

AST

Aspire Sports Turf

01 ABOUT US

OUR SHORT STORY

Since its inception in 2016 as a joint venture between the Aspire Zone Foundation and STRI, Aspire Sports Turf (AST) has seen substantial growth as a Center of Excellence in natural sports turf. We are dedicated to advancing research, development, construction, and education in the pursuit of excellence. Our commitment extends to sports facilities across Qatar and the MENA Region, where we have earned a reputation as pioneers.



Haitham M. N. Ahmed
Managing Director

2015

Aspire Sports Turf (AST)

was developed as part of the Aspire Zone Foundations (AZF) vision to become the reference in sports excellence worldwide by 2020. AST is based on a joint venture between Aspire Zone Foundation and STRI.

2016

Partnered with STRI Group

to create Aspire Sports Turf Management as a Centre of Excellence for Sports Turf in Qatar and Middle East.

2021

FIFA Arab Cup (FAC)

was held from 10th December to 18th December 2021. With a total of 16 teams across 6 stadiums and 17 Training sites all supported by AST.

2023

Asian Cup (AFC)

AST acted as the official partner of the LOC.

2008

Aspire Zone Foundation (AZF)

was established by Emiri decree on 1st January 2008 to comprise three member organizations which are Aspire Academy, Aspetar and Aspire Logistics.

2016

AST was awarded the Design, Construction Supervision & maintenance consultancy of all FIFA World Cup Qatar 2022 venues.

AST was also awarded The maintenance of all sports facilities managed by the Ministry of Sports and Youth (MSY) in Qatar.

2022

FIFA World Cup (FWC)

was held over one month, from 21st November to 18th December 2022. There were a total of 32 teams competing across 8 stadiums & 33 Training Sites all supported by AST.

Our Philosophy

Aspire Sports Turf – Pioneering Natural Sports Turf Excellence in Qatar and the Middle East.

At the heart of Doha, Qatar, AST thrives as a hub of excellence dedicated to the advancement of research, development, construction, and education in the realm of natural sports turf. Our sphere of influence extends across Qatar and the broader Middle East region.

Innovation at Our Core

AST has etched its reputation as an innovator, consistently delivering imaginative and groundbreaking solutions for turf design, construction, and maintenance. Our commitment to innovation is unwavering, and we continually push the boundaries of what's possible.

Our Impact

AST isn't merely a company; we're a driving force shaping the future of sports turf management. We have had the privilege of working on prestigious projects throughout the Middle East, from state-of-the-art sports complexes to iconic stadiums.

A Green Sustainable Approach

At AST, we embrace a philosophy deeply rooted in technology and innovation, environmental consciousness, and sustainable turf management. These guiding principles underpin every facet of our work, ensuring that our solutions not only meet the highest standards but also contribute to a greener and more sustainable future.

Shaping Excellence Together

Aspire Sports Turf is more than a company; we are a force driving the excellence of sports turf across Qatar and the Middle East. Join us on the journey to redefine what's possible in the world of turf management.



02 OUR SERVICES

COMPREHENSIVE TURF SOLUTIONS

AST's evolving suite of specialized services, is tailored to meet the dynamic demands of our clients in Qatar and the Middle East. As we continue to expand our portfolio, we take pride in offering a holistic range of offerings to cater to every facet of turf management and development. From cutting-edge Research and Development initiatives, in partnership with STRI Group, to expert Design and Project Management services, our commitment to excellence shines through.

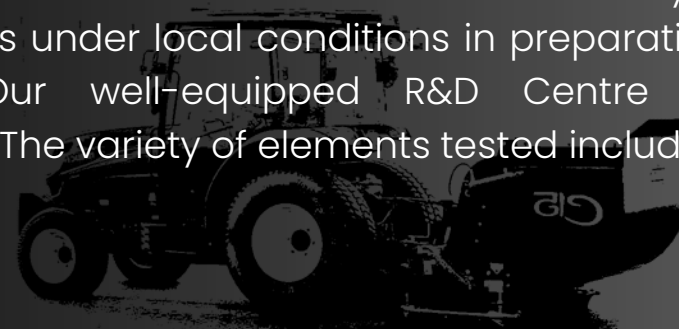
At AST, we transform ideas into realities, one turf at a time.

OUR SERVICES

Research & Development

AST established a Research Facility in 2015 to test and trial a variety of pitch construction and operational elements under local conditions in preparation for the FIFA World Cup Qatar 2022™. Our well-equipped R&D Centre conducts comprehensive regional turf research. The variety of elements tested included:

- Grass Varieties
- Rootzone mixes
- Irrigation systems
- Pitch Grow Lights
- Turf Reinforcements
- Specialist Turf Equipment
- Management Practices
- Fertilizer and Chemicals





OUR SERVICES

Design and Project Management

Amidst the substantial development underway in Qatar and the Middle East, the establishment of meticulously designed and expertly constructed turf facilities for both sports and leisure activities stands as a cornerstone for their enduring success and functionality. At AST, we take pride in our ability to deliver full-fledged design and project management services for all types of turf surfaces. We are dedicated to meticulously overseeing every aspect of a project, ensuring that all site-specific needs and requirements are expertly managed, resulting in the best possible outcomes for our clients.

A circular collage of four images: a close-up of stadium seating, a red and white maintenance vehicle on a green pitch, a soccer ball, and a close-up of a soccer field.

OUR SERVICES

Design and Project Management

Signature Pitch Design

Sport Surface & Infrastructure Design

Stadium Design – Microclimate & Hemiview Light Analysis

Design Integration, Guardianship & Construction Supervision

Surface Performance Testing

A decorative border at the bottom of the slide consisting of a dense field of green grass.



OUR SERVICES

Design and Project Management

Signature Pitch Design

AST developed a Signature Pitch Design that was to be rolled out across all new pitch builds in preparation for the FIFA World Cup Qatar 2022™. AST has the ability to incorporate this localized pitch design into existing sites, and also adapt the design accordingly to varying situation, climates and budgets.

