

Cabinet

13 February 2018

Name of Cabinet Member:

Cabinet Member for Public Health and Sport – Councillor Caan

Director Approving Submission of the report:

Deputy Chief Executive (Place)

Ward(s) affected:

All Wards

Title:

European City of Sport Bid 2019

Is this a key decision?

Yes. The proposal in the report is a key decision because it affects all wards within the city,

Executive Summary:

Coventry has, for the first time, been nominated to bid for European City of Sport 2019 by a UK delegate of ACES Europe. ACES Europe – the European Capitals and Cities of Sport Federation – is a non-profit association based in Brussels which, since 2001, has awarded each year the titles of European Capital, City, Community and Town of Sport. Winning the European City of Sport title can bring high visibility to a city's sporting offer, support access to external grants and open access to a network of cities in sport across Europe.

Bidding for the title of European City of Sport requires a fee of 1,600 Euros and the Council would be required to enable and host a visiting judges' delegation. If successful, the city would be required to contribute 10,000 Euros to support marketing of the programme across Europe. With regards to delivering a City of Sport programme, the City Council and its partners are already investing significantly in state of the art sports and leisure facilities, several of which will open for the first time during 2019, the proposed year of the European City of Sport title. This investment is also closely aligned to the Council's existing Public Health investment programmes and as such, a number of the most significant investment plans that would be aligned to the bid are already resourced and in, or close to, delivery stage.

Recommendations:

The Cabinet is requested to:

- a. To approve the submission of a European City of Sport Bid File and to host the associated delegates' visit, in order for Coventry to be considered for the award of European City of Sport (UK) 2019.

List of Appendices included:

- Appendix 1 – ACES Europe Brochure
- Appendix 2 – ACES Europe General regulations

Background papers:

None

Other useful documents:

In addition to those papers incorporated within the Appendices above, the following useful papers are posted for reference on the Coventry City Council website (www.coventry.gov.uk) and the Coventry Sports Strategy website (www.covsport.org.uk).

1. Coventry Sports Strategy 2014-2024 Cabinet Paper (Coventry City Council, 5 August 2014)
2. Coventry Sports Strategy 2014-2024
3. Coventry Cultural Strategy 2017-27 Cabinet Report (Coventry City Council, 3 January 2017) Coventry City Council
4. Coventry Cultural Strategy 2017 – 2027

Furthermore, the Coventry Cultural Strategy can be found at www.covculture.com and the West Midlands Combined Authority Strategy “West Midlands on the Move” can be found at www.wmca.org.uk

Has it been or will it be considered by Scrutiny?

No.

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

No.

Will this report go to Council?

No.

Report title: European City of Sport Bid 2019

1. Context (or background)

1.1. In September 2014, Coventry City Council unanimously approved a ten-year partnership Sports Strategy for the city, underpinned by a new Indoor Facilities Strategy, Playing Pitch Strategy and Aquatic Strategy.

1.2. The Coventry Sports Strategy 2014 - 2024 is structured around eight Vision Aims and 37 Strategic Objectives. The mission is

“To develop a more inclusive and vibrant Coventry through positive experiences in Sport”

1.3. The Coventry Sport Network is a group of strategic stakeholders that support the delivery of the 10 year Sports Strategy, working collaboratively to deliver against its aims and strategic objectives. In 2019, the Coventry Sports Strategy will be half way through its 10 year period.

1.4. The Chair of the Coventry Sport Network – Dave Moorcroft OBE – was approached regarding the European City of Sport award by a UK delegate of ACES Europe, as they had nominated Coventry due to the levels of investment and impact that sport and physical activity were having within the city.

1.5. ACES Europe is a non-profit association based in Brussels which, since 2001, has awarded every year the titles of European Capital, City, Community and Town of Sport. The allocations of these recognitions are managed according to the following principles:

- responsibility and ethics
- being aware that sport is a factor of aggregation of the society
- improvement of quality of life, and psychological and physical wellbeing
- integration within social classes in the community.

