high-performance programmes, whilst the four home country sports councils manage all aspects of facilities, development, talent identification and grass roots funding.

5. Government
Government policy and direction is provided through the three devolved administrations of Northern Ireland, Scotland and Wales as well as England. They oversee the work of their respective home country sports council.

Local government provides facilities and support to sport at the community level.
Multi-Sport Organisations

Other than the national governing bodies, there are many sports organisations in the UK that represent different aspects of sport. Some of these represent specific sectors of the sporting community, such as British Blind Sport, the British Universities Sports Associations or sports coach UK; whilst others have a defined remit to prepare and administer the home country or British teams in international competition. These latter organisations include the British Olympic Association (BOA), the British Paralympic Association (BPA) and the home country Commonwealth Games Associations. Whilst the BPA and the Commonwealth Games Associations get direct financial support from the Government, via their respective Sports Councils, the BOA is independent, both politically and financially, of the Government and Sports Councils.

The Sports Councils as Government Agencies

Sports organisations in the four home countries of England, Northern Ireland, Scotland and Wales, are represented at governmental level by the four home country Sports Councils. The Sports Councils provide policy and direction to sport whilst acting, in liaison with other organisations, as a single voice on issues of national importance, such as facilities and major events. They are the route through which Government funding for sports is channelled.

UK Sport, a fifth Sports Council reporting to the Department for Culture, Media and Sport (DCMS) in England, oversees issues with a UK-wide significance. This includes funding sports and athletes at the highest levels of international competition as well as taking the lead on issues such as hosting major events, anti-doping policies, UK sports policy and international relations.

All five Sports Councils are the key link between the government and sport across the UK.

Government

The three devolved administrations of Scotland, Wales and Northern Ireland and the DCMS have a responsibility for providing sports policy and direction. This direction covers not only immediate sporting issues such as participation, competition and facilities, but also the wider applications of sport in society including health, education and social exclusion. At local government level, city councils, metropolitan authorities, district councils and parish councils have a responsibility for community opportunities for sport. This is seen in the number of sports centres, swimming pools, playing fields and specialist facilities owned and operated by local government. They provide the bedrock of facilities across the UK.
Development through sport

Sport is for everyone - in rich and poor countries alike. Sport and physical activity is a unifying and integrating force in society. It can promote equality, participation and inclusion, and enhance the social values and goals of individuals, such as hard work, fair play, character development and teamwork. Sport has been shown to create an increased commitment to the community, improved interpersonal relationships and a greater tendency to assume leadership roles, as well as contributing towards:

1. Health

Sport can keep us fit and healthy - a vital need in reducing poverty. It helps people take care of themselves and contribute to the local community and economy.

2. Communication

Physical activity can provide a forum for bringing people together to discuss community issues as well as to do some exercise.

The power of sport, as a communication medium was highlighted by Nelson Mandela who said:

"Sport is probably the most effective means of communication in the modern world. It cuts across all cultural and language barriers to reach out directly to billions of people world-wide”.

3. Psychological benefits

Sport and physical activity can contribute to people’s psychological well-being through developing people's self-confidence and can help to develop a stronger resistance to disease. Studies have shown that increasing physical activity can lead to improvements in mood, reduce depression and anxiety and improve quality of life. This is the case even for terminal illnesses such as HIV/AIDS where a nutritious diet and exercise is believed to prolong life and contribute to a better quality of life through combating loneliness and isolation.

The improved psychological benefits derived from sport and physical activity impact on many other areas. Studies show that individuals who are regularly active demonstrate improved academic performance and are more likely to remain in school and in active employment.
4. Economic benefits

By reducing disease, physical activity has been shown by the World Health Organisation (WHO) to contribute directly to the economy, by enabling people to work and reduce medical costs. The economic benefits of physical activity have been shown to be larger for women and the elderly.

Sport is a major growth industry providing jobs and investment opportunities. In the UK over 450,000 people are employed in sport related activities.

5. Combating anti-social behaviour

Sport and physical activity can play an important role among children and young people in reducing anti-social behaviour, such as crime, substance abuse and drug trafficking, which often stems from lack of self-esteem, boredom and alienation.

