

POLICY

Innovation of sports in the natural environment

El Anillo, Extremadura, Spain

GOAL(S)	<p>El Anillo has three main objectives:</p> <p>the social and economic development of the area by promoting the interaction with technological (new materials, water resources uses, etc.) and service companies (new trends in physical activities, etc.), public health and sport development by improving the infrastructures of the rural area for leisure and free-time (bike-paths, outdoors sporting tracks and water resources, sustainable profit, activities for people with special needs, etc.), and sport and technical events boosting visits and tourism.</p>
CONTEXT	<p>The regional government of Extremadura fosters an integrated development approach to the rural region. It aims to link sustainable outdoor sports and active tourism.</p>
IMPACT ON IMPROVING LTPA INFRASTRUCTURES	<p>Its impact is relevant in three ways: first, as a national meeting point for LTPA practice (research, creation of new companies, etc). Second, related to its architectural value and its promotion of green space and outdoor environments towards LTPA. And last, for its influence on the regional policy (sport, vocational training, tourism, businesses, etc.).</p>
CONTACT	<p>Fabián Quesada Gómez, Director General Sports, Regional Government of Extremadura fabian.quesada@juntaex.es</p>
RESOURCES/ WEBSITE	<p>www.elanillo.org</p>

Key success factors

1. Multi-sectoral involvement
2. Sport as tool for regional development
3. Cooperation of different levels of government
4. Public-private-partnerships



Integrated Planning of Sport Development

Frankfurt/Main, Germany 2009-2010

Best Practice Examples

GOAL(S)	A sport development plan that closely fits the city's needs and that is both forward-looking and sustainable
CONTEXT	Both local and regional decision-making bodies in Germany are searching for new planning procedures for sports development that combine solid empirical data, inter-sectoral collaboration and community involvement.
IMPACT ON IMPROVING LTPA INFRASTRUCTURES	<ul style="list-style-type: none"> • Creates an inventory of LTPA infrastructures • Assesses sport and PA behaviour in a representative population survey, through computer-assisted telephone interviews (CATI) • Plans concrete action in a co-operative planning process with various institutions, interest groups and subpopulation groups • Compiles a comprehensive catalogue of action with a focus of future trends in the city's sport and PA policy
CONTACT	City of Frankfurt/Main, Sports Department, ffm.sport-info@stadt-frankfurt.de
RESOURCES/ WEBSITE	www.sportamt.frankfurt.de www.sportentwicklungsplanung.de www.isep-iss.de

Key success factors

1. Needs assessment based on representative population survey
2. Promotion of inter-sectoral collaboration and participation of different stakeholders in planning concrete action
3. Concrete catalogue of with defined steps, resources, responsibilities, time frame and indicators of successful implementation
4. Secured sustainability through intersectoral steering committee that fosters implementation and further development



PLANNING

Compiling and using pre-requisites for planning National inventory of sports facilities, sports areas and sites - RES, France

GOAL(S)	<ul style="list-style-type: none"> • Provide detailed information on current status of LTPA infrastructures in France • Develop shared understanding of LTPA infrastructures • Assist different sectors and actors in decision-making and spatial planning
CONTEXT	The national inventory was launched by the French ministry of sports in 2004. It is managed in a participatory way with the sport movement and local and regional authorities. It gives information on every kind of sport facilities available on the national and local levels. With further analysis, and population data, it helps highlighting the lack of specific amenities.
IMPACT ON IMPROVING LTPA INFRASTRUCTURES	<p>The national database is on line on internet. More than 30 millions data can be used by decision makers in the field of sport. It helps taking the right decision about creating new sport facilities or optimize the use of existing facilities.</p> <p>The data has been used for many regional and national studies focussed, for instance, on sport facilities in disadvantaged urban zones, on the offer of swimming pools in France.</p>
CONTACT	Denis Roux, head department sport facilities, ministry of sports res@jeunesse-sports.gouv.fr
RESOURCES/ WEBSITE	www.res.sports.gouv.fr

Key success factors

1. Broad understanding of infrastructures
2. Inter-sectoral partnerships in implementation to ensure high quality of data
3. Regular updating
4. Open access



New sport facilities in deprived neighbourhoods

Oeiras, Portugal

GOAL(S)	<ul style="list-style-type: none"> • Improvement of basic supply of infrastructures and facilities for social action in a deprived neighbourhood • Increase of the physical activity opportunities in the municipality
CONTEXT	URBAN community Initiative (European Commission/ Directorate General Regional Policy)
IMPACT ON IMPROVING LTPA INFRASTRUCTURES	<ul style="list-style-type: none"> • New sport infrastructures and facilities as key elements for urban requalification (side walks, green areas, bicycle paths, playgrounds) • Implementation of new PA programmes for the local population • Increase of activities available
LESSONS LEARNED	<ul style="list-style-type: none"> • Quality sports offer in deprived neighbourhood bring new people and promote social cohesion • Public-private cooperation enhance the PA offer
CONTACT	City Hall of Oeiras – Sports Division – ddesporto@cm-oeiras.pt
RESOURCES/ WEBSITE	www.cm-oeiras.pt www.oeirasviva.pt