The Signature Pitch Design was supported by five (5) overarching detailed design specifications and handover requirement documents:

- Signature Pitch Design Criteria
- Drainage Specification
- Irrigation Specification
- Rootzone Specification
- Turf Establishment Specification



OUR SERVICES

Design and Project Management

Sports Surface and Infrastructure Design

AST alongside design partners STRI have significant experience in the design and delivery of elite level pitches providing FIFA compliant solutions for World Cups since 2010 in South Africa. AST's in-house design capability includes engineers and consultants who have global experience in soccer, equestrian, tennis, golf and more. The Group's design capability includes:

- Analytical assessment and project feasibility
- RIBA stage design development
- Coordinated infrastructure design
- Digital design and BIM management
- Climate, CFD microclimate and Hemiview light analysis
- Integrated sustainable water management
- Turfgrass establishment and management strategies



OUR SERVICES

Design and Project Management

Stadium Design – Microclimate and Hemiview Light Analysis

AST brings the expertise to conduct shading analysis for both existing and planned stadiums, utilising Hemiview Analysis. This comprehensive assessment determines the pitch's exposure to solar radiation throughout the year, taking into account the stadium's structural design. Consequently, our team can furnish a detailed breakdown of the Pitch Grow Light Units necessary for maintaining the playing surface, a critical element of an effective shaded stadium operation plan.

Of equal importance is determining the climatic constraints of any given structure. Therefore, in tandem we provide an assessment of the internal microclimate including CFD capability which directs the requirement for mitigation.



OUR SERVICES


Design and Project Management

Design Integration, Guardianship & Construction Supervision

AST specialists collaborate closely with project teams, offering:

- Technical support for pitch design documents
- Materials approval process and testing
- Onsite construction supervision, quality control and issue resolution
- Oversight of turfing plan development and execution
- Review of as-built drawings and handover testing

AST construction specialists have delivered for WC22:

- 16 stadium pitches, including 8 with sub-surface vacuum & ventilation systems
 - 62 training site pitches
 - 42 returf projects, some at world record pace
 - 1 specialized sports turf research facility
 - 1 artificial turf pitch surface replacement
 - 2 full irrigation upgrades
- 



OUR SERVICES

Design and Project Management

Surface Performance Testing

AST offers an extensive array of testing equipment for up to 17 pitch performance tests. After construction, we rigorously test the pitch to ensure it meets all required standards before client handover. Ongoing monthly and match day testing, conducted by AST consultants is compared against FIFA and AST's own performance targets for monitoring.

To further complement AST's capability, our partner is a FIFA accredited test institute for natural turf and is currently engaged as FIFA and UEFA tournament consultants. AST has also been engaged in by governance in other sporting bodies (equine, golf, rugby, tennis) to develop performance quality standards (PQS) to measure surface quality.



OUR SERVICES

Turf Management

The management of a Turf Surface in order to achieve the highest standard of performance can only be considered an art.

AST's team of experienced Turf Managers can provide any venue with the necessary site-specific management programs and management supervision in order to achieve the desired results.

Maximizing turf performance is our expertise. Our experienced team tailor's site-specific management programs and oversees their implementation to achieve desired results at any venue.

Our Team of managers excel at tailoring site-specific management programs for peak performance at any venue.





OUR SERVICES

Event Management

We establish collaborative partnerships with Event Teams to strategize, plan, and execute turf surface solutions that align with the event's overarching agenda. Our approach involves a comprehensive analysis of requirements, surface preparation, timing, and ongoing maintenance to ensure optimal performance and aesthetic appeal.

Turf quality and durability significantly impact event success. We partner with the event management teams for integrated turf planning and execution.

OUR SERVICES



Turf Farm

For the FIFA World Cup Qatar 2022™ and all future events, we deliver top-tier turf repair services throughout venue operations. Our on-site turf farm aids in developing management and training systems for effective turf repair strategies.





OUR SERVICES

Training

AST offers specialized Turf Management Training Programs primarily focused on providing education into the areas of Turf Maintenance, Turf Construction and Turf Repair. Each area is broken down into a variety of levels and topics that provide trainees the necessary knowledge to aid them in their daily roles managing turf surfaces.



03 OUR PROJECTS

ELEVATING SPORTING LANDSCAPES

Explore our impressive portfolio of projects, including the iconic FIFA World Cup Qatar 2022™, which catapulted AST to the forefront of the industry. As the trusted custodian of Qatar's sports facilities, we take pride in maintaining the nation's sporting legacy. Witness how precision, passion, and performance converge to redefine sporting landscapes and mark our expansion into the Middle East.



Our Projects

.....

8,400

ACRES OF SPORTS
TURF

23

COMPETITION
PITCHES

125

TRAINING
PITCHES

4

TURF FARMS

Our Projects

.....