1.6. The recognitions are categorised based on the size and population of cities and conurbations. These categories are:

- European Capital of Sport – Awarded to a capital city or a city with a population greater than 500,000.
- European City of Sport – Multiple awards throughout Europe per annum to cities with a population of between 25,000 and 500,000.
- European Community of Sport – A group of small cities, with up to two awards throughout Europe per annum.
- European Town of Sport – Multiple awards to cities across Europe with populations of less than 25,000.

1.7. 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

1.8. Previous European Cities of Sport (UK) have included Stoke on Trent, Leicester, Cardiff, Gateshead, Preston and (for 2017) it was Bristol. (Please see Appendix 1 for further details)

- 1.9. In September 2017, following the approach from ACES Europe, the Chair of 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.
- 1.10. 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 Sport Strategy 2014 – 2024. This was then sent to ACES Europe for consideration.
- 1.11. In January 2018, ACES Europe contacted the Council to request that Coventry submits a Bid File and hosts a delegation visit to assess the city against the criteria to become a European City of Sport for 2019.
- 1.12. The European City of Sport award has proven a success for other UK cities, who have noted a number of impacts upon receiving the award including:
 - increased participation in activities and events (e.g. Bristol utilised the award to support a focussed approach on becoming an ‘Active City’).
 - increased media profile in the UK and Europe.
 - support to develop relationships with other European cities to share best practice / network.
 - a greater sense of civic pride
 - increased funding towards sport, physical activity, leisure and events, from both public and private sector organisations (e.g. in 2016, Stoke-on-Trent received an external grant of £250,000 towards a community outreach programme of events to increase participation).
 - in 2017, Bristol also hosted a European City of Sport Conference to showcase sport within the city and to learn and network with other European cities.
- 1.13. If Coventry were awarded the title of European City of Sport 2019, it is proposed that this would both support and work with Coventry 2021 as part of the build-up programme to UK City of Culture 2021. It is further envisaged that bid / award would form part of the build up to the Commonwealth Games in 2022.

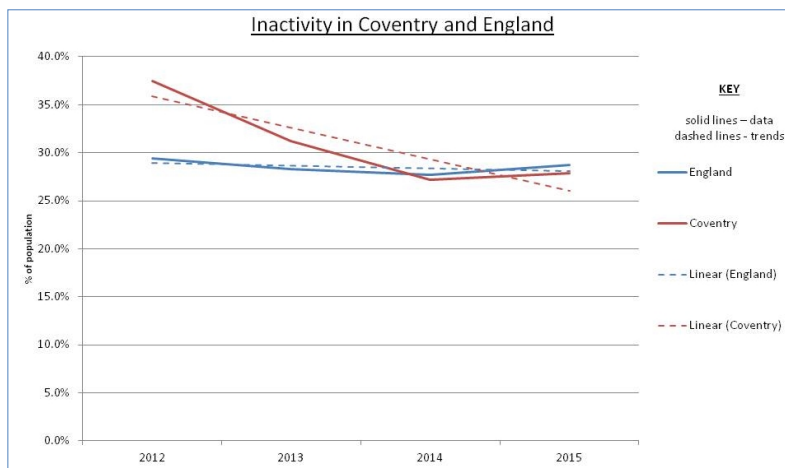
2. **Options considered and recommended proposal**

Two options were considered in the relation to Coventry bidding for European City of Sport.

- 2.1 **Option 1 - Develop and Submit a Bid for European City of Sport 2019, by the end of April 2018 (Recommended)**
 - 2.1.1 This option would allow Coventry to be considered for European City of Sport (UK) 2019 status.
 - 2.1.2 In order to bid for European City of Sport 2019, Coventry would need to develop a comprehensive Bid File to demonstrate how the city can meet the set eligibility criteria.
 - 2.1.3 The required bid file consists of ten eligibility criteria that can be found in Appendix 2 – ACES General Regulations. These criteria include sports infrastructure; access to facilities and activities; clubs and associations; sports initiatives, events or projects supported by the City Council; measures to promote health and integration; communication; and proposed activities as a European City of Sport.

