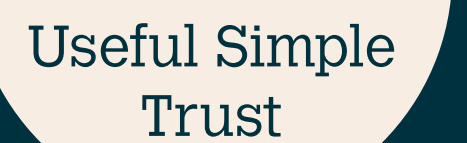


Transforming Sports

Insights from our experts



From major international events and sports facilities, to grass roots clubs ... sustainability and delivering positive impact is the golden thread that weaves together everything we do.

We are the Useful Simple Trust, a highly renowned group of professional design and consultancy practices, driving positive change through our work.

As a B Corp, Social Enterprise and employee benefit trust that does things differently, we deliver benefit for our clients, colleagues and the planet.

Services:

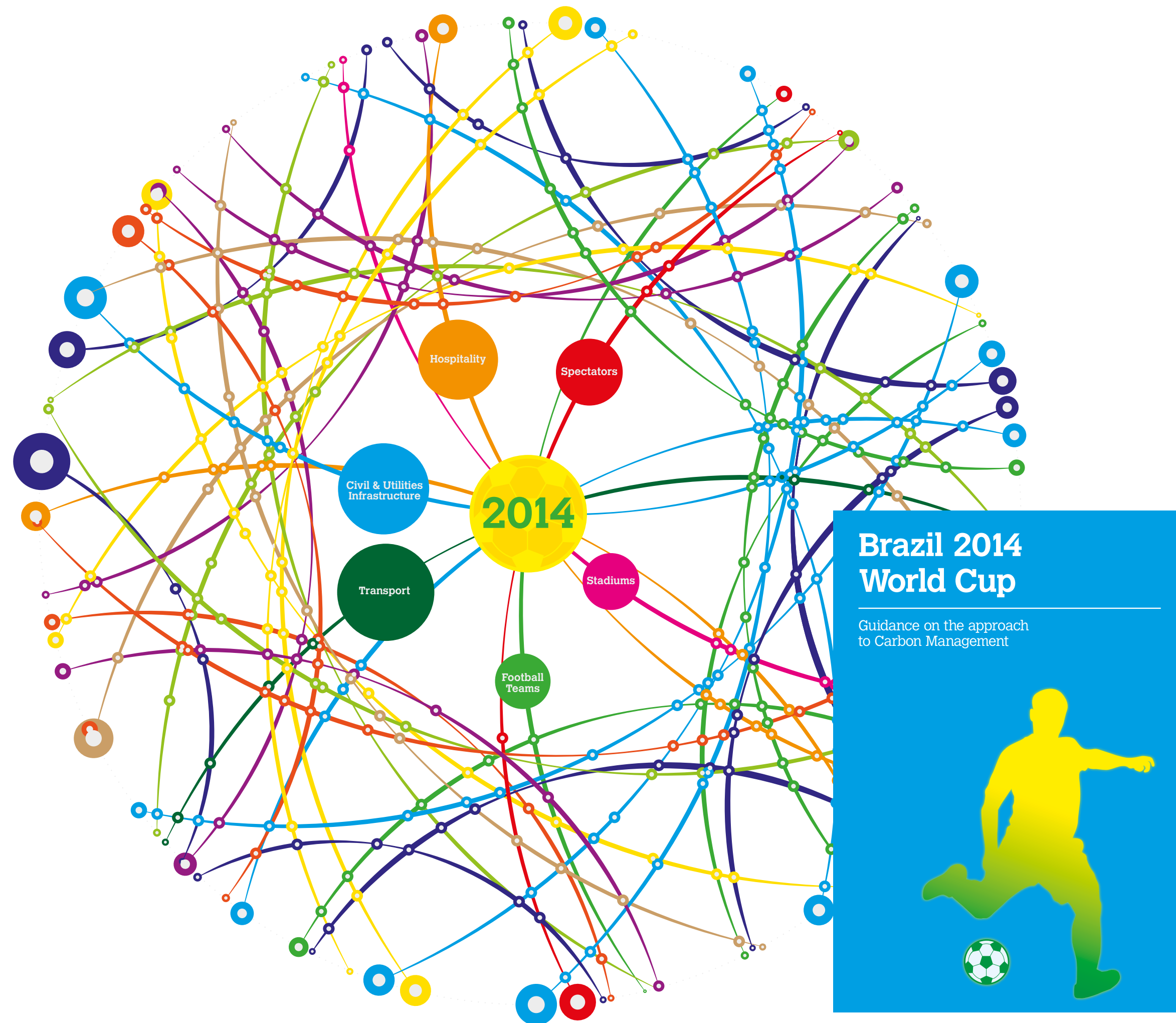
- . Sustainability strategy development
- . Carbon footprinting, target setting and decarbonisation plans
- . Structural engineering design
- . Civil engineering design
- . Architectural design
- . Wayfinding design
- . Communication design

