

Cabinet
Council

10 March 2020
17 March 2020

Name of Cabinet Member:

Cabinet Member for Public Health and Sport – Councillor K Caan

Director Approving Submission of the report:

Deputy Chief Executive (Place)

Ward(s) affected:

All Wards

Title:

Impact of European City of Sport 2019

Is this a key decision?

No

Executive Summary:

Coventry was awarded ACES European City of Sport (ECOS) 2019. The paper describes the activity programme, the impact of the title and the legacy of the year as European City of Sport 2019.

Coventry will have a defining 10-year period (2012-22) in relation to sport, physical activity and leisure. The ECOS award forms a significant part of that decade of change, during which 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. ECOS is a key milestone on this ten year journey, providing a catalyst for change and an umbrella for promotion. Celebrating the City's achievements is important and ensures we continue to learn in the build-up to the city's major cultural and sporting events in 2021 and 2022.

Recommendations:

The Cabinet is requested to recommend that the Council:

- 1) Recognise the impact of Coventry's European City of Sport 2019 in the build up to UK City Culture and Commonwealth Games 2022 and support the ongoing legacy of the title.

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List of Appendices included:

Appendix - Infographic of the key headlines of European City of Sport 2019

Background papers:

None

Other useful documents:

Cabinet Report: 13th February 2018

European City of Culture 2019 Bid

<https://edemocracy.coventry.gov.uk/ieListDocuments.aspx?CId=124&MId=11480&Ver=4>

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). In addition, the Coventry Cultural Strategy can be found at www.covculture.com.

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

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: Impact of European City of Sport 2019

1. Context (or background)

Bidding Process

- 1.1. ACES Europe is a non-profit association based in Brussels which assigns the European Capital, City, Community and Town of Sport on an annual basis since 2001.
- 1.2. 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.
- 1.3. 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.
- 1.4. At the Council's AGM in May 2018, the Leader of the Council officially announced that Coventry had been awarded the status of European City of Sport 2019.
- 1.5. The Cabinet Member for Public Health and Sport, council officers and partners from across the city started to plan for the year under the themes of Culture and Sport, Wellbeing and celebrate.
- 1.6. A local organising committee was established to ensure the year was collaboratively delivered with a range of partners from across the city.

Outcomes of ECOS

- 1.7. Over 180 events were delivered under the ECOS throughout the year, these events have ranged from local events i.e. Vodafone Community Festivals to major international events such as International Ice Hockey and Rugby Union.
- 1.8. The year has enabled over 170,000 people to get involved in a variety of events, projects and activities that have been organised to support the aim of getting more people moving and helping to reduce health inequalities.
- 1.9. To enable the year to be a success it was essential that volunteers supported the events programme. Over 500 volunteers supported ECOS with over 2,500 hours of volunteering supported by the Coventry Ambassadors. In addition, through the innovation funding "Coventry Young ambassadors" was launched and worked with over 34 schools to train over 300 young people to volunteer, with practical experience volunteering at ECOS events.
- 1.10. ECOS delivered 21 Vodafone Community festivals thanks to the financial support of Vodafone Gigafast Broadband. These ranged from large festivals like the Sports Fest in the city centre (where 14,000 people took part) and the Kabaddi festival at Stoke Heath park to other community festivals including at Woodlands community sports facilities and a festival organised by Tile Hill residents' association. These were a mixture of sporting and cultural activities.