- 2.1.4 The second part of the evaluation process is to host a three-day delegate visit for ACES Europe members to enable members to meet with key stakeholders, to further assess the information previously provided within the Bid File.
- 2.1.5 If submitting a formal bid, Coventry would have to cover the costs for compiling the Bid File; accommodation; travel to the city and subsistence for the delegation visiting the city. In the ACES regulations, it states that there will be four delegates that visit the city. These costs would be covered by the City Council and partner organisations within the Coventry Sport Network who are supporting the bid.
- 2.1.6 Coventry has been nominated to bid for European City of Sport due to the traction and success the city has had with a number of areas of sport, leisure and physical activity strategy and delivery.
- 2.1.7 Coventry has a proud history of sport and physical activity. In accordance with Coventry Sports Strategy objectives, the European City of Sport title can support a focus on ensuring Coventry residents have the opportunity to become more physically active and to enjoy and benefit from a healthier lifestyle.
- 2.1.8 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 activities opportunities for the city's residents. These include:
- **New City Centre Destination Leisure Facility (Waterpark)** – in Spring 2019, the Council's new £36.5 million waterpark in the heart of the city centre is due to open. It will have a high energy, accessible and captivating leisure water offer; a 120 station fitness suite, a 25 metre four lane swimming pool; two squash courts and health spa.
 - **Alan Higgs Centre 50 Metre swimming pool** – subject to planning consent, it is proposed to open a new 50m, eight lane swimming pool at the Alan Higgs Centre, costing £13.5 million. There are also plans to build a replacement indoor 3G sports pitch provision at the facility, available for use by professional and community sports teams.
 - **Walking and running routes in parks** – the city is already installing over 40 walking and running routes in local parks and open spaces to inspire more people to become active. In addition to this, the Council will seek to establish further initiatives to support physical activity and sport in public spaces.
 - **University Of Warwick Sports Complex** – the University of Warwick is planning to open a major sporting facility in 2019 - replacing its old sporting facilities with a state of the art set up that will include a 25 metre 12 lane swimming pool; 16 court sports hall; event space with 1,000 seats; fitness facilities; 4G astro turf pitch; a water based hockey pitch and a variety of campus based exercise facilities. The University is aiming to become the UK's "Most Active Campus".
- 2.1.9 In addition to the above developments, Coventry Health and Wellbeing Board is working with Warwickshire Health and Wellbeing Board on developing a 'Year of Wellbeing' approach which would scale up the healthy lifestyles approach. This would coincide with the 2019 time frame for European City of Sport.
- 2.1.10 Coventry University has also recently opened its state of the art Health and Life Sciences Building, which provides leading teaching and educational facilities supporting training and research in the industry.

- 2.1.11 With over £100 million of sports and physical activity facility investment planned within Coventry or underway, the European City of Sport 2019 could mark the year as a landmark year to remember for sport, physical activity and leisure in the city.
- 2.1.12 However, despite Coventry's previous best efforts, and despite the city's success in reducing levels of inactivity (see Figure 1), the city has not yet seen a step change in participation levels and health inequalities within the city.