2

CLUB WORLD
CUPS

1

CONTINENTAL
CUP

1

WORLD
CUP



CLUB WORLD CUP
QATAR 2020



CLUB WORLD CUP
QATAR 2019

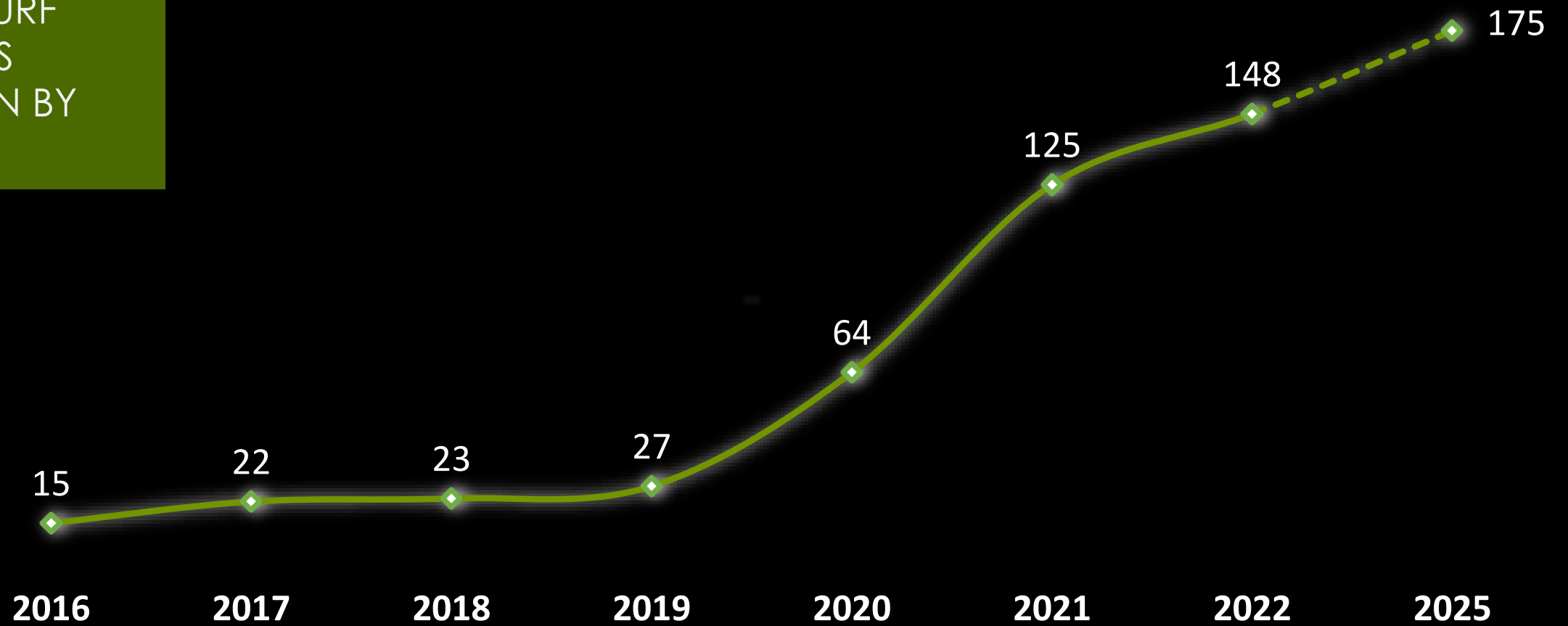


AFC
ASIAN CUP
QATAR 2023™



FIFA WORLD CUP
Qatar 2022

HIGH END
SPORTS TURF
SURFACES
OVERSEEN BY
AST



Qatar 2022

AST partnered with the SC Technical Delivery Office as Subject Matter Experts for all FIFA World Cup Qatar 2022™ sports turf activities. We collaborated closely to shape Turf Logistics plans, providing expertise in research, pitch design, turf management, tournament operations, and contractor training.

Our collaboration was instrumental in ensuring the tournament's sports turf aspects were executed flawlessly, contributing significantly to its overall success.

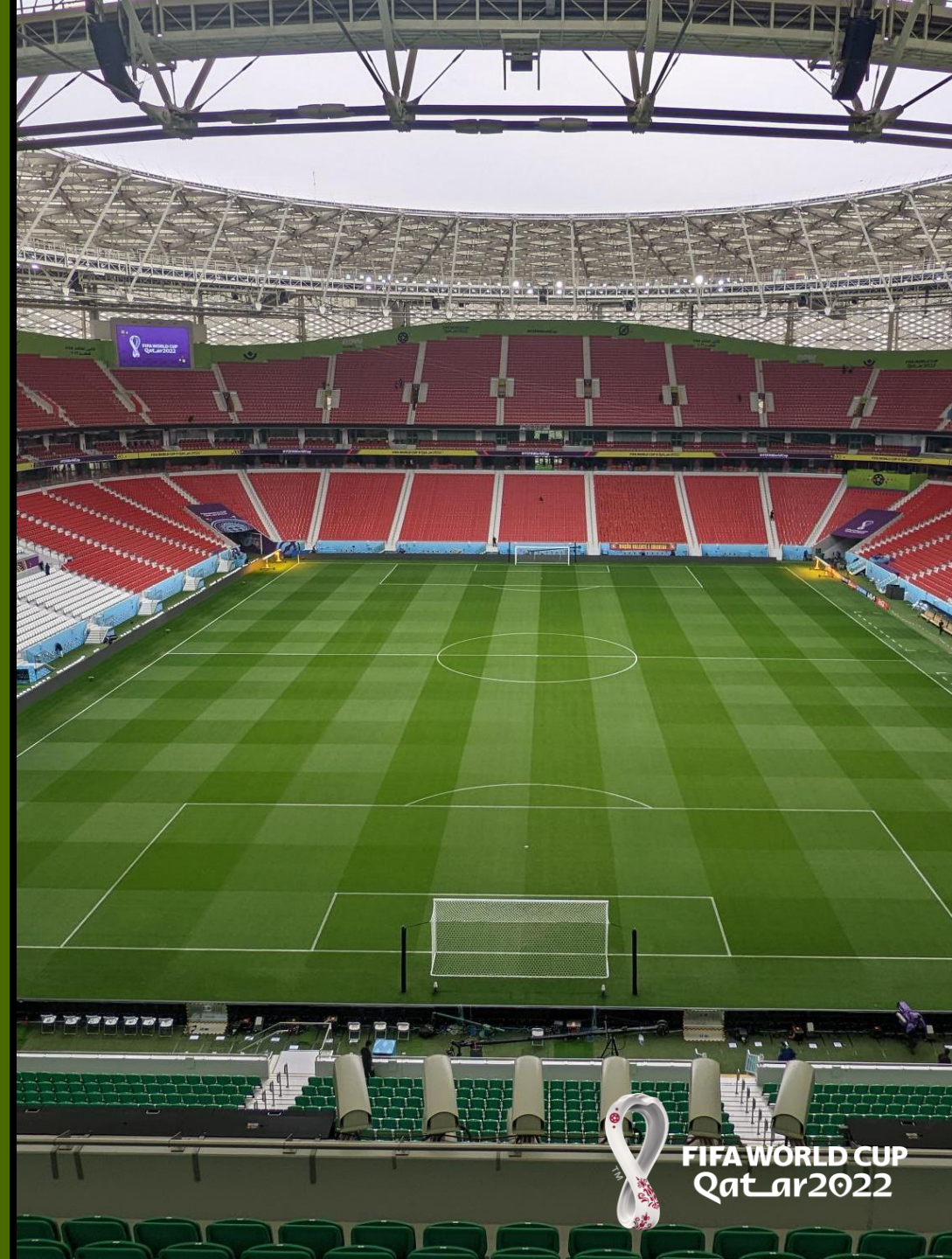
FIFA World Cup Qatar 2022™ TURF MANAGEMENT DESIGN AND DELIVERY CONSULTANCY

