

UK



**European Capitals and Cities
of Sport Federation**



Content

- ACES Europe
- ACES Five Goals and Manifesto
- The Awards
- ACES in the UK
- Benefits
- Impact
- Marketing
- The three key phases of an award
- Presenting a candidature
- Costs of Candidature
- Summary
- Questions



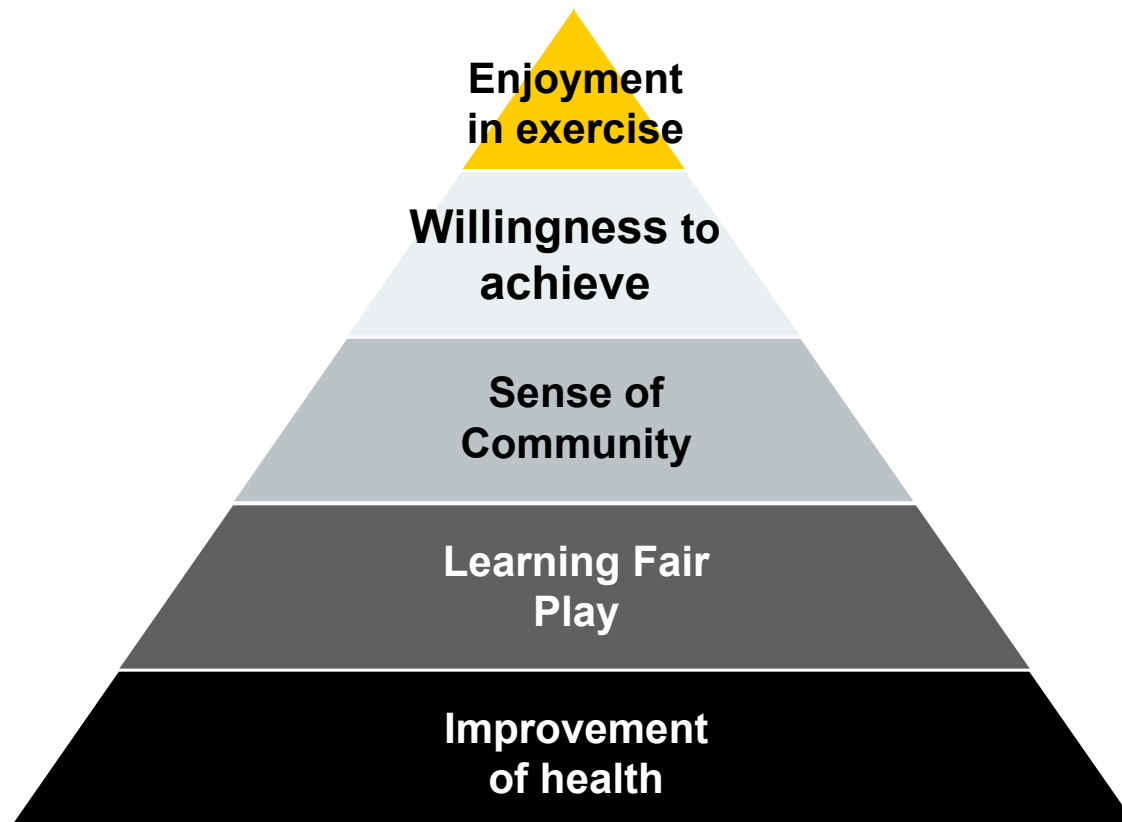
ACES Europe – Who We Are

- Non profit association
- Based in Brussels
- Established in 2001
- Awards:
 - World Capital of Sport Award (new)
 - European Capital, City, Communities, Town of Sport,
 - European Resort of Sport
 - Sport and Healthy Company
- Recognised by the EU Commission in the White Paper (Art. 50)
- Focus on sports ability to:
 - Help bring people together and develop community
 - Improve quality of life
 - Enhance health and well-being
 - Encourage integration

President & Founder



ACES Europe - Our Five Goals and Manifesto



ACES Europe seeks to promote sport among all the citizens of Europe, particularly disadvantaged groups, children, the elderly and the disabled.

ACES Europe's goal is to encourage private and public initiative to increase support for sport, not only from a professional point of view, but also as a channel for social cohesion and to improve the health and quality of life of citizens.



The Awards



AWARDS



EUROPEAN CAPITAL OF SPORT, 1 award per year to a capital of a country or city with more than 500,000 inhabitants.



EUROPEAN CITY OF SPORT, multi awards throughout Europe per year to a city between 25,000 and 500,000 inhabitants.



EUROPEAN COMMUNITY OF SPORT, a group of small cities, multi awards (up to 2) throughout Europe



EUROPEAN TOWN OF SPORT, multiawards throughout EUROPE per year to a city of less than 25,000 inhabitants.



THE EUROPEAN CITY OF SPORT OF THE YEAR, the cities compete during the year for becoming in the best city preparing a summary file of activities which will be evaluated by The Foundation of Sport in Valencia as independent body.



