

# SPORTSROUND

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## Round-Up of Sports News & Information for Yorkshire Region

### Sport England go to waste

Sport England signalled its new direction yesterday with the appointment of Jennie Price to the post of chief executive. Jennie Price, a trained barrister and recycling specialist, was named yesterday as the first woman chief executive of Sport England.

Price has an impressive track record in management and is currently chief executive of the Waste and Resources Management Programme, the body created by the government to improve recycling. The suspicion among governing bodies is that her appointment will ensure the government gets an easy ride come the inevitable raid on lottery funds to cover London's Olympic over-spend. Sports outside the Olympic magic circle wait to see if Price and chairman Derek Mapp are willing to hold their friends in government to account on sport's behalf. The current chief executive of the Government's Waste and Resources Action Programme (WRAP) joins Sport England in April, more than a year after the previous full-time incumbent, Roger Draper left to head up the Lawn Tennis Association.

Like Sport England's chairman, Derek Mapp, Price has little background in sport and it is understood her experience of management and working with government programmes and the public sector was considered a greater asset. At WRAP, established in 2000 to improve the country's recycling performance, Price delivered one of the most successful consumer communication campaigns in the environmental field, called Recycle Now. The campaign helped lift the number of committed recyclers in England by five million over the last two years.

Before joining WRAP, Price spent almost 20 years in the construction industry, first as a lawyer and then as chief executive of the Major Contractors Group and the Construction Confederation. A Wolves fan, she will now be responsible for leading the lottery and public-funded Government quango responsible for grassroots sport and ensuring a legacy for the community from the London Olympics in 2012.

Mapp said: "Jennie will bring both her experience of working in a tough industry and in setting up a government programme from scratch and exceeding the challenging targets she was set. This is a critical time for Sport England. Our ambition is to increase the number of people involved in recreation by two million by 2012."

### A Quiz for Christmas

- Which country finished 3rd in the World Cup this year?
- Which is the most southerly venue at which the Olympic Games has ever been held?
- Who is the World Snooker Champion?
- Who are the holders of the Davis Cup?
- Which comedian used to play centre-half for Doncaster Rovers?
- Where did Australia regain the Ashes this month?
- Who is the BBC Sports Personality of the Year?
- Whom did Roger Federer beat in the final of the Wimbledon Men's singles this summer?
- Who succeeded Lance Armstrong by wearing the yellow jersey on the winners podium at the end of the Tour de France this year?
- Who is the Minister for Sport?
- For which county did Dr W G Grace play?
- For which English club did Aussie rugby star Wendell Sailor play?

### Answers in the next edition

*SPORTSROUND is compiled by Weltech Solutions on behalf of the Federation of Yorkshire Sport and Leeds Sports Federation and contains information supplied by Sport England Yorkshire, the CCPR, and various other contributors throughout the region. Whilst every care is taken in producing this Bulletin, neither the Federations, nor CCPR nor Sport England Yorkshire can accept liability for any inaccuracies or omissions. Inclusion in the bulletin does not represent any endorsement of the projects or initiatives it contains and readers are recommended to take their own steps, where necessary, to verify the reliability of any organisation or project.*

**Further information about the Federation of Yorkshire Sport can be obtained from**  
[www.yorkshiresport.org.uk](http://www.yorkshiresport.org.uk)

**Further information about the Leeds Sports Federation can be obtained from**  
[www.leedssport.org.uk](http://www.leedssport.org.uk)