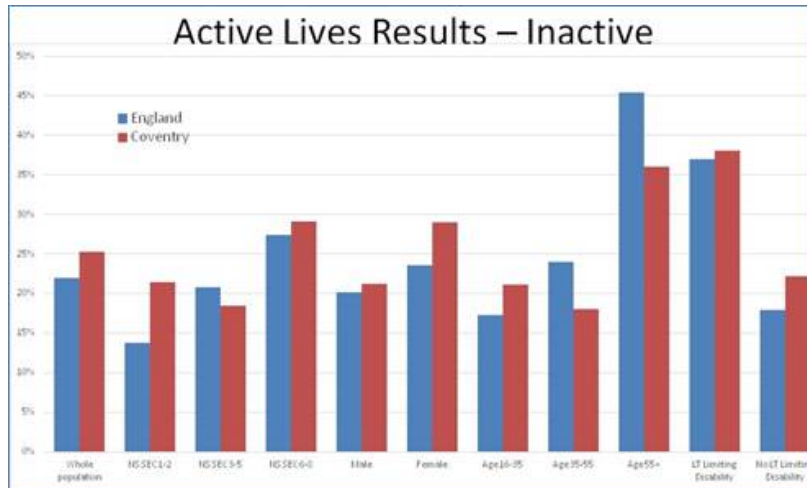


- 2.1.13 This is especially true in the city's more deprived neighbourhoods and communities, where residents are more likely to experience higher levels of unemployment, higher levels of childhood obesity or health issues negatively impacting on their lives. However, the Council and the Coventry Sport Network remain committed to tackling these historical and ongoing inequalities, with a view to creating a cultural shift in activity and health.
- 2.1.14 The European City of Sport award can be a catalyst towards helping Coventry to achieve its mission, *'To develop a more inclusive and vibrant Coventry through positive experiences in Sport'*.
- 2.1.15 During 2019, it is anticipated that there would also been a clear, continued alignment and close collaboration between Public Health and Sport services. This alignment is reflected in the Cabinet Member portfolio, which has aligned the two areas under a single portfolio since 2016. This would also include a focus on our more deprived communities through our Marmot City approach and the priority of Childhood obesity.
- 2.1.16 All events that are sport, physical activity and leisure related can be linked to the European City of Sport in 2019, for example Coventry Half Marathon, Coventry Sport Week, major events and local community grassroots events.
- 2.1.17 The aim during 2019 would be to further align sport and physical activity to culture and embed the opportunities in advance of 2021. This supports both the Coventry Sport Strategy and Coventry Cultural Strategy, as both have key aims to get the residents of the City 'moving more'.
- 2.1.18 Coventry is attracting considerable national attention as a city with ambition, becoming one of the fastest growing cities outside London.

- 2.1.19 Underpinned by research, and led by Coventry University and the University of Warwick, the city has committed to a ten year Cultural Strategy and has conducted 12 months of research that will inform our tourism and destination management plans. The city has been selected as the UK City of Culture 2021 and has formed an independent trust to deliver the city of culture programme, in partnership with the city's key organisations and partners.
- 2.1.20 As a result of the city's commitment, ambition and achievements across the whole breadth of culture - including sports, arts and heritage – the city is taking the first steps in developing a Cultural Place Partnership for the city that will enable the fulfilment of partnership impact, continuing to develop and maximise the benefits of partnerships and cross-sector working.

Health and activity information

- 2.1.21 The health and activity data in Coventry is important, as the city knows the challenges it faces and can look to use 2019 as a year to focus on active lifestyles and to increase participation, aligning the title with wider public health programmes.
- 2.1.22 Life expectancy at birth in Coventry is slightly lower than English averages: for males it is 78.6 years (English average 79.5 years) while for females it is 82.3 years (vs. 83.2). However, there is a wide inequality gap: a man from the most deprived area is likely to die 9.4 years earlier than one from the least deprived area. The difference for a woman is 8.7 years.
- 2.1.23 The percentage of physically active adults in Coventry is lower than English averages (52.0% vs. 56.0% in England). The number of obese adults is higher (26.2% in Coventry vs. 23.0% England) whilst smoking prevalence is on par (16.6% vs. 16.9%). The percentage of adults reporting a limiting long-term health problem or disability is also similar to English averages (17.7% vs. 17.6%). These figures mask some of the more 'layered' disparities in terms of deprivation.
- 2.1.24 The proportion of those reaching 150+ minutes of physical activity a week generally decreases with age. People aged 75-84 are half as likely to be active as 16-24 year olds. Half of all inactive people are aged 55+, but they account for just 36% of the adult population. Inactivity levels generally increase with age, but the sharpest increase comes between ages 75 and 84 (48%) and age 85+ (71%).
- 2.1.25 Active Lives is the latest national measure for sport and physical activity within England, commissioned by Sport England, and helps local areas to better understand participation. As can be seen from the table below, activity rates in Coventry by those over the age of 55 are markedly different to the national average.



2.1.26 Coventry recognises its public health challenges, and has become the UK’s only remaining ‘Marmot City’. It is committed to reducing inequalities and improving health outcomes for all, in line with the principles of the Marmot Review – ‘Fair Society, Healthy Lives’. Coventry is also committed to being an age-friendly city.