Client

Supreme Committee for Delivery &
Legacy (SC)

Project Duration

November 2016 – December 2022





Certificate of Appreciation

Aspire Sports Turf Management

نشكركم على جهودكم وتفانيكم وتعاونكم معنا لإنجاح استضافة بطولة
We appreciate your effort and dedication in successfully hosting the

كأس العالم FIFA قطر ٢٠٢٢
FIFA WORLD CUP Qatar 2022

Yasir Abdullah Al-Jamal
Director General
Supreme Committee for Delivery & Legacy

ياسر عبدالله الجمال
المدير العام
للجنة العليا للمشاريع والإرث

شهادة تقدير

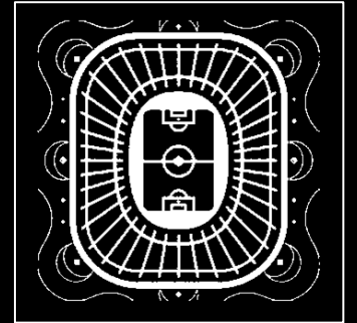
ficate

شهو





AHMED BIN ALI STADIUM



CLIENT: Supreme Committee

CAPACITY: 45,032

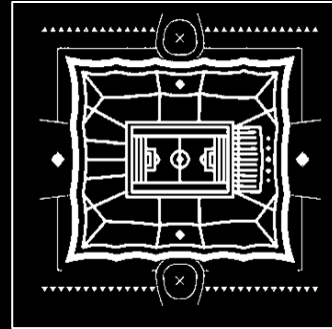
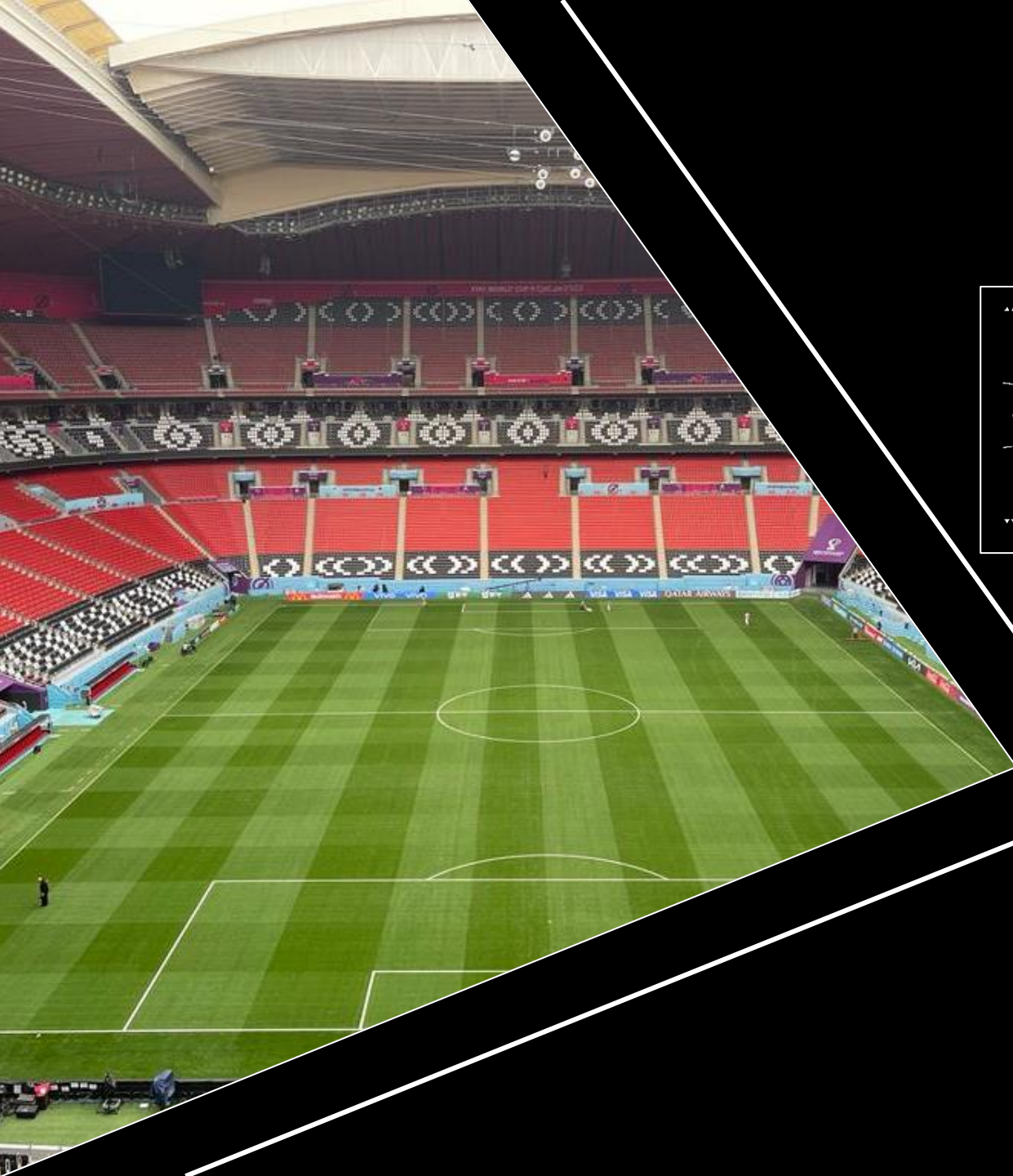
EVENT: FIFA World Cup Qatar 2022™