Key success factors

1. Building of new infrastructures especially in deprived areas
2. Consideration of inhabitants' needs
3. Making the new facilities accessible for all inhabitants
4. Improved resources and attractive offers of PA through PPPs



Infrastructures for biking in public spaces Odense, Denmark

GOAL(S)	<ul style="list-style-type: none"> • 20 percent of increase in number of journeys by bicycle • 20 percent of increase in number of people who use a bike more than three times per week • 20 percent reduction in number of cyclists killed or injured in accidents involving more than one party • Improvements in citizens' wellbeing • To turn Odense into a better place in which to cycle
CONTEXT	<p>From 1999-2002, Odense was the official National Cycle City of Denmark, supported by a subsidy of the Ministry of Transport and the National Road Directorate to cover half the budget of DKK 20 million.</p>
IMPACT ON IMPROVING LTPA INFRASTRUCTURES	<ul style="list-style-type: none"> • Improved access for cyclists, e.g. easier crossing of traffic lights and junctions, green waves for cyclists • Better and safe parking for bikes, e.g. protection against theft or providing drinking water and bicycle pumps • Image-building activities, e.g. via a cycle barometer • Improved operational quality of bicycle paths • Creation of a website with interactive planner, wide selection of maps of cycle paths • Campaigns for traffic safety, reaching children for biking, offers to try out new types of bikes
CONTACT	<p>Odense Kommune, Park- og Vejafdelingen, Nørregade 36-38, 5000 Odense C Tlf. 66 13 13 72, pva.mtf@odense.dk</p>
RESOURCES/ WEBSITE	<p>www.cyclecity.dk</p>



Key success factors

1. Intersectoral approach with one permanent project leader
2. Multi-level activities, physical improvements, changes in regulations and campaign
3. Promotion of reorientation of public space
4. Evaluation of activities

Socially safe infrastructures for children & adolescents

The Netherlands

Best Practice Examples

GOAL(S)	Development of socially safe sports playgrounds and green areas to promote PA among children and adolescents in deprived areas
CONTEXT	Private foundations that work towards common good by improving (infra-)structures for children living in neighbourhoods with low socio-economic status
IMPACT ON IMPROVING LTPA INFRASTRUCTURES	<p>Social equity:</p> <ul style="list-style-type: none"> • improved access to LTPA infrastructures in deprived neighbourhoods • scholarships to active children and adolescents in such neighbourhoods <p>Intersectoral collaboration:</p> <ul style="list-style-type: none"> • close public-private-partnerships, collaboration with municipalities, sports associations and other public agencies
CONTACT	Eric van Veen, eric@krajicek.nl
RESOURCES/ WEBSITE	Richard-Krajicek Foundation, www.krajicek.nl Johan-Cruyff-Foundation, www.cruyff-foundation.org



Key success factors

1. Building of new infrastructures especially in deprived areas
2. Economic resources through public-private-partnerships

FINANCING

A public award as incentive for improving LTPA infrastructures Beautiful Roads and Streets Competition, Finland

GOAL(S)	<ul style="list-style-type: none"> • To find and reward roads and streets which have been adapted in a natural way to their environment • To promote collaboration between different levels of government • To encourage the private sector to get involved in the development of LTPA infrastructures
CONTEXT	The competition is held every three years since 1999. It is chaired by the Finnish Association of Local Authorities, the Finnish Road Association and the Finnish Road Administration.
IMPACT ON IMPROVING LTPA INFRASTRUCTURES	<p>The award aims at improving infrastructures designed for LTPA as well as urban and green space usable for LTPA. It supports projects that:</p> <ul style="list-style-type: none"> • Are adapted to local conditions and surroundings • Are safe for different user groups • Consider traffic and maintenance costs • Establish partnerships between the public and private sector in planning, design, implementation and maintenance • Foster collaboration between regional and local levels of public administration in improving infrastructures
CONTACT	Mervi Vallinkoski, City of Jyväskylä, mervi.vallinkoski@jkl.fi
RESOURCES/ WEBSITE	http://jkl.fi/puistot/rantaraitti (Jyväskylä promenade, award winner 2005)



Key success factors

1. Focus on the built environment
2. Intersectoral collaboration, by road administration, tourism, and culture
3. Involvement of regional, local, and private sector
4. Consideration of people's demands
5. Clearly defined evaluation criteria
6. Public-private-partnerships