2.1.27 By bidding for European City of Sport, Coventry has the opportunity to highlight its commitment to sport, public health and public leisure, celebrating the opening of £100m of facilities aligned to key programmes supporting active lifestyles. The title presents an opportunity to connect to key academic institutions and leading cities across Europe, under the ACES programme.

2.2 Option 2 - Do Not Submit a Bid for European City of Sport 2019 (Not Recommended)

2.2.1 If the city did not decide to submit a Bid for European City of Sport 2019, Coventry would pass on its nomination and would not be involved in the formal process or considered for the award. 2019 is a poignant year for the city in terms of facility development, with over £100m of sport, physical activity and leisure facilities due to open in the calendar year for which Coventry is nominated.

2.2.2 Coventry Sports Strategy has, to date, seen some traction around supporting participation and tackling inequalities, but significant inequalities in participation still exist across local communities. This award could support a further focus in bridging the gaps and encouraging all Coventry people to lead active lives.

2.2.3 Coventry has been nominated and recognised for its achievements to date as part of the Coventry Sports Strategy 2014 – 2024. ACES Europe has noted the strategic importance and profile within sport, physical activity and leisure within Coventry and has requested that Coventry bids for the award.

2.2.4 It is recognition of the work of all partners within the city that has led to Coventry being nominated. Coventry Sports Network is supportive of the application and members have confirmed they are prepared to work with the Council to develop the bid and host the delegate visit.

2.2.5 Coventry will have a defining 10 year period in relation to sport, physical activity and leisure and the award could form a significant part of that decade of change. In a ten year period (2012 – 2022) Coventry will have been a host city for the Olympic Games, hosted numerous international sporting events, invested over £100 million in sports and leisure facilities, been the UK City of Culture 2021, and a host city for the 2022

Commonwealth Games. Given the city's nomination, it is therefore considered advisable for Coventry to apply for European City of Sport 2019, to support a growth in participation in Coventry, whilst celebrating the City's achievements and in turn connecting and supporting sport and physical activity to the build-up of the city's major cultural and sporting events in 2021 and 2022.

3. Results of consultation undertaken

Coventry Sports Strategy 2014 – 2024

- 3.1. In 2012, local people were invited to take part in the Coventry Sports and Leisure Survey. The survey attracted 1,532 responses and provided valuable insight into which sports and activities were enjoyed by people in Coventry, where they took part in these sports and activities and their satisfaction with local facilities.
- 3.2. Assessments of the city's indoor sports facilities and outdoor playing pitches were also carried out. These assessments provided a detailed picture of current indoor and outdoor sports provision in Coventry, showing the number, location, quality and use of the city's indoor facilities and pitches.
- 3.3. Discussions with key stakeholders and partners further informed and shaped the Strategy, until eight Vision Aims and 37 supporting Strategic Objectives emerged. The Vision Aims will remain constant, whilst it was intended that the Strategic Objectives should continue to evolve in response to changes in the local, regional and national context. It was proposed that the Coventry Sports Network would manage and monitor the implementation of the Strategy and would work with sporting partners, clubs and organisations to develop and deliver specific action plans.
- 3.4. Public consultation on the draft Coventry Sports Strategy 2014-2024 took place from 12 February 2014 to 24 March 2014.
- 3.5. A total of 1,056 survey responses were received during the public consultation on the draft Sports Strategy.
- 3.6. The strategy was very well received and there was little opposition to either the vision aims or the strategic objectives. There was agreement to all eight of the vision aims from at least 80% of all respondents. A need to ensure sport provision and support for people with disabilities was highlighted in the consultation, as well as the need for increased participation from people with disabilities and for facilities for the disabled. Many of the respondents commented on the need for high quality facilities for all abilities. In total there were 250 comments relating to this, and many of these also referred to the need for facilities in neighbourhoods. The importance of links to schools and the need for opportunities for young people was highlighted. Linking sport to public health received a number of comments, with respondents wanting to see more done to improve the health of local people through sport.
- 3.7. One of the strategic objectives within Vision Aim eight refers to connecting sport to the city's cultural, heritage, events and tourism offers. This was very well received. The European City of Sport title provides an opportunity to develop such connections further.

