



Bristol Health & Wellbeing Board

European City of Sport	
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Report for Information	

1. Purpose of this Paper

1. To provide information on European City of Sport 2017.

2. Executive Summary

1. The European City of Sport title is awarded by ACES Europe, a not-for-profit group based in Brussels who promote sport across Europe. Cities are judged on their sporting facilities, residents' level of participation, the success of local teams and sporting events. Bristol is one of fifteen European cities to be awarded the title, which is announced annually. There is no funding attached to this award, but we will be working with existing partners to maximise any available resources.
2. Cities in receipt of the award were judged on their sporting facilities, residents' level of participation, the success of local teams and sporting events.
3. The year will mark a celebration of the part sport and physical activity plays in every aspect of life across Bristol's many and diverse communities.
4. The year is officially sponsored by Bristol Sport, The Gloucestershire Cricket Club, Everyone Active and Parkwood Community Leisure.
5. Our overall participation rates in sport and physical activity are amongst the highest of all major cities in England. However, participation levels vary widely across our communities. Some groups are much less active than others and a large proportion of our population remains inactive.
6. During the year we will illustrate the programme of events happening across Bristol which will include, the ICC Women's Cricket World Cup, with the Bristol County Ground, home to Gloucestershire County Cricket Club, one of five venues to host the global competition.

7. European City of Sport will bring together the best of what the city is already doing to support and celebrate sport and physical activity. Subject to resource being available, additional events will be planned along with the 'Are You Game' campaign being planned for the summer.
8. Across Bristol there are already a wide array of groups and organisations involved in delivering sports to local people and communities, and the aim is for everyone to work together throughout the year to highlight opportunities for everyone to get involved.
9. We want to build on the passion and enthusiasm of individuals and local sporting organisations to help raise the profile of sport and physical activity across the city - from the grass roots community clubs right through to our elite sportsmen and women.
10. We want to celebrate the role that sport places in our city, to promote healthy lifestyles and encourage people to be more active."
11. 39% of adults do not do enough physical activity, taking less than 150 minutes moderate or 75 minutes vigorous exercise each week. 83% of 15 years olds do not do enough physical activity each day, taking less than 60 minutes exercise a day and less than 3 days a week muscle and bone strength-building exercise like running, jumping and push-ups. 57% of adults are obese or overweight.
12. We hope that being a City of Sport will help begin to address this and inspire people to try something new.

3. Context

1. The European City of Sport is a title which is awarded by ACES Europe, a not-for-profit organisation based in Brussels who promote sport across Europe, acknowledging that sport has the power to unite communities and contribute towards many outcomes. Outcomes such as those highlighted in the new Sport England strategy, which include physical well being, mental well being, individual development, social & community development and economic development.
2. Bristol takes over from Stoke-on-Trent which held the UK title last year. Bristol is one of 15 cities to be awarded the title for 2017.
3. The accolade is awarded without any funding.
4. The title was bid for by the former independent sports partnership which had been set up by the former Mayor George Ferguson. It was the Independent Sports Partnership who was going to lead Bristol's European City of Sport year but after it was disbanded in late October 2016 this responsibility became that of the Council's in November 2016. A small steering group has been set up to help deliver the year.

5. The year is officially sponsored by Bristol Sport, The Gloucestershire Cricket Club, Everyone Active and Parkwood Community Leisure.

Why did Bristol win the title?

1. Cities are judged on their sporting facilities, residents' level of participation, the success of local teams and sporting events.
2. Bristol has a good stock of sports facilities. At the elite level we have the fantastically redeveloped Ashton Gate Stadium. The Gloucestershire Cricket ground which will be hosting the Women's Cricket World Cup this year and the Memorial Ground home to Bristol Rovers.
3. We have the new 50 meter Olympic size swimming pool, 150 station gym, sports hall, climbing wall and healthy living zone at the new Hengrove Leisure Centre. A facility which was built to spearhead the regeneration of South Bristol, and address some of the health inequalities which exist between different parts of the City.
4. We have a fantastic floodlit 6 lane athletics track at Whitehall in Central Bristol and the floodlit eight lane AAA accredited competitions athletics facility at the WISE campus in Filton.
5. The City of Bristol Gymnastics Centre located in Hartcliffe, the indoor tennis centre at Coombe Dingle, numerous climbing centres, an indoor bowls centre and half a dozen water sport facilities.
6. In addition, our schools have seen considerable investment over the past 15 years and now have some great dual use sports facilities which are used by their pupils and the community alike.
7. In total there are 222 individual indoor and outdoor sports facilities in the Bristol urban area:
 - 3 stadia, with total capacity of approximately 50,000 spectators
 - 10 cycle and wheel parks
 - 2 athletics tracks and arenas
 - 4 golf courses
 - 3 gymnastics centres
 - 40 health & fitness centres
 - 1 indoor bowls club
 - 3 indoor tennis centres
 - 19 multi-use games areas (MUGAs)
 - 25 outdoor bowls greens
 - 42 outdoor tennis facilities
 - 37 sports halls
 - 10 squash centres
 - 21 swimming pools
 - 6 watersports facilities