- 1.11. Sport and Culture Innovation grants enabled groups from both sporting and physical activity backgrounds to collaborate with cultural organisations in readiness for 2021. There were four awarded grants that focussed on a variety of projects, such as “paddling light” which created a unique partnership between Ludic rooms and Mercia canoe club. This created a lighting installation in the canal and started new canoeing activity.
- 1.12. In January 2019, Coventry was awarded host city status for the Rugby League World Cup in 2021. ECOS enabled the City to bring the biggest team sport event on the major sports events calendar in the world to Coventry during the year as UK City of Culture and the only venue between London and the North of England.
- 1.13. Coventry was awarded Priority Place status by Sport England and they invested £500,000 to develop community projects in Canley, Willenhall, Stoke Aldermoor and Foleshill. The Go Canley Project started to work with local people to find ways to get people more physically active.
- 1.14. ECOS partnered with Free Radio Cash for Kids, to work with voluntary organisations to raise as much money as possible in a four-week period to help get people from disadvantaged background access to sporting activity / clubs. This enabled local sports clubs to get involved with the ECOS year and raised over £36,000 for local young people. One club, Coventrians FC, raised over £12,000. Due to the success in Coventry the same project has now been launched in Warwickshire.
- 1.15. Events were attracted to Coventry due to the ECOS status, such as European Corporate Games (With over 3,000 people taking part), Street Games national conference, and Velo West Midlands, which delivered a new 42 mile route that ended in the city centre, The Premier League Kicks National tournament with over 80 football league teams represented, international ice hockey was played at the sky dome whilst England Under 20s played Rugby Union against South Africa at the Butts Park Arena.
- 1.16. Existing city events took on the challenge to improve and make innovative changes. The Coventry Half Marathon became the Festival of Running which now incorporates the half marathon, a Go 5k fun run, a 2.5k wheelchair race and a children’s mile all held over a week period and saw over 7,500 people take part. As part of the year of wellbeing, joining in with the festival of running, Good Gym was launched, encouraging people to become active and do good community deeds like litter pick in community locations, develop open space at local schools or community projects.
- 1.17. One of the objectives of the year was to host a physical activity exhibition in one of the museums. The Move and Play exhibition were the City’s first cross over for culture and sport, an interactive exhibition that all could enjoy becoming physical active in the Coventry Transport Museum. Over 30,000 people attend the exhibition and tried out the interactive games.
- 1.18. The GO CV card was launched in March 2019 and encouraged sign up to a new resident discount card. GoCV enables those who pay their council tax to the city council to get reduced or free access to a number of leisure facilities including The Wave, Coventry Transport Museum and public leisure facilities such as the Xcel Leisure Centre, Alan Higgs Centre, Centre AT7.
- 1.19. Since the GO CV scheme was launched over 40,000 people have signed up to the card and a number of new partners are now providing discounts and flash offers.

- 1.20. Over the course of 2019, Coventry opened a number of state-of-the-art sports and leisure facilities within the city costing in excess of £100 million that transformed sporting and physical activities opportunities for the city's residents. These include:
- The Wave (Waterpark) – in Autumn 2019, the Council's new £36.5 million The Wave waterpark opened its doors in the heart of the city centre.
 - Alan Higgs Centre 50 Metre swimming pool – a new 50m, eight lane swimming pool in opened in February 2020, costing £13.5 million. The replacement of the indoor 3G sports pitch provision at the facility was opened in December 2018, whilst the new fitness suite opened in November 2019.
 - Walking and running routes in parks – the city installed over 60 walking and running routes in local parks and open spaces to inspire more people to become active.
 - University Of Warwick Sport and Wellness Hub – the University of Warwick opened a the Sport and Wellness Hub that includes a 25 metre 12 lane swimming pool; 16 court sports hall; event space with 1,000 seats; fitness facilities; 4G Astroturf pitch; a water based hockey pitch and a variety of campus based exercise facilities.
 - University of Warwick Athletics Track – the refurbishment of the existing athletics track at the University of Warwick, with a new state-of-the-art surface. The track is home to Coventry Godiva Harriers and is the training base for Godiva Wheelchair academy and European City of Sport ambassador, Paralympian Kare Adenegan.
 - 7 Artificial Cricket wickets and a 5 lane net facility – These have been spread over the city and were used throughout the summer. The net facility has seen significant use from local residents and has enabled more people to access Edgwick park.
 - Footgolf – War Memorial Park – The existing golf course has been transformed into a 18 hole footgolf course, and has seen good visitor numbers engage with facility.

The Legacy of ECOS

- 1.21. With over £100 million of sports and physical activity facility investment delivered within Coventry and the continued development of additional facilities such as Indoor bowls provision, the European City of Sport 2019 created a landmark year to remember for sport, physical activity and leisure in the city.
- 1.22. A place-based approach has been developed in partnership with Sport England with the Priority Place funding allocated (£500k). The focus is on local communities within the City including Canley, Willenhall, Stoke Aldermoor and Foleshill which are developing a further understanding of our communities in order to get people more people physically active.
- 1.23. The City continues to enhance its reputation to host major sporting events, and the number of events secured as part of ECOS has helped to continue this. The year also enabled several other events to be secured for the future including The British Transplant games and Rugby League World Cup 2021.
- 1.24. The number of events that utilised the ECOS title to increase their momentum and be innovative about delivery to increase participation was clear through the year. The theme to blur the lines between culture and sport was also evident in the events this year as partners included cultural activity alongside sporting events this has helped to build further collaboration between sporting and cultural partners.