4. **Timetable for implementing this decision**

- 4.1. If the recommendations within this report are approved, officers will start to work on the Bid File and planning for the hosted visit with immediate effect.
- 4.2. The Bid File would be completed by the end of March 2018.
- 4.3. The delegates' visit to the city would potentially take place in April 2018

5. **Comments from Director of Finance and Corporate Services**

5.1. **Financial implications**

5.1.1. **Capital**

- 5.1.1.1. The City Council and its partners are already investing significantly in state of the art sports and leisure facilities, several of which will open for the first time during 2019, the proposed year of the European City of Sport title. This investment is also closely aligned to the Council's existing Public Health investment programmes and as such, a number of investment plans that would be aligned to the bid are already resourced and in, or close to, delivery stage.

5.1.2. **Revenue**

- 5.1.2.1. There would be a limited financial implication to proceed with the Bid for European City of Sport 2019. The application fee to apply to become European City of Sport is 1,600 Euros. In addition, there would be an estimated £3000 cost to the Council of hosting the associated delegate visit in terms of accommodation, travel and sustenance. Council officers will however, work with partner organisations to reduce this cost with an anticipated in-kind contribution from partner organisations involved in the bidding process.
- 5.1.2.2. If successful in the application to become European City of Sport 2019, Coventry would be required to sign an agreement with ACES Europe to receive the status, which would result in a further 10,000 Euros payment, to support marketing of the programme across Europe. This commitment would need to be underwritten by the Council, but the Council would work collaboratively to share the cost with partner organisations and to develop the City of Sport programme across the city. The proposed, indicative programme would be developed as part of the bidding process.
- 5.1.2.3. At this stage, the only other potential cost to the Council will be in relation to officer time to co-ordinate the bid with partners. At the initial stage, it is anticipated that this will be from existing capacity.

5.2. **Legal implications**

- 5.2.1. The Council has wide ranging and diverse powers to provide sporting events in its area as well as powers to encourage tourism. Although the final programme of activities has yet to be finalised it is anticipated that they will fall under the powers provided by;
 - s144 Local Government Act 1972 – Power to encourage visitors for recreation and exhibitions

- s19 Local Government Miscellaneous Provisions Act 1976 – Provision of recreational facilities
 - Section 1 of the Localism Act 2011 – General power of Competence.
- 5.2.2. When submitting the bid file, the Council has not been asked to sign any binding agreement to deliver the programme if selected as European City of Sport. It is assumed that once a recommendation is made as to the chosen city, there will be further engagement with the selected city to finalise the details and sign binding agreements before a public announcement is made. If that is the case and Coventry is selected then a further report will be brought to Cabinet to approve the final terms.
6. **Other implications**
Any other specific implications
- 6.1. **How will this contribute to achievement of the Council's Plan?**
- 6.1.1. **A prosperous Coventry** – Vision Aim 5 of the Coventry Sports Strategy outlines the need “to provide a range of modern, accessible and high quality sports facilities in the city”. This is a key element of why the city would bid to become European City of Sport 2019. The first Strategic Objective for this Vision Aim specifically concerns future city centre leisure provision and the need “to develop city centre sports and leisure facilities that are accessible, high-quality, sustainable and of significance to the Midlands”. The Sports Strategy thereby puts leisure at the heart of city centre regeneration and promotes the city centre as a key regional destination for leisure activities and leisure tourism. The commercial success of the City Centre Destination Facility, Alan Higgs Centre and University Of Warwick Sports facilities will have an impact on the sector and workforce creating more jobs in the leisure industry. The European City of Sport award can bring economic benefit to the city through both public and private sector funding; this could include external funding as it did with Stoke-on-Trent.
- 6.1.2. **Healthier, independent lives** – The goals that are highlighted to achieve the European City of Sport bid are to focus on enjoyment of exercise, willingness to achieve, sense of community, learning fair play and improvement of health. Public leisure and sports facilities play a vital role in addressing social challenges, promoting active lifestyles, increasing physical activity, reducing isolation and improving outcomes for individuals and communities, highlighting the synergy of the award. Vision Aim 1 of the Sports Strategy sets the ambition “to develop a more active, inclusive and vibrant Coventry through positive experiences in sport”. Through encouraging and supporting engagement in regular sport and/or active recreation, the Strategy aims to positively influence and contribute to the physical and mental health and wellbeing of the residents of Coventry. In particular, public leisure facilities and their operation have a key role to play in supporting the Council to deliver its public health objectives.
- 6.1.3. **Ensuring that children and young people achieve and make a positive contribution** – The award would be both celebratory and aspirational for young people in the city, a city that is 7 years younger than the national average and has two leading universities. We know Coventry is facing significant challenges around childhood obesity (as highlighted in the Director of Public Health’s Annual Report 2016 – Shape Up Coventry.) The European City of Sport title (and build up) would be used to collaborate with partners through the Childhood Obesity Alliance to develop and showcase innovative approaches during 2019.