8. Despite all of this, we know there are still some gaps in provision and during this year of sport we are updating our needs assessment to inform the development of a new built sports facility strategy where we will evidence the strategic need for new facility provision and work hard with partners to secure funding in order to address these needs as best we can.
9. Bristol is amongst the highest of all major cities in England for overall participation rates in sport and physical activity; however this varies widely across our communities. Some groups are much less active than others and a large part of our population stays inactive, most of us could and should do more. In some areas of Bristol 4 out of 5 adults are physically inactive.
10. In addition to these facilities we have over 500 outdoor sports pitches, where over 1100 affiliated teams play their football week in week out, not to mention all of the cricket clubs, rugby clubs and Hockey Clubs playing across the city's pitches:
 - 173 adult football pitches
 - 22 artificial rubber-based pitches
 - 27 artificial sand-based pitches
 - 2 artificial water-based pitches
 - 15 artificial cricket wickets
 - 48 cricket pitches
 - 70 junior football pitches (mini)
 - 55 junior football pitches (youth)
 - 4 junior rugby pitches
 - 82 adult rugby pitches
11. Alongside this we have a great events calendar which includes such events as the Great Bristol 10k the Great Bristol Half, mass participation bike rides, triathlon events, last year the Tour of Britain, this year a European Urban Orienteering Championships, the cycling Grand Prix and this year host to the Women's Cricket World Cup to name but a few.
12. These are all great foundations for Bristol to be a successful city of sport and physical activity where people are healthy and motivated to participate for life but we do need to make sure that sport & physical activity is inclusive and accessible to all.
13. People are proud to live in Bristol and passionate about its potential to become one of the very best cities in Europe. Partners are working together to make Bristol a better city for all and partners must work together to make sport & physical activity inclusive and accessible for all.

What is the significance of this award?

1. Bristol is amongst the highest of all major cities in England for overall participation rates in sport and physical activity; however this varies widely across our communities. Some groups are much less active than others and a large part of our population stays inactive, most of us could and should do more. In some areas of Bristol 4 out of 5 adults are physically inactive.
2. As an example:
 - a) The government recommendation for children from birth to five years is to aim for three hours every day of physical activity.
3. Only around one in ten children aged two to four years meets this government recommendation.
 - b) The government recommendation for children aged five to eighteen is for 60 minutes of physical activity everyday including muscle and bone strengthening activities three times a week.
4. Only 1 in 5 boys and 1 in 6 girls aged 5 to 15 achieve these guidelines.
5. 83% of 15 years olds do not do enough physical activity each day.
6. Lord Sebastian Coe, Chairman of the London Olympic Games Commission stated in 2012 that today's children are the "least active generation in history" and could be the first generation in existence to have a shorter life expectancy than that of their parents.
 - c) The government recommendation for adults is to do 75 minutes of vigorous physical activity or 150 minutes of moderate physical activity each week or a combination of both and muscle and bone strengthening activities two days a week.
7. In accordance with these guidelines, 39% of adults do not do enough physical activity.
8. Although people in Bristol are living longer, life expectancy varies considerably across Bristol with over 10 year's difference between the wealthiest and most deprived wards. Being active contributes hugely to our health and well-being and our life expectancy. We must encourage more people to be physically active.

What does European City of Sport mean for Bristol?

9. We hope this title will help harness the enthusiasm of individuals, partners and local sporting organisations and help raise the profile of

sport and physical activity in order to contribute towards increasing participation.

10. Being a European City of Sport is an exciting opportunity for Bristol. We want to use this status to help celebrate the role that sport plays in our city, to promote healthy lifestyles and encourage people to be more active.
11. We hope that being a European City of Sport will help begin to address some of the issues highlighted above, and inspire people to try something new.
12. Regardless of whom you are your age, shape or ability or where you live, there is and must be something for everyone and we need to ensure that everyone is able to take part and knows how to get involved. If they can't we need to understand why and help people change this.
13. There is no funding attached to the European City of Sport award, however, across Bristol there are lots of groups and organisations involved in delivering sports to local people and communities – from the grassroots to the elite clubs - so we will be working with and encouraging as many different partners throughout the year to highlight opportunities for people to get involved.

5. Key risks and Opportunities

Opportunities

1. The opportunity to engage and harness the enthusiasm of key partners involved in the delivery of sport and physical activity ie Mayoral Sports Gatherings.
2. The opportunity to bring together the best of what the city is already doing to support and celebrate sport with additional events and campaign during 2017.
3. Opportunities to engage and focus on underrepresented groups by promoting available opportunities and using sports ambassadors to inspire behaviour change.
4. The opportunity to create a new social media platform and website for European City of Sport 2017 in order to illustrate and highlight opportunities for people to get involved.

5. The year provides a platform to engage and work with Sport England and National Governing Bodies for Sport (NGBs) with a view to securing support for inward investment.

Risks

1. Not enough time to organise year.
2. Messages and communications related to sport and physical activity must be carefully managed during 2017.
3. Stakeholder / partner and public expectations must be carefully managed.
4. Stakeholders/partners do not engage
5. Risk that European City of Sport 2017 is not understood to include all physical activity opportunities beyond that of traditional sport.
6. Risk that opportunities either do not exist or are not identified in key geographic areas.