



To: Communities and Neighbourhoods Scrutiny Board (4)

Date: 19th September 2018

Subject: European City of Sport 2019

1 Purpose of the Note

- 1.1 To inform the Communities and Neighbourhoods Scrutiny Board of current activity in relation to the development of Coventry's year as European City of Sport 2019.
- 1.2 To seek the support and guidance of the Communities and Neighbourhoods Scrutiny Board in facilitating the successful delivery of European City of Sport 2019.

2 Recommendations

- 2.1 The Communities and Neighbourhoods Scrutiny Board is recommended:
 - 1) To consider the content of the presentation for European City of Sport 2019
 - 2) To support the Cabinet Member in the delivery of a successful title year for Coventry
 - 3) To make recommendations to the Cabinet Member for Public Health and Sport in order to support and secure delivery of a successful title year for Coventry.

3 Background

- 3.1 In 2017, the Chair of the Coventry Sport Network – David Moorcroft OBE – was approached by a UK delegate of ACES Europe inviting Coventry to bid for the European City of Sport title. ACES Europe had, for the first time ever, nominated and invited Coventry to bid for the title due to the levels of investment and impact that sport and physical activity were having within the city due to the 10-year partnership Sports Strategy.
- 3.2 ACES Europe is a non-profit association based in Brussels which, since 2001, assigns every year the recognitions of European Capital, City, Community and Town of Sport.
- 3.3 Cities are invited to bid for the awards after being recommended by existing ACES Europe members/previous award winners. These recommendations are focused on cities that are recognised as placing sport and physical activity in high importance to local society.
- 3.4 In September 2017, following the approach from ACES Europe, the Chair of the Coventry Sport Network approached the Cabinet Member for Public Health and Sport and the Lord Mayor of Coventry to seek approval for Coventry to express an interest to be considered as a European City of Sport in 2019.
- 3.5 The Expression of Interest was agreed and a letter was drafted by Council officers to highlight some of the key achievements attained as part of delivering the Coventry Sports Strategy 2014 – 2024. This was then sent to ACES Europe for consideration.

- 3.6 In January 2018, ACES Europe contacted the Council to request that Coventry submit a Bid File and host a delegation visit from ACES Europe to allow them to assess the city against the criteria to become a European City of Sport for 2019.
- 3.7 In April 2018, Coventry hosted a visit of ACES Europe delegates.
- 3.8 In May 2018 Coventry was awarded the title of European City of Sport 2019. The Leader of the Council announced Coventry had been awarded the title at the Council's Annual General Meeting (AGM). The judges noted that the Coventry's bid and host visit was one of the best that they had been involved in.

4 Information and Update

- 4.1 The European City of Sport 2019 bid was a partnership bid that was supported by the Coventry Sport Network and officers across the Council. The bid was also endorsed by the Coventry City of Culture Trust and West Midlands Combined Authority (WMCA), and was formally supported as part of the build up to the Commonwealth Games 2022 in which Coventry will be a host for Netball.
- 4.2 The Coventry Sport Network is a group of strategic stakeholders that supports the delivery of the 10 year Coventry Sports Strategy, working collaboratively to deliver against its aims and strategic objectives. The bid file completed was a collaboration of all partners in the city to highlight the achievements of the city and to indicate the approach to the delivery of 2019.
- 4.3 European City of Sport 2019 in Coventry is based upon three key themes that will ensure that the objective to deliver a successful year is achieved. The three themes are 'Culture and Sport', 'Year of Wellbeing' and Celebrate.

5 Culture and Sport

- 5.1 Coventry has been selected as UK City of Culture 2021. Coventry partners are working to break down divisions between sport, movement, physical activity and culture – not least because the likes of dance, movement, performing arts and sports such as synchronised swimming and gymnastics can be considered to cross such formal boundaries.
- 5.2 The aim during 2019 is to further align sport and physical activity to culture and embed the opportunities for bringing communities together in advance of 2021. This supports both the Coventry Sport Strategy and Coventry Cultural Strategy, as both have key aims to get people who live and work in the city 'moving more' within more active lifestyles.
- 5.3 Partners across the city have already used cultural collaborations in their sporting programmes. For example, as part of GoSWIM in 2017, leisure partners worked with cultural organisations to install a giant moon above the 50 metre pool and commissioned cultural performances and a range of events in Coventry Sports and Leisure Centre to coincide with this.
- 5.4 Through European City of Sport 2019, it is planned to give community organisations the opportunity to pilot and test new ideas that link sport and culture across the year, so that in 2021 we can produce established and innovative events, which in particular look at how sport can be a route into culture, and vice versa – particularly in communities where levels of participation are at their lowest.

6 Year of Wellbeing

- 6.1 2019 will be the Year of Wellbeing for Coventry, with partners supporting the city's Sustainability and Transformation Plan and acting as a forerunner to the City of Culture year in 2021. This will be a year of activities built upon engaging with, and across communities, to focus and 'step up' efforts in preventing both physical and mental illness by focusing on healthy lifestyles. Promotion of physical activity will be a key theme as a vehicle for improving physical and mental health and reducing social isolation and loneliness.

6.2 Since the award, Coventry has been working closely with Sport England, with a specific focus around tackling inequalities in participation. Utilising local and national knowledge, partner organisations in Coventry will work with Sport England to maximise the opportunities presented by the European City of Sport 2019 title and the aligned Year of Wellbeing.

7 Celebrate

7.1 Coventry was nominated to apply to become a European City of Sport due to the commitment the city has shown through investing in sport, leisure and physical activity facilities and activities.

7.2 Over the course of 2019, Coventry is planning to open a number of state-of-the-art sports and leisure facilities within the city that will transform sporting and physical activity opportunities for the city's residents

7.3 With over £100 million of sports and physical activity facility investment planned within Coventry or underway, the European City of Sport 2019 marks a landmark year to remember for sport, physical activity and leisure in the city.

7.4 The Council and wider partners plan to use the European City of Sport 2019 status to celebrate sport and activity in the city, and in particular to highlight a number of new and planned facilities below:

- The opening of the new city centre waterpark
- The completion of the University of Warwick Sport and Wellness Hub
- The opening of a new 50m swimming pool at the Alan Higgs Centre
- A programme in 44 parks and open spaces to celebrate the new walking and running routes / development of Stage 2 of Coventry on the Move in Parks
- The impact of the Health and Life Science building at Coventry University
- The development of a new indoor bowls centre
- The opening of seven artificial cricket wickets and outdoor nets in local community facilities

7.5 The city also plans to enhance its annual events programme, creating European City of Sport themed events at: professional sports games in Coventry; Coventry Sports Week; Coventry Half Marathon etc. but in addition, ensuring sport and movement are central to a range of cultural events.

7.6 Coventry Sport Network and a number of stakeholders within the city are working collectively to establish a programme of events, programmes and initiatives as part of the year that will be launched in 2018. Capital facility projects that are in due to open in 2019 will also be aligned to promotional campaigns that will go hand in hand with the European City of Sport year in order to encourage more people into more active lifestyles.

7.7 Planning for and across European City of Sport will be linked to readiness structures for UK City of Culture. The Cabinet Member for Public Health and Sport is guiding the development of the plans for 2019, with regular planning meetings and updates from Council officers.

7.8 The presentation to the Communities and Neighbourhoods Scrutiny Board will outline the themes of the bid and highlight some of the projects that will be central to the delivery of a successful European City of Sport 2019.

8 Officer Contacts

David Nuttall
Head of Service - Sports, Culture and Destination
Coventry City Council

Jonathan Hunt
Development Manager Sport & Active Recreation
Coventry City Council