6.2. **How is risk being managed?**

- 6.2.1. Delivery of the Sports Strategy has been regularly reviewed via Coventry City Council Scrutiny Boards in the first three years of its implementation.
- 6.2.2. In addition, Coventry Sport Network (CSN) is a partnership board consisting of a range of independent partners who are committed to the aims and objectives of the Sports Strategy.
- 6.2.3. If bidding is approved, regular briefings with the Cabinet Member for Public Health and Sport will take place to update on progress. These will form part of scheduled informal and formal Cabinet Member Briefings.

6.3. **What is the impact on the organisation?**

- 6.3.1. The Coventry Sports Strategy, Coventry Indoor Facilities Strategy 2014-2024 and Coventry Aquatics Strategy 2014-2024 are partnership documents developed through consultation with a range of stakeholders.
- 6.3.2. Approval and early implementation of the above strategies has given confidence to external funders that the city has clear objectives and priorities for sport to 2024. This should assist the Council in applying for external grant funding to deliver against its priorities, thereby increasing external funding investment against the City's physical activity challenges and health inequalities.
- 6.3.3. It will enhance the place based working agenda that the city is focussed on delivering and will support further collaboration across Council departments.
- 6.3.4. There are no HR implications for the organisation as these proposals will not directly affect City Council employees.

6.4. **Equalities / ECA**

- 6.4.1. Previous demographic, health, sport and leisure data and public survey responses highlighted the following considerations concerning protected groups under equalities legislation:
 - The pattern of participation in the city mirrors the city's deprivation patterns, with lower participation rates to be found in the north and east of the city and higher participation rates to be found in the west and parts of the south
 - Approximately 4.5% of the population of Coventry are economically inactive due to a long term illness or disability
 - The proportion of disabled people taking part in the city is less than both the national and regional averages
 - There is a correlation between age and inactivity rates which are the highest amongst those aged 55+ and lowest for young adults aged 16 -25 years
 - Young people often struggle to participate in sport and active recreation as youth unemployment remains high and students and young earners are often under financial pressure
 - In Coventry, female inactivity is significantly higher than the equivalent male rate
 - In Coventry, the proportion of women regularly taking part in sport is less than half that of men

6.4.2. Other cities that have received the European City of Sport Award have seen increased participation in physical activities as well as increased funding opportunities to encourage, develop and sustain participation. The award could offer the potential to source external resources to focus on participation from protected characteristic groups and for our more deprived communities.

6.5. Implications for (or impact on) the environment

6.5.1. Environmental Management

N/A

6.6. Implications for partner organisations

6.6.1. The Coventry Sports Strategy 2014-2024, Coventry Indoor Facilities Strategy 2014-2024 and Coventry Aquatics Strategy 2014-2024 are partnership documents developed through consultation with a range of stakeholders. Approval and early implementation of the above strategies have given confidence to external funders that the city has clear objectives and priorities for sport to 2024. Further commitment to investing in sport and the implementation of the Strategy should assist partners when applying for external grant funding to deliver sport in the city.

6.6.2. The Award of European City of Sport could have a significant impact on partner organisations. As local partners they would be able to use the branding related to European City of Sport and would be able to use the status to enhance the delivery of Coventry Sports Strategy 2014 – 2024. It is envisaged that this would support partners' corporate objectives and have substantial impact on their delivery to local Coventry residents to become more active.

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