Sport and physical activity provide a positive outlet for the release of aggression and channeling energy. It can also go some way to increasing an individual’s expectation of life and self-worth, encouraging them to become more involved in their own society and more positive in everyday life with a “can-do” attitude.

6. Women and girls

“Investing in the well-being of women is one of the fastest ways to improve living conditions in entire communities” (Canadian International Development Agency, 2000). It has been shown that when women are healthier and more active, they can contribute to family income, raise stronger and healthier children and make responsible family planning decisions.

Sport and physical activity initiatives aimed at women and girls can provide many benefits, including improved health, increased access to education, opportunities for economic and political participation in communities as well as increasing protection against violence.

Sport can also promote role models for women. Successful sportswomen can help encourage women to achieve goals in other areas of community life.

Examples of how to provide opportunities through sport

There are various ways in which sport and physical activity can contribute to people’s lives. The following section focuses on providing examples of how sports development can link with other areas of development, even in poorer countries which lack basic infrastructure. In these countries people can still benefit from some form of activity, as part of a wider development programme. This was highlighted in a recent Voluntary Service Overseas (VSO) report (1998):

“In a village in Uganda recently, the people were asked if they would like some help with bringing a water supply into their village, to save them walking miles every day to the nearest borehole. They said that they would rather have help with sports”

“Uganda saw sport as central to the development process”.

There are a number of examples that demonstrate the value of sport and how it contributes to wider development objectives. Below are just a few examples.

Example (1): Kenya - Mathare Youth Sports Association

The Mathare Youth Sports Association (MYSA) in Kenya is a grass roots sports project in one of the largest and poorest slums in Africa. Several hundred thousand people live here, most are children with few chances of accessing playing fields. Homes are often surrounded by waste, which carries disease.

MYSA started in 1987 as a small self-help project to organise sports and slum clean-up activities. By 1988 over 120 teams had joined up and the first football league for under 12’s had been created. The project was also supported by the British High Commission who donated footballs and football kits. MYSA is an internationally renowned, award-winning project. MYSA received the United Nations Education Programme (UNEP) Global 500 Award for environmental innovation and achievement during the 1992 Earth Summit in Brazil. The UNEP Executive Director cited MYSA as:

“unique and innovative. It is already the largest youth sports group in Africa organised by and for the kids themselves...Kenya can be proud that some of their poorest youth have demonstrated that anyone and everyone can help improve the environment”. 
Girls and boys are provided opportunities to play sport in exchange for community health and education services, such as cleaning up the environment and educating peers about the dangers of HIV/AIDS. The programme has been shown to contribute to:

› self-esteem;
› a sense of personal and social responsibility and offering to volunteer;
› valuable leadership skills in some of the most underprivileged children of the world.

MYSA has eleven basic rules for winning on and off the field including:

“I will not smoke, drink alcohol or use illegal substances. I will promote environmental awareness and improvement as healthy athletes need a healthy environment”.

Instead of paying fees, teams do environmental clean-up projects that earn the team the right to participate. Teams earn six league points on the completion of each project. During most weekends fifty teams or more clear the rubbish and drainage ditches around their homes.

Example (2): Zimbabwe - Aerobics for pregnant mothers

In Zimbabwe, the Commonwealth Sports Development Programme (CSDP) Aerobics for Pregnant Mothers programme enables pregnant women to participate in a twice weekly aerobics programme. The programme includes educational components after the sessions on issues such as women’s health, family planning and HIV/AIDS awareness. Participants reported increased energy, positive attitudes and a 35-50% reduction in labour time. This initiative also provided a unique opportunity for women to come together to share information and concerns.

Example (3): South Africa - Alexsan Kopana Educational Trust

The Alexsan Resource Centre is a project of the Alexsan Kopana Educational Trust. Alexandra is one of the poorest slums in the suburbs of Johannesburg. The trust is a community centre, established for the purpose of providing adult education and vocational training for young people within the area of Alexandra.

