

# CREATING A SAFER WORLD OF SPORT



## Introduction

**PODIUM ANALYTICS,  
A REGISTERED CHARITY AND  
NGO, FOUNDED BY RON  
DENNIS CBE, IS BRINGING  
TOGETHER THE BEST MINDS  
TO TACKLE A SIGNIFICANT  
ISSUE IN SPORT.**

### **Our Vision**

A safer world of sport

### **Our Mission**

Significantly reduce the  
impact and incidence of  
sports injury

### **Our Focus**

Young people aged  
11-18 years old

### **Our Approach**

Science-led, data-driven

## Our Focus

“Safety in sport is paramount and it’s essential that the focus shifts to young people. These early years are where habits are formed and first injuries are sustained, and this tracks from youth to adulthood, shaping our overall health and wellbeing throughout our life.”

**RON DENNIS CBE**  
**FOUNDER AND CHAIRMAN**

Our Focus

# THE WELFARE OF YOUNG PEOPLE PLAYING SPORT

The positive impact of sport on our physical, mental and emotional wellbeing is well known, and participation in sport has a significant impact on our overall life experience, ultimately affecting how we age.

Sports injury can change our overall health trajectory, in particular when injury occurs in early life. And, young people can be particularly vulnerable to injury due to their physical development and participation in multiple sports.

Therefore, minimising the likelihood and the impact of sports injury in these crucial early years will have a hugely positive effect on the health and wellbeing of young people as they grow, not only enabling them to participate in the sports and activities they love for years to come but also having a positive knock-on effect on all aspects of their life.



## Our Approach

# THROUGH OUR SCHOOLS PROGRAMME, WE ARE PUTTING THE HEALTH AND WELLBEING OF YOUNG PEOPLE AT THE HEART OF RESEARCH

Our school network, and the tracks, fields, pitches, pools and courts where young people develop their sporting skills and experience their first injuries, sits at the very heart of our strategy. This is where real insight into the cause and effect of injury can be achieved, and transformative change implemented.

Working with world-class medical and sports science professionals, engineers and technologists, we are putting young people at the heart of research, shifting the traditional focus of sports injury research, which is principally adult-focused and based upon treatment, to preventative solutions looking at the causes of injury.

## Our Approach

As a Podium Partner School, your school will play a critical role at the forefront of research and change in sports safety, and will have access to a unique digital platform that offers:

1

A secure and effective tool for the tracking, treatment and management of sports injuries, facilitating improved efficiency and clearer oversight of the health and wellbeing of pupils playing sport.

2

Direct access to injury-specific and sports-specific advice, treatment protocols and insight, developed off the back of dedicated research and in collaboration with Sports Governing Bodies.

## Our Approach

At the core of our Schools Programme is an innovative and accessible digital platform provided at no cost to schools or parents, that aims to transform the relationship young people have with injury.

For young people and their parents, teachers and coaches, and schools, sports clubs and Sports Governing Bodies, the Podium platform provides a new and unique way to track, treat, manage, learn and connect, through a bespoke app.

In addition to fuelling research through real, on-the-ground data and insight, the Podium platform provides an important interface for the sharing of knowledge and the implementation of change, driving a virtuous circle of research informing action, and action informing research.

# AN END-TO-END PROCESS AND ECOSYSTEM FOR DRIVING AND INFLUENCING POSITIVE CHANGE

## Driving research at a first-of-its-kind Institute

The collection of multi-sport, youth injury data on a completely consistent, long-term basis has not been done before.

Anonymised data from the Schools Programme directly contributes to the work of our Institute for Youth Sports Medicine and Technology, established in partnership with the University of Oxford.

This research will drive a clearer understanding of the cause and effect of injury and will in turn influence changes in protocols, training, rules, formats and equipment – designed for and proven at youth level – and will support the creation of guidance around training, participation, injury prevention and management.

## Ensuring a whole health and welfare focus

We believe that injury cannot be studied in isolation. Our holistic approach uniquely considers all interlinked and periphery factors relating to the cause and effect of injury, studying four main areas of insight - injury, illness, exposure and wellbeing (including mental health).

As well as playing a crucial role in our research, our whole health approach provides real-time oversight of the health and wellbeing of young people across the country and equips young people with better awareness and understanding of how they can shape their own health and wellbeing over the long term.

## Working across sport and education

We are engaged closely with Sports Governing Bodies, the Department for Education, the Department for Digital, Culture, Media and Sport, elite athletes, schools across the country, leading research institutions and national subject matter experts, working together on research, cases for change and the communication of best practice directly to where it is needed the most.



# PROVEN LEADERSHIP EXPERTISE IN SPORT, TECHNOLOGY AND INNOVATION



**Ron Dennis CBE,  
Founder & Chairman**

Founding Shareholder, former Chairman and CEO of the McLaren Technology Group, ex Official British Business Ambassador for the UK for advanced engineering and manufacturing, ex Global Consultant for Minsheng Investment Corporation, ex Chair of the Defence Innovation External Advisory Panel for the Ministry of Defence, Co-Chair and Patron of the charity Tommy's.



**Peter Hamlyn, Medical Director**

Consultant Neurological Spinal Surgeon, The Brain & Spine Foundation Founder & President, Director of Education for The Institute of Sport Exercise & Health.



**Robin Fenwick, Trustee**

Global sports marketing expert, MD of Right Formula (award-winning agency), Board member MB Partners (athlete management), ex Octagon (McLaren F1), ex Hilton Hotels.



**Kristina Murrin CBE, Trustee**

Former CEO of UK's National Leadership Centre, Govt roles under Blair & Cameron, global leader in innovation & social change fields, ex ?What If!



**Andy Hunt, CEO**

International Sport Leader, ex CEO World Sailing & Team GB/BOA, Chef de Mission Team GB London 2012 & Vancouver 2010, Non-Exec Director England Hockey & Gloucester Rugby.



**Glenn Hunter,  
Director of Research & Innovation**

Specialist in Applied Research & Innovation, ex Head of Athlete Health at the English Institute of Sport, ex Head of Performance Medicine at UK Sport, Winner of International Federation of Sports Physiotherapy, ex Injury & Illness prevention consultant for Team Sky/Ineos.



**Damian Smith, Chief Technology Officer**

International Sport Technologist, AI & Machine Learning expert, Top 100 most influential people in data & analytics, ex England and Wales Cricket Board CTO, ex British American Tobacco.



**Gregor Henderson, Special Advisor,  
Mental Health & Wellbeing**

Global leader and specialist in mental health, wellbeing and communities, ex Director of Mental Health and National Lead at Public Health England, Senior Advisor to Governments and Ministers in the UK and internationally.

# WORKING TOGETHER FOR A SAFER WORLD OF SPORT

Thank you

**FOR A SAFER  
WORLD OF SPORT**