1. A long history ...

Our back story of working in the sports sector began back in 2007, when many of our team had the amazing opportunity to work across the London 2012 Olympic Park during design and construction – a development that set new standards for sustainability at the time, and is still a market leader in carbon reduction through intelligent design.

Current page: Aerial view of the 2012 London Olympic Park





We have developed sustainability strategies for major sporting events internationally, including Brazil's 2014 World Cup and the Rio 2016 Olympic Games.

As sustainability advisors to the International Olympic Committee, we provided expert advice to Sochi 2014 Winter Olympics and PyeongChang 2018 Winter Games.

We changed mindsets and the culture surrounding sustainability, set new standards for the country, and upskilled their teams to ensure sustainability was engrained in their approach going forward.



“

The London 2012 Velodrome is a beacon of sustainability, showcasing how lean structural engineering design can help to create a venue that is beautiful, low carbon as well as enabling record-breaking track speeds.”

— George Oates,
Director, Expedition Engineering

2. Sustainability consultancy in the sports sector

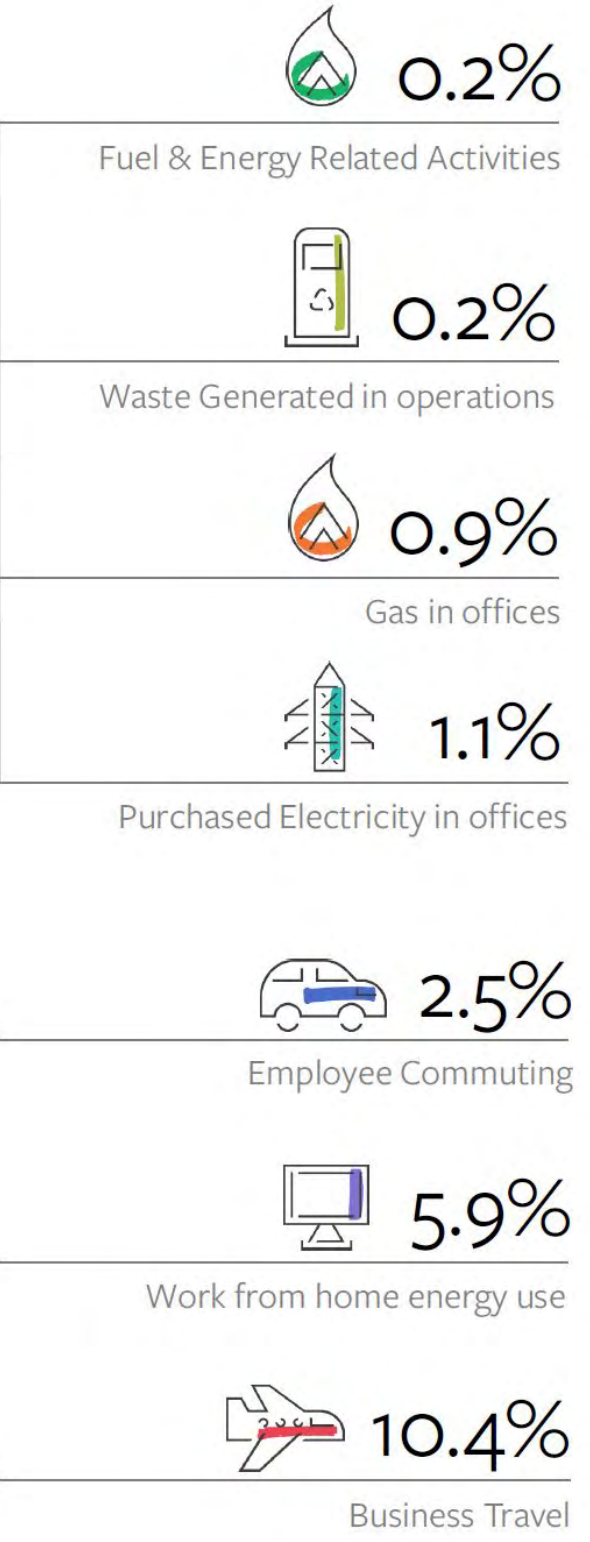
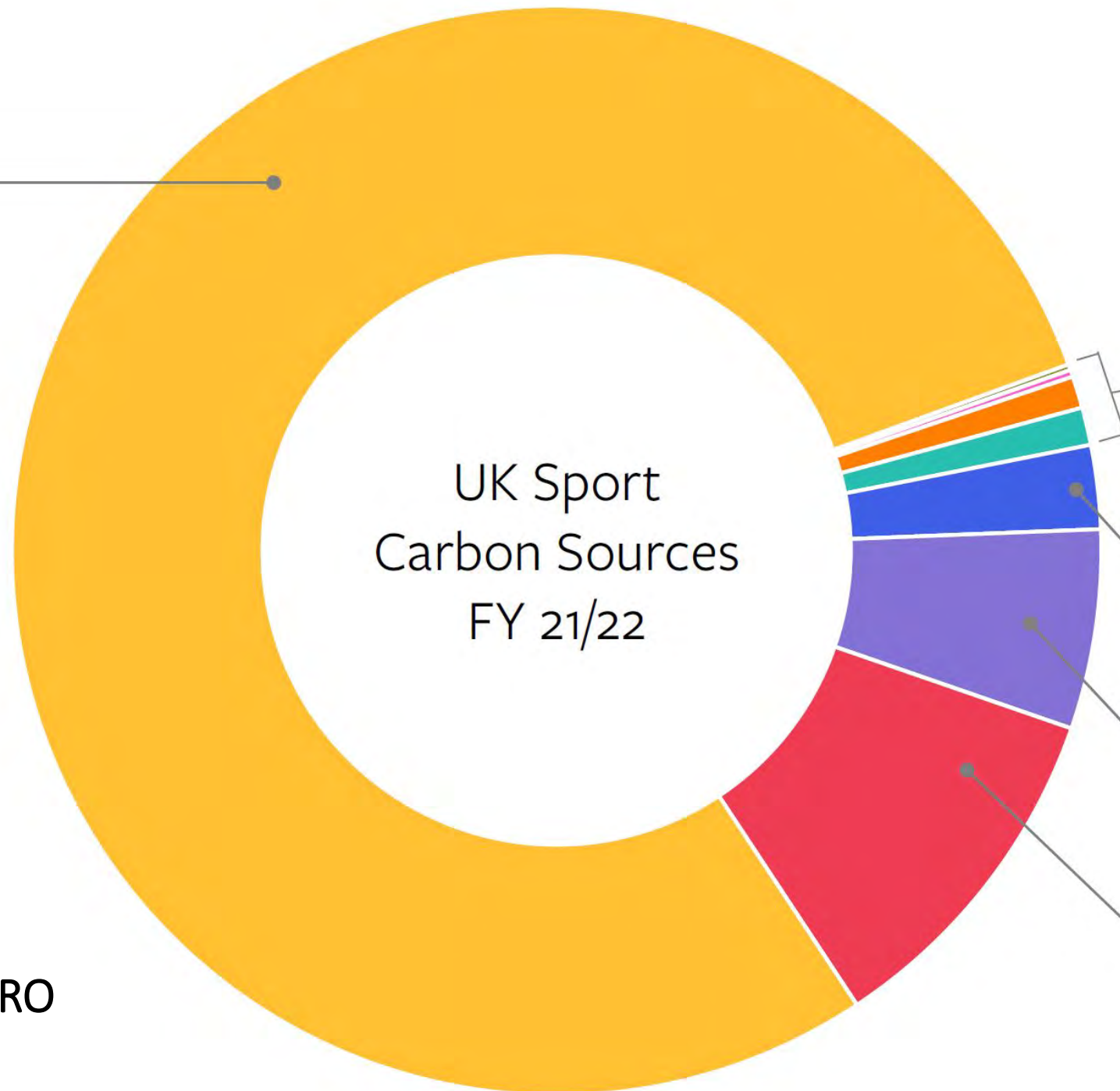
Our sustainability consultants, Useful Projects, have been supporting both Sport England and UK Sport to accelerate their journey to net zero carbon. They are currently developing a strategy for how Sport England can inspire and support the grass roots sports sector to step up on sustainability.