WORLD CAPITAL OF SPORT Same format as the European Capital of Sport but outside Europe starting in 2018 and with the support of the main international organizations like United Nations.

After the success in Europe we export the format to all around the world looking for the best sport policies and practices. Presenting the opportunity for communities to unite throughout the world under the same flag of sport and health for all.

The Ceremony at the EU Parliament in December



Award Criteria



Candidates will be assessed against the following ten criteria:

1. Sports infrastructure (indoor / outdoor facilities)
2. Access to sporting facilities and activities
3. Clubs and other groups and participation in organised competition
4. Initiatives, events and projects run by local government
5. Measures to promote health and integration through sport for all groups
6. Levels of participation
7. Communications activity linked to the candidature
8. Local agreements and arrangements between the council, sporting and political institutions at a local, regional and national level
9. Profile and proposed activity if designated
10. Schedule of suggested activities and events proposed for the year of designation



ACES in the UK

ACES UK Led by:

- John Swanson – Vice President of ACES Europe,
- Michelle Vorel-Adams UK President.

Role:

- To promote the work of ACES Europe in the UK,
- Encourage candidatures,
- Provide support to candidates and help ensure award holders are able to maximise the benefits of their award.

Awards to date:

Capital:

Glasgow - 2003
Cardiff - 2014

City:

- Leicester
- Cardiff - 2009
- Gateshead - 2010
- North Lanarkshire - 2011
- Preston - 2012
- Stoke-on-Trent 2016
- Bristol - 2017
- Coventry – 2019
- Milton Keynes - 2020

Community:

- 2012 - Isle of Man (UK)
- 2013 - Shetland Islands (UK)



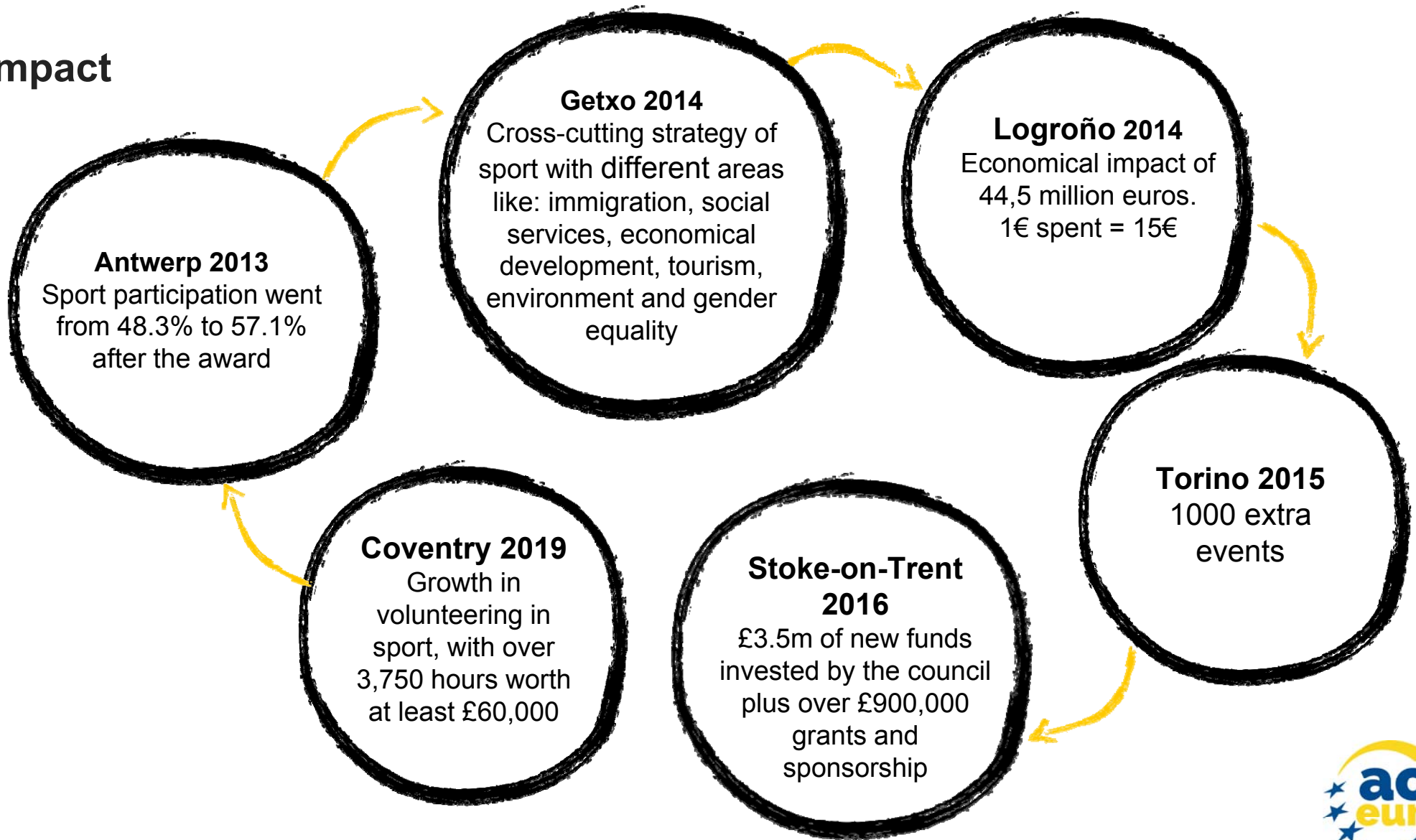
Benefits

The award is an effective tool providing:

- A powerful signal that you are open for business and positive about maintaining relations with Europe whatever the outcome of Brexit
- PR and media exposure at a national and international level
- Opportunities to develop and deliver programmes that engage local people in sports activities and events
- An opportunity to celebrate what makes an area unique
- A basis for placing greater emphasis on sport and mobilising partners
- A platform to secure investment from sponsors and other partners
- Recognition of the area's sporting history, current activity, and future ambitions
- A network including other areas across Europe
- A tool to support lobbying at a national and European level



Impact



Impact – Highlights for Coventry 2019 :

Sport England
facilities
investments

£1.5 Million
investment in
public leisure
centres

Cricket Wickets
and Activator
£230k over 2
years

19 Community
Festivals (1 In
every Ward)

National Street
Games
Conference –
Generated £60k

Europe Corporate
Games – Est.
£3m economic
impact

Sport England
Priority Place
Project

Go CV Discount
for Coventry
residents

Velo West
Midlands First
time in Coventry

Takeover Games
at all major sports
clubs

East v West
School Games
Comp 1st time
delivered

Movement
Exhibition (CTM –
July / Oct)

Building Stronger
Britain Funding
£50k in 7 wards

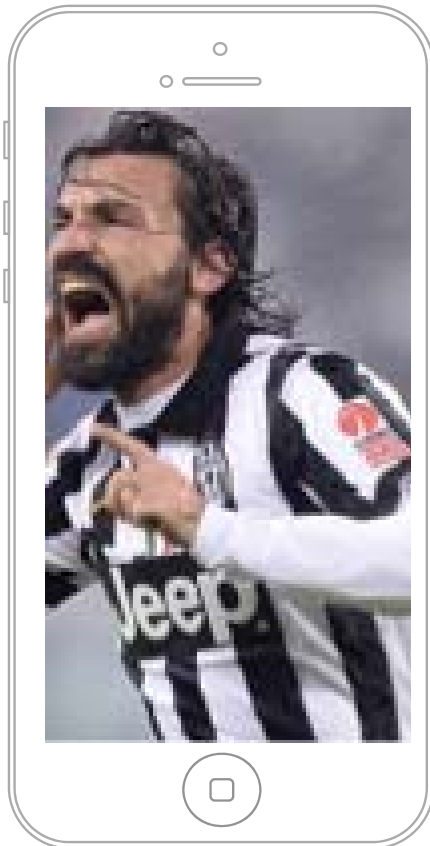
Coventry Young
Ambassadors
Over 200 children

4 International Ice
Hockey Games
(Team GB)

Sport and Culture
Innovation Fund
£40k



Marketing



A

Promotion

Andrea Pirlo, Juventus football player with the logo of Torino 2015 on the sleeve.

Mobilising local sporting celebrities.

- Stoke-on-Trent 2016: Eddie Hall, Angela Smith, Ian Marsden, Emma Jackson, Jenny Booth....

Branding and Publicity – Coventry 2019:



B

Public figures

The Queen supporting Glasgow in 2003



The three key phases of an award

1 - Candidature

- Recognition of the value and role of sport
- Bidding for designation
- Pre-award marketing
- ACES assessment visit
- Award decision
- Detailed planning for year of designation

2 - Designation

- The year of the award
- 365 days of sport
- Increasing opportunities for participation
- Investment
- Events
- Marketing and place making activity

3 - Legacy

- Legacy activity
- Evaluation of impact
- ACES network membership

Presenting a Candidature (used as a guide)



Costs of Candidature

Stage 1-3

- €1800 per city due on submission of the bid file
- Three days hosting of 3-6 members of the ACES assessment delegation including:
 - Air travel for up to 3 delegates
 - All travel during the visit itself
 - Hotel accommodation
 - Meals (including a gala dinner - recommended)

Stage 4

- Image rights agreement €10,000 from municipal funds
- Provision of 100/200 sqm outdoor advertising sites
- Attendance of a suitable delegation at the award ceremony in Brussels in December

Award year

- Delivery of an evaluation report
- Delivery of a suitable programme of activity as proposed in the bid file and assessment visit

Post award

- ACES network fee of €1000 per annum



Summary



After 18 years:

- More than 500 cities awarded
- Wide network of members
- Best practices to be shared
- More than 30 active cities per year
- Lobby in the EU Parliament through EGFA and GCE groups
- Agreements with the top sport associations across Europe
- Development of different European grants



Questions?