COUNTRY: Qatar

AST were involved with design phase, construction supervision and provided maintenance consultancy for Ahmed Bin Ali Stadium.

Turf Construction: 9th March 2021.

Turf Lay: 1st July 2021.



AL BAYT STADIUM

CLIENT: Supreme Committee

CAPACITY: 68,895

EVENT: FIFA World Cup Qatar 2022™

COUNTRY: Qatar

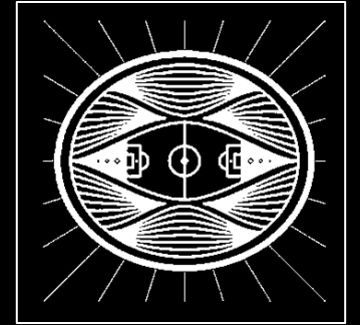
AST were involved with design phase, construction supervision and provided maintenance consultancy for Al Bayt Stadium.

Turf Construction: 10th January 2020.

Turf Lay: 27th April 2021.



AL JANOUB STADIUM



CLIENT: Supreme Committee

CAPACITY: 44,325

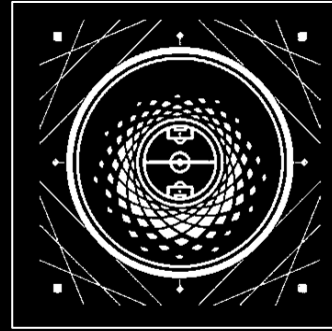
EVENT: FIFA World Cup Qatar 2022™

COUNTRY: Qatar

AST were involved with design phase, construction supervision and provided maintenance consultancy for Al Janoub Stadium.

Turf Construction: 19th December 2020.

Turf Lay: 29th April 2021.