In addition, the centre’s objective is to assess the development and welfare needs of the community of Alexandra and to plan, organise and implement initiatives to meet these needs which embody the principles of democracy, empowerment, self-reliance, sustainability and co-ordination of effort and resources.

The community centre has used physical activity and sport as a means for developing young people’s self-esteem and confidence.

Example (4): Zimbabwe - Youth Education through Sport (Y.E.S.)

In Zimbabwe, young people are at significant risk of contracting HIV/AIDS. Efforts to curb its devastating effects through educational programmes are essential.

The Y.E.S. programme was developed as an opportunity to bring together young people through sport to provide education on HIV/AIDS related issues. Its main objectives include encouraging young people to:

› be actively involved in sport;
› have a positive attitude towards themselves and healthy living;
› educate their peers on important life issues;
› act as positive role models within the community;
› take responsibility for their communities through participation in community development projects;
› teach and practice the principles of fair play.

The first stage of the project was a tournament between local institutions working directly with children at risk. During the tournament, teams participated in a workshop run by Youth for Christ that allowed children to come together in a stimulating, fun and non-threatening environment to discuss important issues related to HIV/AIDS. Through peer discussion it is hoped that positive attitudes will lead to a positive change in behaviour. Among other topics discussed were family, communication, self-esteem and sex.
To ensure sustainability, Y.E.S. directly involves local community groups. These include: the Ministry of Education, Sport and Culture; Ministry of Health and Child Welfare; National AIDS Co-ordination Program; the Scripture Union; National Association of Primary and Secondary Head Teachers; the Zimbabwe Football Association; Zimbabwe Junior Soccer Association; Zimbabwe Soccer Coaches Association; Zimbabwe Women’s Football League; medical directors and local authorities.

Example (5): St. Kitts & Nevis - Project Strong

Project Strong was established by Washington Archibold, who, originally from a poor background and living on the streets, educated himself through evening school to become headmaster of a school that was named in his honour. He is now dedicated to working with children living on the streets and helping them to improve their lifestyles.

Project Strong is targeted at children who do not attend school to enable them to get jobs. Washington believes sport and physical activity have an important role to play in motivating young people, as he argues:

“Rebuilding lives through sport...not Spanish or mathematics...”

“...it does not take a lot of subjects but understanding...co-operation and discipline so that they can succeed in life”.

In return for the young adults attending regular sports activities they are provided with a job for a year. If they continue to participate in the sport programme and behave at work, at the end of that period they are provided with a full-time position.

The project involves incorporating various aspects of St. Kitts’ cultural and sporting life into the school programme. This provides an opportunity for students to become introduced to recreational sport and other cultural activities, to acquire language skills and work ethics. Not only has this helped to break the poverty cycle, it has also resulted in improved self-esteem and local pride.

Example (6): South Africa - The UK-SA Sports Initiative

The United Kingdom-South Africa (UK-SA) Sports Initiative was launched following John Major’s (the then Prime Minister) trip to South Africa. The goal of the project is to help accelerate the expansion of sport and recreation opportunities to previously disadvantaged communities.

There have been three phases to the initiative.

Phase I: July 1994 - October 1995
Phase II: November 1995 - May 1997
Phase III: July 1997 - March 2001

Each phase of the initiative has concentrated on a different aspect of the South African sports development system. Phases I and II focused on the development and implementation of the sports administration component of Protea Sport (the South African education programme for coaches and sport administrators).

Phase III focused on training sports leaders from disadvantaged communities on how to manage sports facilities and sports clubs and how to work with young people in sport. Their confidence has been increased and they now have transferable skills that can be applied to other areas of work.