78.7%

Purchased Goods & Services



GET SET ZERO

Using our GET SET ZERO methodology and tools, we help sports organisations, clubs and facilities understand their carbon footprint and accelerate action.

“

The sports sector will be impacted by climate change, it contributes to climate change, and has an incredible opportunity to influence climate action across society, using the power of sport as a change agent.”

— Jo Dobson
Associate Director, Useful Projects

3. From new build engineering solutions ...

Expedition have many years of experience of providing exceptional engineering solutions for sports venues of differing typologies and scales, combining structural, civil and sustainable masterplanning expertise. Our team of engineers and designers provide innovative and sustainable solutions for our clients, ensuring outcomes of the highest quality.

Current page: Lee Valley Ice Centre



to Retrofit ...

We have helped our clients adapt their venues using minimal interventions to large scale reconfigurations so that the venues remain relevant in the current day, addressing both the end users and clients needs.

Current page: The stairs to Wembley stadium





“

Outdoor sporting destinations such as golf courses are being negatively impacted by climate change. To mitigate these impacts on businesses and players, we are having to introduce measures such as using drought-resistant grasses, water-saving measures, and building flood-resistant infrastructure.”

— Fred Labbe
Director, Expedition Engineering

4. Design for community and health

Our Architects support clients with new facilities but also with the transformation of existing venues to elevate them to lively and high performing centres for their communities.

With care, these projects can deliver exceptional value within tight constraints.

Current page: Dorking Rugby Club extension and refurbishment





“

Creating both low environmental impact and low maintenance sports facilities that are loved and well used by communities starts with putting the local needs first. When done properly, these grassroots facilities become not just places to do physical activity and sport, but symbols of pride and community cohesion.”

— Catherine Ramsden
Director, Useful Studio

Current page: St Marks School Sports Hall

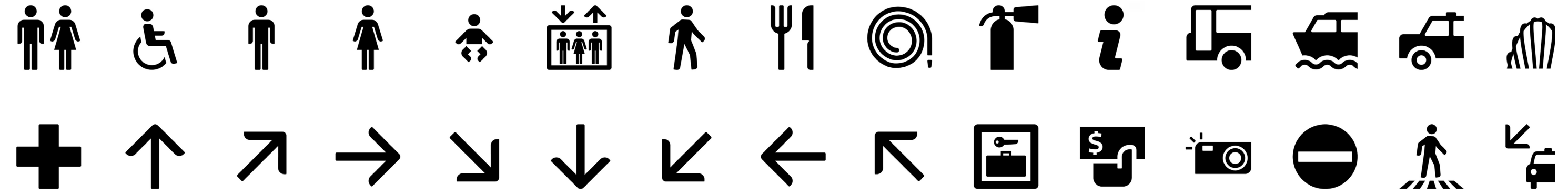
Next page: Bespoke iconography to reflect the brand of a large leisure park