AL THUMAMA STADIUM

CLIENT: Supreme Committee

CAPACITY: 44,400

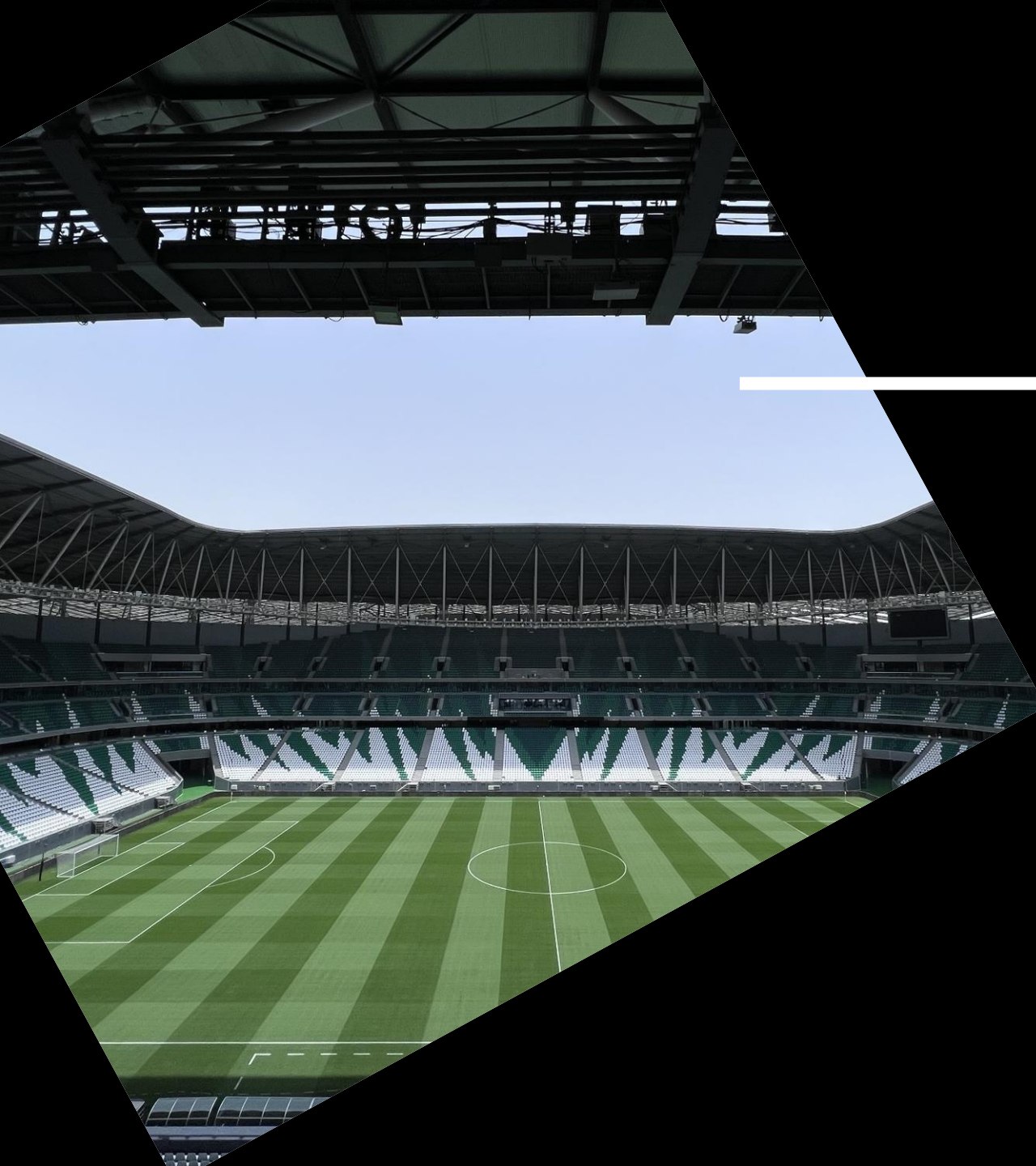
EVENT: FIFA World Cup Qatar 2022™

COUNTRY: Qatar

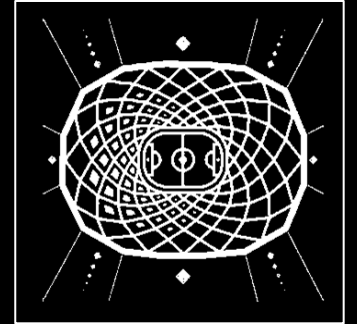
AST were involved with design phase, construction supervision and provided maintenance consultancy for Al Thumama Stadium.

Turf Construction: 25th November 2020.

Turf Lay: 1st April 2021.



EDUCATION CITY STADIUM



CLIENT: Supreme Committee

CAPACITY: 44,667

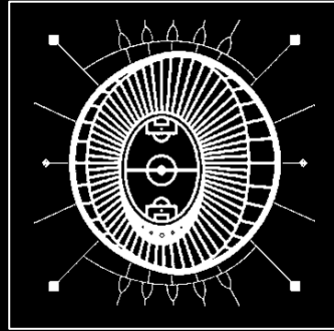
EVENT: FIFA World Cup Qatar 2022™

COUNTRY: Qatar

AST were involved with design phase, construction supervision and provided maintenance consultancy for Education City Stadium.

Turf Construction: 4th March 2021.

Turf Lay: 5th July 2021.



KHALIFA INTL. STADIUM

CLIENT: Supreme Committee

CAPACITY: 45,857

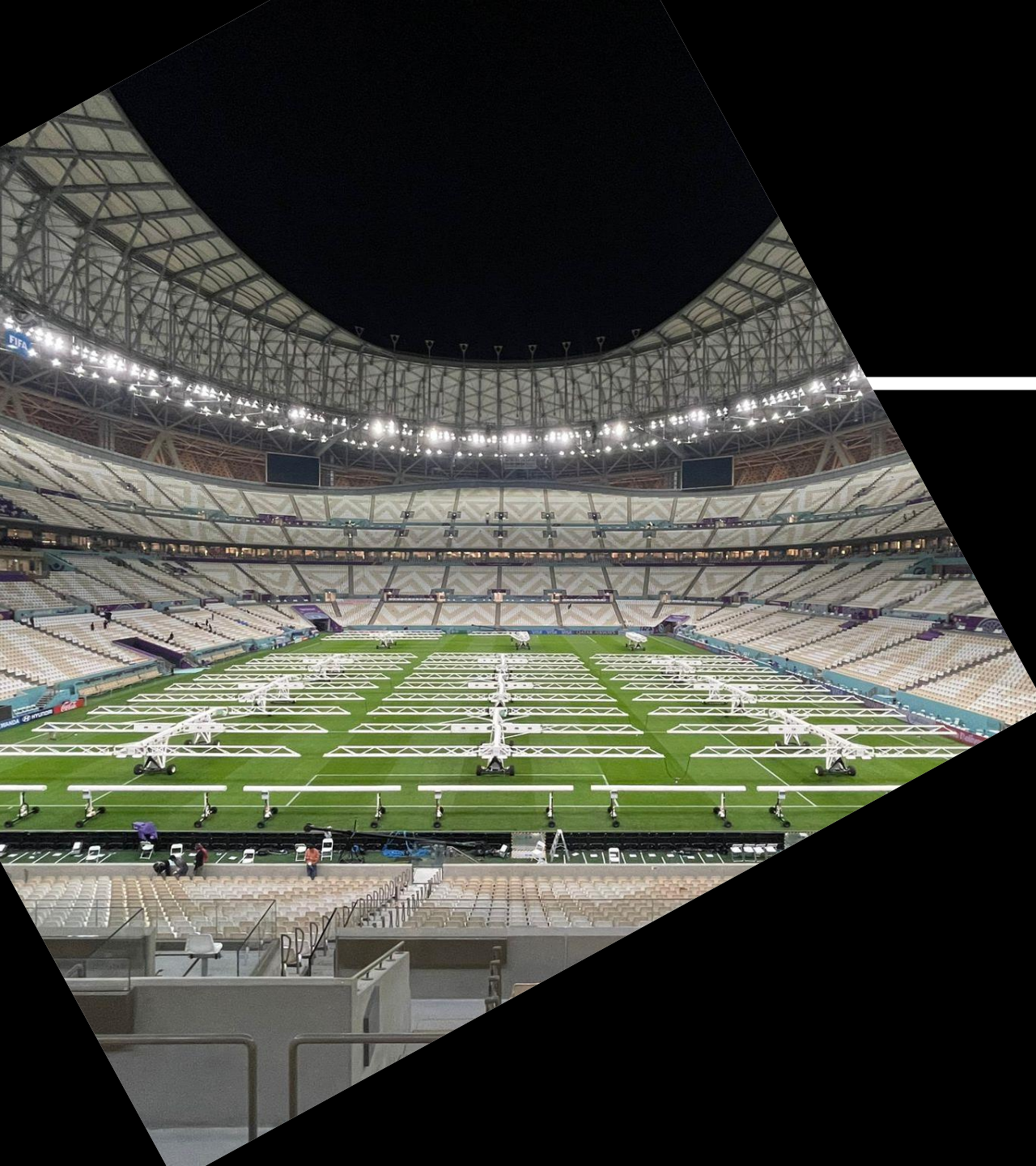
EVENT: FIFA World Cup Qatar 2022™

COUNTRY: Qatar

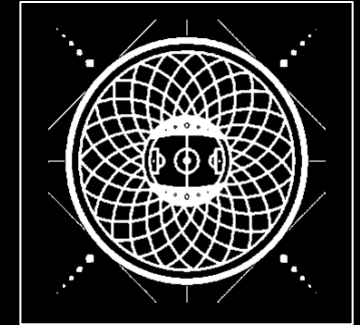
AST were involved with design phase, construction supervision and provided maintenance consultancy for Khalifa International Stadium.