This project was jointly supported by a range of partners including the Department for International Development, The British Council, the British High Commission in South Africa, VSO and UK Sport. Commercial sponsorship support was received from British Aerospace and British Airways.
A-Z of Sporting contacts
A-Z of Sporting contacts

This section is divided into four sections:

› Government
› The Sports Councils
› Multi - Sport Organisations
› Governing Bodies

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*(from early 2002, 7270 will be replaced by 7008)

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Governing Bodies

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<table>
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<td>Arsenal Stadium</td>
<td>020 7704 4000</td>
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<td>David Miles</td>
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<tr>
<td>Aston Villa FC</td>
<td>Villa Park</td>
<td>0121 327 2299</td>
<td>0121 322 2107</td>
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<td>01204 673773</td>
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<td>Anfield Road</td>
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<td>0151 260 8813</td>
<td>Bryce Morrison</td>
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<td>Manchester United FC</td>
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<td>0161 868 8004</td>
<td>Ken Merrett</td>
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<tr>
<td>Southampton FC</td>
<td>Friends Provident St. Mary’s Stadium, Britannia Road, Southampt, Hants SO14 5FP</td>
<td>0870 2200 000</td>
<td>023 8033 0360</td>
<td>Brian Truscott</td>
</tr>
<tr>
<td>Sunderland AFC</td>
<td>Stadium Of Light</td>
<td>0191 551 5000</td>
<td>0191 551 5123</td>
<td>Mark Blackbourne</td>
</tr>
<tr>
<td>Tottenham Hotspur FC</td>
<td>Bill Nicholson Way</td>
<td>020 8365 5000</td>
<td>020 8365 5005</td>
<td>John Alexander</td>
</tr>
<tr>
<td>West Ham United FC</td>
<td>Boleyn Ground</td>
<td>020 8548 2748</td>
<td>020 8548 2758</td>
<td>Peter Barnes</td>
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<tr>
<td>Women’s Football Clubs</td>
<td></td>
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<tr>
<td>Arsenal LFC</td>
<td>Address as above</td>
<td></td>
<td></td>
<td>Claire Wheatley</td>
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<tr>
<td>Aston Villa LFC</td>
<td>142 Stadefield Road</td>
<td>0121 688 4654 / 02476 638429</td>
<td>0121 688 4654 / 02476 638429</td>
<td>Janet Hobbs</td>
</tr>
<tr>
<td>Bradford City WFC</td>
<td>17 Shirley Square</td>
<td></td>
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<td>Charlton LFC</td>
<td>19 Thames Gate</td>
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<tr>
<td>Liverpool LFC</td>
<td>Address as above</td>
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<tr>
<td>Sunderland LFC</td>
<td>Address as above</td>
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</tbody>
</table>

The sporting toolkit • NOVEMBER 2001
Manchester United LFC
48 Lancaster Court
Croydon Drive
Newton Heath
Manchester M40 2NG
Tel: 0161 681 8960
Club Secretary: Geoff Konopka

Middlesbrough LFC
9 The Larches
Ormesby
Middlesbrough TS7 7DG
Tel: 01642 273693
Club Secretary: Alan Thirkell

Newcastle Town LFC
13 Tenson Way
Weston Coyney
Stoke on Trent
Staffs. ST3 5RQ
Tel: 01782 341492
Club Secretary: Alyson Patterson

Southampton Saints WFC
50 Buchan Avenue
Whiteley
 Fareham
Hampshire PO15 7EU
Tel: 01489 564169
Club Secretary: Jill England

Tottenham Hotspur LFC
8 Northern Avenue
Edmonton
London N9 9QJ
Tel: 020 8807 1032
Club Secretary: Kay Lovelock

West Ham United WFC
8 Connaught Road
Hornchurch
Essex RM12 4NS
Tel: 01703 456537
Club Secretary: Maureen Murphy

Miscellaneous

Professional Footballers’ Association (PFA)
2 Oxford Court
Bishopsgate
Manchester M2 3WQ
Tel: 0161 236 0575
Fax: 0161 228 7229
Contact: Gordon Taylor

Referees’ Association
1 Westhill Road
Coundon
Coventry CV6 2AD
Tel: 01203 601701
Fax: 01203 601556
Contact: Arthur Smith

Sir Norman Chester Centre for Football Research
Department of Sociology
University of Leicester
University Road
Leicester LE1 7RH
Tel: 0116 252 2741

Golf

English Golf Union
The National Golf Centre
Woodhall Spa
Lincolnshire LN10 6PU
Tel: 01526 354500
Fax: 01526 354020
E-mail: info@englishgolfunion.org
Web: www.englishgolfunion.org

