

CONTEXT FOR TODAY



- Sport and Active Legacy from 2014 Commonwealth Games
 - Increasing Participation
 - Increasing Capacity of Voluntary Sports Infrastructure
- European Championships 2018
- What is the Sport and Physical Activity Legacy for Glasgow? (pre and post 2018)



SPORT IN GLASGOW PROGRESS SINCE EARLY NINETIES



Sports Infrastructure

- Network of Modern Leisure Facilities
- Sports Pitch Provision
- Celtic Park; Ibrox Stadium
- Emirates and Hydro Arenas
- CWG Venues
- Private Sector Fitness



SPORT IN GLASGOW PROGRESS SINCE EARLY NINETIES



Sports Development & Physical Activity

- Partnerships with NHS (Good Move Programme)
- Partnership with **sport**scotland (Active Schools; Community Sports Hubs)
- PEPASS
- Partnerships with Sports Governing Bodies
- Partnership with Others (Wheatley; ParkLives; Education)
- Club, Coaching & Volunteering



SPORT IN GLASGOW

PROGRESS SINCE EARLY NINETIES



Events

European Indoor Athletics Championships	- 1990
World Team Badminton Championships	- 1997 & 2007
UEFA Champions League Final	- 2002
World Cup Track Cycling	- 2012 & 2016
Duel in the Pool (USA & Europe)	- 2013
Commonwealth Games	- 2014
World Artistic Gymnastics Championships	- 2015
IPC World Swimming Championships	- 2015



SPORT IN GLASGOW PROGRESS SINCE EARLY NINETIES



Future Events

World Individual Badminton Championships - 2017

European Championships - 2018

European Indoor Athletics - 2019

Men's World Curling Championships - 2020

UEFA European Championships - 2020



SPORT IN GLASGOW PROGRESS SINCE EARLY NINETIES



Recognition

- UK City of Sport 1996
- European Capital of Sport 2003
- Glasgow wins Commonwealth Games 2007
- “Best Ever Games” – 2014
- Ultimate Sports City
 - Ranked 5th



SPORT IN GLASGOW PROGRESS SINCE EARLY NINETIES



48% increase in Glasgow Sport attendances since 2007

151% increase in Glasgow Club Direct Debit membership since 2007

Adults participating in sport and exercise (incl. walking) increased from 68% to 78% since 2007. Glasgow now on par with the Scottish average (*Scottish increase 5%*)

Walking (at least 30 mins) increased from 50% to 64% since 2007. Glasgow now on par with the Scottish average (*Scottish increase 8%*)



SPORT IN GLASGOW PROGRESS SINCE EARLY NINETIES



367% increase in junior members of sports clubs since 2009

110% increase in volunteers engaged with sports clubs since 2009

95% increase in coaches engaged with sports clubs

Maintained consistently high GHS satisfaction rating around 90%



SPORT & PHYSICAL ACTIVITY IN GLASGOW



Challenges

- Significant population in Glasgow remains inactive/not engaged in sport
- Disproportionately Inactive population groups/communities:-
 - Vulnerable People & Communities
 - Teenage Girls
 - Older People
 - BME Communities
- Continuing reductions in Public Sector funding
- Public Sector funding priority is cure rather than prevention
- Co-Production with Communities remains a challenge for public sector sports/leisure services



PURPOSE OF TODAY



Maximising the inspiration of 2018

- More People; More Active; More Often
- Consensus around Outcomes and SMART Objectives
- Highlight Key Challenges
 - Too many people in Glasgow remain inactive and not engaged in sport.
 - Need for Public, Third and Voluntary Sport to work together
 - More targetted approach whilst maintaining universal provision
 - How do we maximise sporting potentials
- Leave today with “Shared Sense of Direction”



The European Championships



- a new multi-sport event bringing together existing official European Championships and launching a new golf event
- devised by the European Federations to enlarge TV audiences and increase brand power
- to be held every four years – the first in summer 2018 staged by the Host Cities of Glasgow and Berlin
- controlled by the sports federations, the Host Cities and the broadcast partners



Key facts and figures



- Six sports staged by Glasgow
- from 2-12 August 2018
- 12 venues + live sites
- 3000 athletes
- 8500 athletes and officials
- Fully integrated cultural programme
- Co-hosting with Berlin who are staging European Athletics Championships



Our Vision

- To create a must watch, must attend experience that elevates the status of European champions
- For athletes and spectators the event will create a new highlight on the sporting calendar that will reach beyond dedicated fans to a much broader audience
- To continue to deliver sporting, economic, cultural and social legacy for Glasgow/Scotland



Broadcast Benefits



- European Broadcast Union, umbrella body for all public sector broadcasting in Europe, a key partner
- Potential TV audience reach of up to 1.03bn
- 10 days of television coverage (3-12 August)
- Wall to wall BBC coverage
- Coverage across Scotland's top 5 European markets (BBC in UK, ARD/ZDF in Germany, France Television, RAI in Italy and TVE in Spain)



Key partnerships



- Funders Scottish Government and Glasgow City Council
- Official Glasgow 2018 sponsor family
- European, British and Scottish Federations
- North Lanarkshire, Edinburgh, Perth & Kinross, Loch Lomond National Park Authority, Stirling, East Dunbartonshire
- Gleneagles
- National agencies and Police Scotland
- Host City partnership with Berlin



A tale of two cities

- A close cultural collaboration already underway with key organisations working together in the fields of contemporary art, music and theatre
- National and city agencies working to promote business opportunities with Berlin
- Glasgow and Berlin working together to explore live city to city link ups during the Championships



Year of Young People 2018 collaboration



Working in partnership with YoYP team to inspire healthy and active lifestyles:

- Glasgow 2018 Educational toolkit for national school intranet Glow
- Six young Volunteering Champions recruited
- Mascot consultations and competitions taking place
- YP ticketing strategy:
 - 50% concession on all ticket prices across all sports for children 16 and under (golf free as normal)
 - Free chaperone tickets for all sports clubs
 - High number of free events and free attendance opportunities
- Creation of blogs, podcasts and other digital toolkits to inspire young people
- YoYP has place on Championships Board



The sports, venues & key infrastructure.



OUR AMAZING VENUES



Knightswood BMX



Scotstoun