Turf Construction: 24th February 2021.

Turf Lay: 12th May 2021.



LUSAIL STADIUM



CLIENT: Supreme Committee

CAPACITY: 88,966

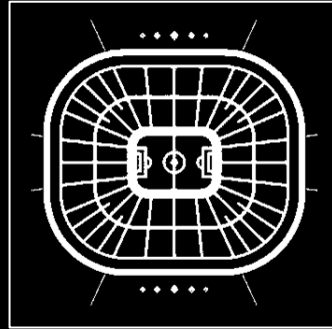
EVENT: FIFA World Cup Qatar 2022™

COUNTRY: Qatar

AST were involved with design phase, construction supervision and provided maintenance consultancy for Lusail Stadium.

Turf Construction: 3rd July 2021.

Turf Lay: 2nd September 2021.



974 STADIUM

CLIENT: Supreme Committee

CAPACITY: 44,089

EVENT: FIFA World Cup Qatar 2022™

COUNTRY: Qatar

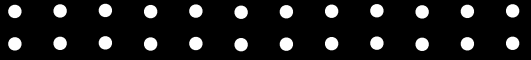
AST were involved with design phase, construction supervision and provided maintenance consultancy for 974 Stadium.

Turf Construction: 2nd February 2021.

Turf Lay: 21st April 2021.



Celebrate



FULL DESIGN AND PROJECT MANAGEMENT SERVICES FOR IRRIGATION UPGRADE

Client

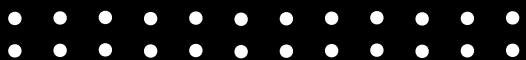
Al Sadd Football Club

Project Duration

16th June – 30th June 2016

The irrigation upgrade at Al Sadd Stadium's main pitch was completed in an unprecedented two-week timeframe from the start of operations in June 2016. This pioneering contract required all materials on-site before work began, introducing an industry-standard innovation: individual control for each sprinkler, a first for major stadiums worldwide.





SPECIAL TURF MANAGEMENT CONSULTANCY

Client

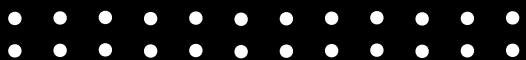
Ministry of Sports and Youth (MSY)

Project Duration

July 2016 - Ongoing

As of July 2016, Aspire Sports Turf assumed full Turf Management responsibility under the Ministry of Sports and Youth in Qatar, dedicated to elevating local Turf Maintenance and Playing Standards for football grounds. We oversee all stadium and training site main pitches, offering comprehensive turf management consultancy, including performance testing, maintenance, and renovation oversight, as well as technical planning for pitch construction, with





AST RESEARCH AND DEVELOPMENT

Client

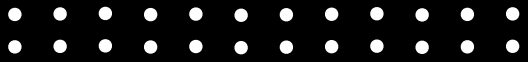
Supreme Committee for Delivery & Legacy

Project Duration

May 2016 - Ongoing

In May 2016, AST began planning a specialized research facility, leading to the establishment of the AST R&D Centre adjacent to our offices. This advanced center comprises two zones: one for Scientific R&D, focusing on the Signature Pitch and Turf Maintenance Programs, and another for Turf Farm resources, supporting ongoing research on Turf Repair Methods. Both sites are fully operational with continuous R&D activities.





FULL PLANNING AND DELIVERY OF JASSIM BIN HAMAD STADIUM RETURF

Client

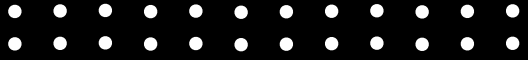
Al Sadd Football Club & SC

Project Duration

11th June – 14th June 2016

We efficiently managed a pioneering project, introducing big roll warm season turf installation at a Qatari stadium covering 8,050 square meters. This initiative, sourced from the AST R&D Centre, was completed in just over 14 ½ hours, comfortably meeting the 16-hour timeframe set by the SC.





AL UQDA RACETRACK, AL KHOR

Client

Ministry of Sports and Youth (MSY)

Project Duration

April 2021 - Ongoing

AST excels in a range of services, including specialized equipment usage, strategic Ryegrass selection, efficient water management, customized fertilizers, and strict cultural standards. These efforts collectively ensure a top-quality track presentation for Al Uqda horse training and racing.



04 OUR TEAM



amazing

Wayne Holmes



With 29 years of dedicated experience in the field of sports turfgrass management, 15 of which in the Middle East. Wayne has been at the forefront of revolutionizing the way we think about and maintain sports turf. His career has

been driven by a deep passion for both turfgrass and technology, believing that a well-maintained turf not only enhances the quality of sports but also contributes to the well-being of athletes. Wayne has achieved numerous milestones in the sports turf industry, with his innovative approach playing a pivotal role in ensuring top-notch playing surfaces for athletes at all levels. With a strong belief that the foundation of sports excellence lies beneath our feet, a well-maintained turf is not just grass; it's the canvas upon which athletes create their masterpieces. It's Wayne's mission to provide them with the best canvas possible.