Golfing Union of Ireland (Ulster Branch)
58a High Street
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Co Down BT19 9AE
Tel: 028 9042 3708
Fax: 028 9042 6766

Scottish Golf Union
Scottish National Golf Centre
Drunoig
Leuchars
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Tel: 01382 549500
Fax: 01382 549510
E-mail: sgu@scottishgolf.com
Web: www.scottishgolf.com

Welsh Golfing Union
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Fax: 01633 430843
E-mail: wgu@welshgolf.org

Ladies Golf Union
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Fife KY16 9AT
Tel: 01334 475811
Fax: 01334 472818
E-mail: info@lgu.org.uk
Web: www.lgu.org.uk

English Ladies Golf Association
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Edgbaston
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E-mail: office@englishladiesgolf.org.uk

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Clonskeagh Road
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Web: www.ilgu.ie
Scottish Ladies Golfing Association
Scottish National Golf Centre
Drumoig
Leuchars
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Tel: 01382 549502
Fax: 01382 549512
E-mail: slga@scottishgolf.com
Web: www.scottishgolf.com

Welsh Ladies Golf Union
Catsash
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Gymnastics
British Gymnastics
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Fax: 01952 820326
E-mail: info@baga.co.uk
Web: www.baga.co.uk

Handball
British Handball Association
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Rossendale
Lancs BB4 7DX
Tel: 01706 229354
Fax: 01706 229354
E-mail: bha@zen.co.uk
Web: www.british-handball.com/handball

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Fax: 01908 241106
E-mail: Indall@englishhockey.org
Web: www.hockeyonline.co.uk

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Buckinghamshire MK9 1HA
Tel: 01908 544644
Fax: 01908 241106
E-mail: Indall@englishhockey.org
Web: www.hockeyonline.co.uk

Irish Hockey Association (Ulster Branch)
c/o Hockey Office
House of Sport
Upper Malone Road
Belfast BT9 8LA
Tel: 028 9038 3819
Fax: 028 9068 2757
E-mail: ulsterhockey@houseofsport-ni.org.uk
Web: www.houseofsport-ni.org.uk/ulsterhockey

Scottish Hockey Union
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E-mail: info@scottish-hockey.org.uk
Web: www.scottish-hockey.org.uk

Welsh Hockey Union
80 Woodville Road
Cardiys
Cardiff CF24 4ED
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Fax: 029 2023 3258
E-mail: welsh.hockey@whu.softnet.co.uk
Web: www.welsh-hockey.org.uk

Hovering
Hovercraft Club of Great Britain
10 Long Acre
Bingham
Nottingham NG13 8BG
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E-mail: info@hovercraft.org.uk
Web: www.hovercraft.org.uk

English Karate Governing Body
53 Windmill Balk Lane
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Doncaster DN6 7SF
Tel: 01302 337645
Fax: 01302 79109
E-mail: info@ekgb.org.uk
Web: www.ekgb.org.uk

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British Kendo Association
South View
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E-mail: bka@dircon.co.uk
Web: www.british-korfball.org.uk

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British Korfball Association
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Fax: 01622 811748
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Web: www.british-korfball.org.uk

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7A Rutland Street
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Web: www.britishjudo.org.uk
Northern Ireland Volleyball Association
House of Sport
Upper Malone Road
Belfast BT9 5LA
Tel: 028 9753 3734
Fax: 028 9753 3734

Scottish Volleyball Association
48 The Pleasance
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Fax: 0131 557 4314
E-mail: sva@callnetuk.com

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390 City Road
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Tel: 020 7833 2855
Fax: 020 7837 5879
E-mail: gill@bwsf.co.uk
Web: www.britishwaterski.co.uk

Weight Lifting
British Weight Lifting Association
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Oxford OX4 1HE
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E-mail: twister@clara.co.uk
Web: www.bawla.com

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The Wrestling Academy
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Salford M7 1RG
Tel: 0161 832 9209
Fax: 0161 833 1120
Web: www.britishwrestling.org

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Fax: 01529 303233
E-mail: office@bwy.org.uk
Web: members.aol.com/wheelyoga