

Clean Sport Commitment For StreetVelodrome Series

InnoEvents Ltd, organizers of the [StreetVelodrome Series](#), have worked in partnership with UK Anti-Doping (UKAD) for developing a Clean Sport commitment statement that demonstrates that clean sport is at the core of the organization's values.

The StreetVelodrome Series is the only pop-up velodrome event in the United Kingdom with ten rounds being held in towns and cities across the United Kingdom in 2014. InnoEvents Ltd, by signing up to the statement, has pledged its support position of the United Kingdom Anti-Doping Agency and the World Anti-Doping Agency (WADA) that cheating, including [doping](#), in sport is fundamentally contrary to the spirit of sport and undermines the otherwise positive impact of sport on society.

UK Youth and other commercial partners will be organizing initiatives to target local youth groups with focus on delivering free coaching and track time experience sessions at each StreetVelodrome Series event. The sessions will include UKAD approved anti-doping educational message for encouraging the notion that success in sports is gained through good training, commitment, and a balanced nutritional diet.

InnoEvents Director Carl Thompson said we are looking to bring the thrill of live track cycling to a broader audience, including both television viewers and those viewing track-side, whilst also inspiring 16 to 25 year olds to take up the sporting habit of a lifetime. He added our ethos is to make track cycling accessible and relevant to local communities, to promote youth participation and champion the positive social impact of sport. Thompson also added that we strongly believe the StreetVelodrome Series, its commercial partners, teams and both elite and amateur competitors hold a responsibility to ensure the StreetVelodrome Series plays an integral role in the promoting and maintaining the principle of clean sport in the UK.

UK Youth Chief Executive Charlotte Hill added that the education programs we run through our youth club network are all about supporting young people to make the right decisions in life and clearly seeking to take an unfair or illegal advantage is totally at odds with what we do. Hill said we are therefore delighted that UKAD is now working with us on the StreetVelodrome initiative.

UKAD Head of Education and Athlete Support Amanda Batt said there is a surge in enthusiasm for cycle sport amongst young athletes following on from the British cycling successes at the London 2012 Games, and Tour de France. Amanda added the StreetVelodrome series provides a fantastic platform to promote the values and ethos of clean sport to a wider audience and deliver education and information resources to athletes.

In another development, Maria Miller, Secretary of State for Culture, Media and Sport, has confirmed the reappointment of three UK Anti-Doping board members. Philip Carling, Janice Shardlow, and Justin Turner QC will be retaining their roles for a second term following the conclusion of their initial appointments.

UKAD Chair David Kenworthy said it has given him great pleasure to work with Philip, Janice, and Justin over the past four years and UKAD has an excellent team of expert staff benefiting from the leadership of a dedicated and committed board. He added that the reappointment of three [UK Anti-Doping](#) (UKAD) board members ensures that UKAD will continue to receive the highest level of governance, with each member possessing a great degree of knowledge in their respective fields.