- 1.25. The Go CV card will be an ongoing legacy as the number of offers develop and the numbers of residents to sign up for the card continues to grow from the 40,000 that are currently members. The Go CV card will ensure local residents get a discount to use local leisure facilities, including the Wave which will continue to encourage more people to access the facilities.
- 1.26. There have been a number of community projects that were piloted during the year and will continue to be improved due to the access achieved through the year. Projects such as Sporting Memories, work developed by the Coventry Youth Partnership, City of Sport Satellite clubs, children's mile, Coventry smashes sport, inclusive dance festivals and Coventry Young Ambassadors.
- 1.27. Following from ECOS, the Cabinet member for Public Health and Sport, working with the city's Sports & Physical Activity Partnership is refreshing the Coventry Sports Strategy to increase the alignment between physical activity and sport, bringing the strategy into greater alignment with local priorities and changes in national policy.
- 1.28. The importance of a clear understanding of the learning and outcomes from the ECOS year is essential in the build up to the UK City of Culture 2021 and Commonwealth Games 2022. The year has created a clear link between Sport and Culture and has allowed the city to celebrate the success of a unique year for Sport, Physical Activity and Leisure.
2. Options considered and recommended proposal
 - 2.1. To acknowledge the impact of the European City of Sport title in 2019 set out in this report and to support the Cabinet Member to ensure ongoing programmes to build participation are integrated into Council plans. Council recently adopted a priority equality objective to improve participation in sport by people with disabilities (currently under-represented).
3. **Results of consultation undertaken**
 - 3.1. A full evaluation of the ECOS has been commissioned including consultation and feedback from key stakeholders and partners, the findings of this evaluation will be feedback to the Cabinet Member for Public Health and Sport and addressed in the revised Sport & Physical Activity Strategy currently being developed by the Sport & Physical Activity Network.
4. **Timetable for implementing this decision**
 - 4.1. Officers will continue to seek opportunities to improve participation in sport and physical activity, and to increase the impact of participation on population health and wellbeing.
5. **Comments from Director of Finance and Corporate Services**
 - 5.1. Financial implications
 - 5.1.1. None
 - 5.2. **Legal implications**
 - 5.2.1. None

6. Other 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 outlined the need “to provide a range of modern, accessible and high quality sports facilities in the city”. This is a key element to why the city bid to become European City of Sport 2019, and to celebrate the success of all the capital investment during 2019. The first Strategic Objective for this Vision Aim specifically concerned 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 put 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 Wave, Alan Higgs Centre and University of Warwick Sports and wellness hub will continue to have an impact on the sector and workforce creating more jobs in the leisure industry. The European City of Sport award is already showcasing economic benefit to the city through both public and private sector funding; this included external funding through Sport England with £3.5 million invested as part of the capital and revenue programme.

6.1.2. **Healthier, independent lives** – The goals highlighted to achieve the European City of Sport 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 and delivering a sustainable legacy as part of ECOS 2019 and year of wellbeing.

6.1.3. **Ensuring that children and young people achieve and make a positive contribution** – The award celebrated young people in the city, a city that is 7 years younger than the national average and has two leading universities. We know Coventry continues to face significant challenges around childhood obesity (as highlighted in the Director of Public Health’s Annual Report – Shape Up Coventry.) The European City of Sport title was used to collaborate with partners through the year of wellbeing and develop / showcase innovative approaches such as the work around Childrens Mile.

6.2. How is risk being managed?

6.2.1. The risk for the ECOS year was managed in consultation with regular briefings with the Cabinet Member for Public Health and Sport. The ECOS legacy will also be driven by both informal and formal Cabinet Member Briefings.

6.3. What is the impact on the organisation?

6.3.1. The ongoing impact of ECOS 2019 will continue to support the delivery of sport and physical activity. The refresh of the Coventry Sport Strategy and Physical activity framework are essential in terms of progress to get more local people active and support the holistic approach to sport.

6.3.2. The learning developed from the ECOS year will help in preparation for UK City of culture and the Commonwealth games in 2022, by creating wider and stringer partnerships across the sporting, physical activity and cultural organisations. The work through ECOS has also supported the city in terms of its readiness governance for 2021.

6.4. **Equality and Consultation Analysis (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.

6.5. **Implications for (or impact on) climate change and the environment**

6.5.1. Environmental Management

N/A

6.6. **Implications for partner organisations**

6.6.1. The refresh of the Coventry Sports Strategy will have a significant impact on partner organisations and will be essential that the Coventry Sport Network (partners) come together to define the next five years for both sport and physical activity for the city.

6.6.2. Year of Wellbeing across partners has also been significant in the success of ECOS, and will continue to enable partners from Sport, Physical Activity, Leisure and public health to continue to share and collaborate with resources going forward.

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