5. Inclusivity & accessibility

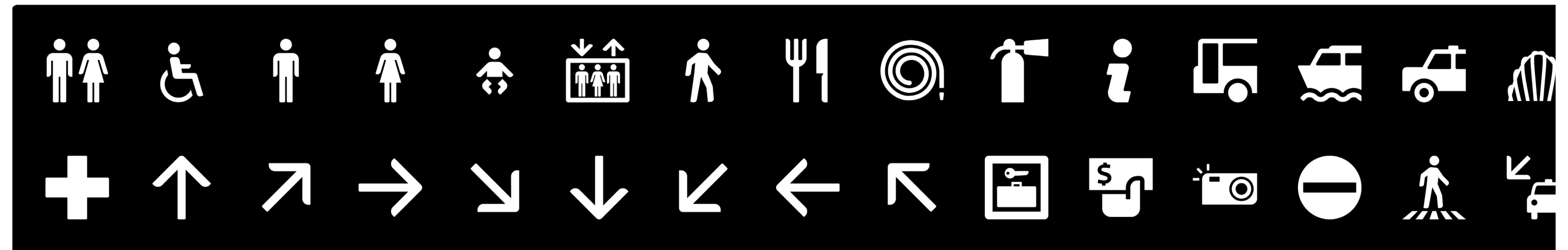
The best placemaking starts with people. Understanding needs, aspirations and challenges by working with end users means that the results are focused, streamlined and successful.

Accessibility, both physical and social, has been a central part of our design process for wayfinding and interpretation across our 25 years of practice.

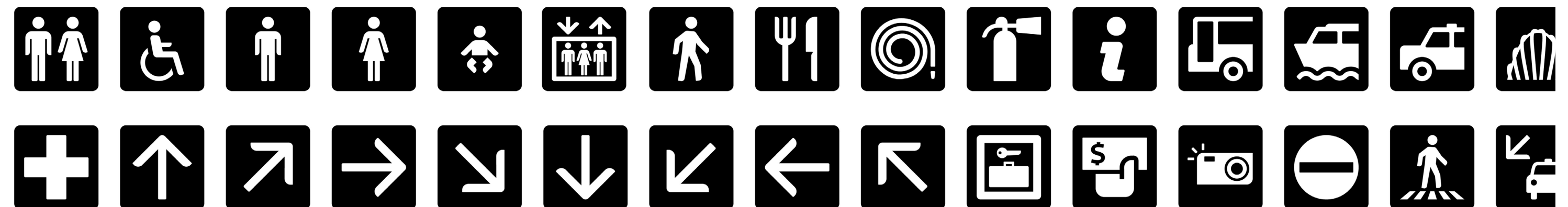
Regular icons



Regular icons (reversed)



Square icons





“

As the client sustainability lead on a number of major sporting projects including the London and Rio Olympics, The Useful Simple Trust were by far and away the most innovative and creative consultants when it came to delivering engineering led design solutions, which is why I ultimately decided to work for them!”

— Dan Epstein
Director of Sustainability, Useful Simple Trust

Sustainability Consultancy

Jo Dobson

Associate Director
Useful Projects
jo.d@usefulprojects.co.uk



Structural Engineering

George Oates

Director
Expedition Engineering
George.o@expedition.uk.com



Communication Design

Leah Harrison Bailey

Director
Thomas Matthews
leah@thomasmatthews.com



Civil Engineering

Fred Labbe

Director
Expedition Engineering
Fred.l@expedition.uk.com



Architectural Design

Catherine Ramsden

Director
Useful Studio
Catherine.r@usefulstudio.co.uk



Sustainable Masterplanning

Dan Epstein

Director of Sustainability
Useful Simple Trust
Dan.e@usefulprojects.co.uk



“

If you want to know more about us we would love to hear from you.”

— The Useful Simple Trust

Find out more: <https://hello.usefulsimple.co.uk/>



THANKS.

Useful Simple Trust

+44 (0) 20 7307 8880 – info@usefulsimple.co.uk – www.usefulsimple.co.uk
Hamilton House – 1 Temple Avenue, London, EC4Y 0HA

Useful Simple
Trust