Omega Sport and Health Centre

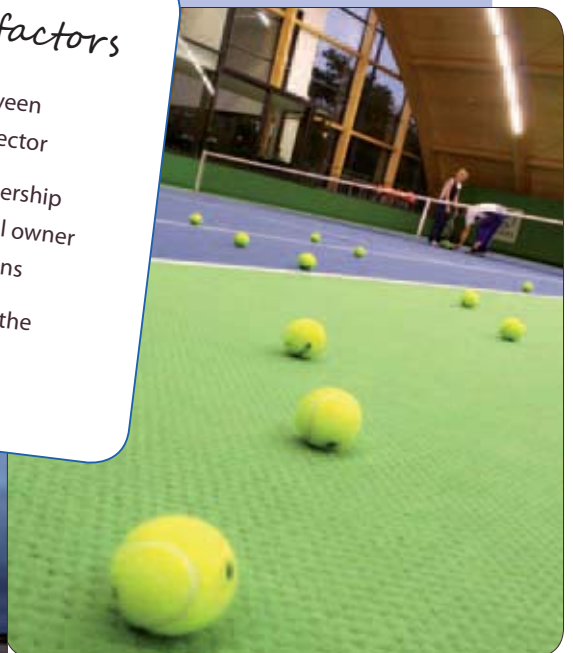
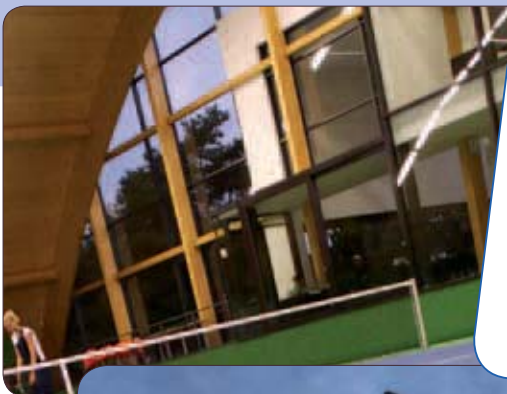
Czech Republic

Best Practice Examples

GOAL(S)	<p>Targets:</p> <ul style="list-style-type: none"> • To offer countless opportunities for sport, relaxation and social activities. • To allow young and adult people be physically active during their leisure time. • To be in pleasant area that promotes active lifestyle perfectly equipped with full service • To offer individual consultation or professional service of a coach e.g. for fitness, tennis, squash • Development of socially safe sports playgrounds and green areas to promote PA among children and adolescents in deprived areas
CONTEXT	<p>OMEGA systematically focuses on providing the perfect base and consulting services for clients in the battle against excessive calorie intake, a lack of movement and chronic stress. These are risks that damage health, decrease immunity and cause lifestyle-related diseases. The Omega Sports and Health Center serves all those looking for comprehensive services with a premium level of quality. The products offered are well-tailored for club clientele; however even occasional visitors will find activities to their liking.</p>
IMPACT ON IMPROVING LTPA INFRASTRUCTURES	<ul style="list-style-type: none"> • Good example of private-public partnership between commercial owner and sport association • Club clientele has been offered special service (also special prices) • Management has weekly meetings with innovative strategies to promote PA and full use of the Center • Mutual promotion of the Center and media (newspaper, radios etc.) • Regular survey of people's needs and satisfaction • To have satisfied employee and clients
CONTACT	<p>Manager: Jan Petr (jan.petr@omegasport.cz) See website. Or phone: +420-585-2505-700 or +420-585-205-800</p>
RESOURCES/ WEBSITE	<p>www.omegasport.cz/en</p>

Key success factors

1. Collaboration between sports and health sector
2. Public-Private-Partnership between commercial owner and sports associations
3. Promotion of LTPA in the surrounding area



Sports & Fun - An urban strategy for low-threshold sport facilities

Vienna, Austria

GOAL(S)	The development of Sport & Fun Halls is an urban strategy to provide low-threshold sports halls in deprived neighbourhoods that equally supply all residents with infrastructures for sport and physical activity
CONTEXT	The idea of the 'Sport & Fun'-Halls in Vienna stems from social and youth work in 1995. An old convention hall was used as temporary sports hall as an alternative site for youngsters on rainy days from May to October.
IMPACT ON IMPROVING LTPA INFRASTRUCTURES	<p>Low thresholds:</p> <ul style="list-style-type: none"> • Easy to access with low entrance fees (flat rate system) rather than restricted to particular groups or sports clubs members only • Located close to public transport stations in deprived neighbourhoods • Accessible with outdoor shoes and street clothes • Equipment can be borrowed for free <p>Sustainability:</p> <p>The 'Sport & Fun' halls are connected to other infrastructures: At 'Sport & Fun Ottakring' the outdoor sports facilities are also planned and built for the school next-door. The 'Sport & Fun Donaustadt' is connected to a big boulder hall in cooperation with a different provider. The projected 4th hall is connected to a new social housing area. The 'Sport & Fun'-Halls are multiple sports halls, constructed as low-energy-buildings. The economic concept is organized with clear responsibilities: personnel is fully covered by the earnings of the entrance fees. The maintenance of the hall (cleaning, repair) and the acquisition of new equipment is fully subsidised by the municipality.</p>
CONTACT	Mr. Ing. Robert Krones +43 (01) 4000/51161 post@ma51.wien.gv.at
RESOURCES/ WEBSITE	www.sportandfun.at http://www.wien.gv.at/freizeit/sportamt/sportstaetten/sportfun/index.html

Key success factors

1. Focus on deprived neighbourhoods
2. Low thresholds and few regulations
3. Close cooperation of municipality with providers and operators of facilities