POSITION

Director of Sports Turf Management

SPECIALISM

Project Management
Team Management
Construction Management

QUALIFICATIONS

Diploma of Sports Turf Management

LANGUAGES

English

AST

June 2023- Present

KEY PROJECT INFORMATION

FIFA Women's World Cup 2023™

Wellington, New Zealand

FIFA World Cup 2022™

2014 – 2020 delivery, Qatar

FIFA Club World Cup 2019™

Qatar

Arabian Gulf Football Cup 2019

Qatar

Arabian Gulf Football Cup 2017

Kuwait

Asian Football Cup 2011

Qatar

Arab Games 2010

Qatar

Stefan Sheraton



Stefan is an accomplished Sports Field Consultant, backed by an illustrious career spanning over 25 years. During this period, he has excelled in the meticulous management of diverse sports turf surfaces, ranging from the precision

demanded by football pitches to the demanding intricacies of cross-country courses and golf trails. His profound expertise extends to the domains of soil testing and irrigation management. Stefan's standout talent lies in his knack for selecting the right turfgrass varieties to match specific, fostering superior playing conditions. Stefan's exceptional skills in crafting and executing bespoke maintenance programs have consistently optimized playing surfaces, exceeding the highest expectations of clients. Beyond his technical expertise, he distinguishes himself as a compelling communicator and collaborative team player, consistently going the extra mile to ensure client satisfaction.

POSITION

Senior Consultant

SPECIALISM

Consultancy
Project Management
Construction Management
Research Coordination

QUALIFICATIONS

MSc in Sports Surface Technology

LANGUAGES

English

AST

February 2020 - Present

KEY PROJECT INFORMATION

FIFA World Cup 2022™

Qatar

FIFA Arab Cup 2021™

Qatar

2012 Olympic Games

Cross Country Course – Greenwich Park, London

FIFA World Cup 2014

Brazil

FIFA Club World Cup 2013

Morocco

Wimbledon Tennis

London, England

Polaris World Jack Nicklaus Golf Trail

Murcia, Spain

Greg Bolton



Greg is a highly experienced Groundsman and Head Groundsman renowned for managing top-tier playing surfaces across the UK and Europe. His career highlights include overseeing grounds at the Madejski Stadium, where he managed

various events such as Premier League football, rugby matches, concerts, and film shoots. At Craven Cottage and the London Stadium, Greg maintained pitch quality for numerous high-profile events. Recently, Greg achieved significant acclaim for his role as consultant during the FIFA World Cup 2022 in Qatar. His meticulous management ensured impeccable playing surfaces throughout the tournament, showcasing his expertise under the global spotlight of one of the world's most prestigious sporting events. Greg also provides consultancy services and has advised on pitch management strategies, including overseeing operations for Leicester City Football Club at Oud Haverlee Leuven Football Club's training ground.

POSITION

Senior Consultant

SPECIALISM

Project Management
Grass Transition Management

QUALIFICATIONS

MVQ Level 3 Sportsturf

LANGUAGES

English

AST

2021 - Present

KEY PROJECT INFORMATION

AFC Asian Cup 2023

Qatar

FIFA World Cup 2022™

Qatar

FIFA Arab Cup 2021

Qatar

FIFA World Cup 2014

Brazil

Madejski Stadium (Reading FC)

UK

Craven Cottage (Fulham FC)

UK

London Stadium (West Ham United FC)

Maryport, England

Adrian Black



Adrian is a seasoned professional with an extensive background in Turf Management and Horticulture, where he has refined his skills in sports ground maintenance, precise turf management, specialized gardening, pest control, adept

decision-making, and astute problem-solving. His career is marked by a proven record of excellence, from routine upkeep to effectively tackling unforeseen challenges with agility and precision. Adrian's exceptional communication skills enable him to engage seamlessly with stakeholders at all levels, including the public and management, cultivating collaborative and productive work environments. Additionally, his dedicated team-oriented approach consistently contributes to the collective success of projects and enhances team dynamics, making him a valued asset in any professional setting.

POSITION

Turf and Landscape Manager

SPECIALISM

Project Management
Contract Management
Construction Management

QUALIFICATIONS

Certificate III in Turf Management

LANGUAGES

English

AST

May 2006 - Present

KEY PROJECT INFORMATION

FIFA World Cup 2022™

Qatar

FIFA Arab Cup 2021™

Qatar

FIFA Club World Cup 2020 and 2019

Qatar

IAAF World Championships 2019

Qatar

AFC Asian Cup 2011

Qatar

Asian Games 2006

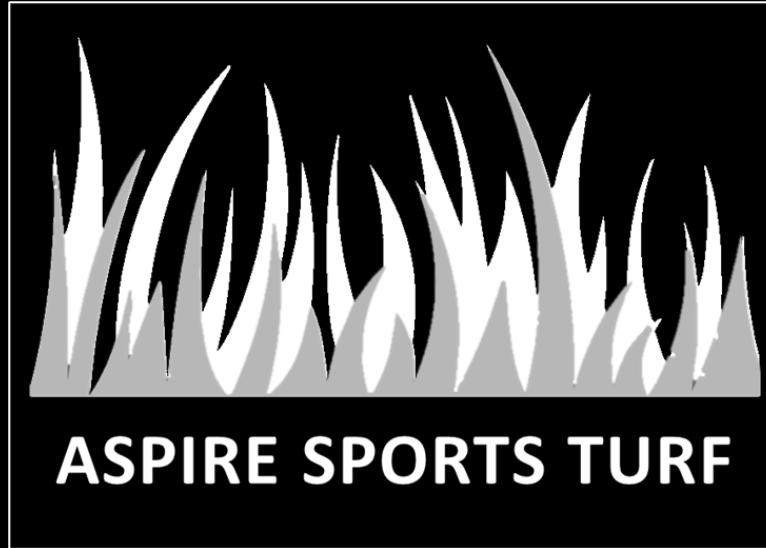
Qatar

Aspire Academy Facilities

Qatar

Sydney Cricket Ground & Sport Trust Ground

Australia



CONTACT US



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