



European City of Sport 2016

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City of
Stoke-on-Trent

Vision and Strategy

- ▶ Our vision to be a great sporting city
- ▶ Partnership with both local and national agencies
- ▶ Delivering our Physical Activity and Sports Strategy
- ▶ Integration with wider county level strategy
- ▶ Change and innovation
- ▶ Platform for UK City of Culture Bid



Priorities

ECoS is based on a shared visioning event with specific priorities:

- ▶ Economic Development
- ▶ Skills and Education
- ▶ Health, Wellbeing and Independence
- ▶ Informal Activity to Excellence
- ▶ Think Like A City – Be Ambitious
- ▶ Equality
- ▶ Partnership Working



Key Themes

Comprising:

- ▶ Marketing and Promotion
- ▶ Mass Participation Events
- ▶ Community Engagement
- ▶ Profile / Partner Events
- ▶ Club and Athlete Support
- ▶ Heritage and Culture
- ▶ Volunteering
- ▶ Infrastructure and Capacity
- ▶ Evaluation and Legacy



Major Benefits

Comprising:

- ▶ £3.5m allocated by the City Council
- ▶ Enhanced Partnership Working (LOC)
- ▶ Reputation Gains and Improved Image
- ▶ Fostering of a Local 'Feel Good' Factor



Funding Magnet

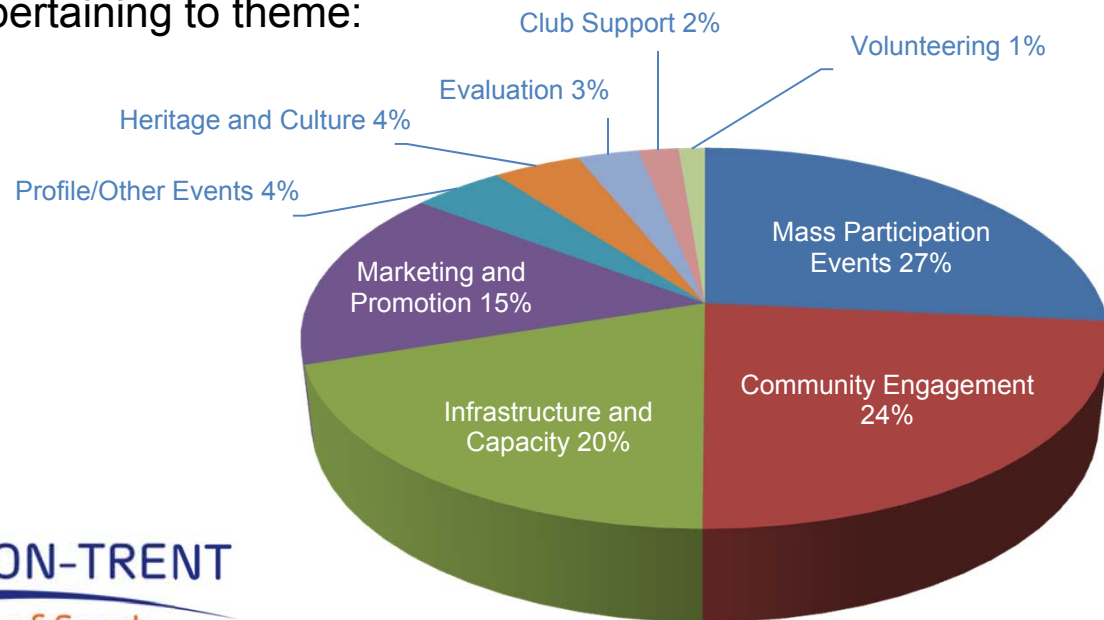
External funding has been secured from a range of sources:

- ▶ Coca Cola £237,000
- ▶ Spirit of 2012 / EFDS £245,000
- ▶ Sport England £250,000
- ▶ Table Tennis England £15,000
- ▶ Sport Across Staffordshire and Stoke-on-Trent £3,000
- ▶ British Canoeing £10,000
- ▶ Archery GB £1,000



Budget Allocation

£% pertaining to theme:



Key Partners



MATRIX



Increased Visibility

Comprising:

- ▶ Political buy in
- ▶ Magnet effect
- ▶ Celebrity endorsements
- ▶ Enhanced regional, national and international profile
- ▶ High profile events
- ▶ Engagement of local public in sport



Marketing and Promotion



**City goal is clear
in sprint for title**
Policies short-listed for prestigious sport accolade



Extensive Coverage

- ▶ Television
- ▶ Local and National Newspapers
- ▶ Social Media Engagement
- ▶ Local, National and International Events Coverage



Initial Impact Assessment For 2016

Major Sporting

Events

- ▶ Participants: 23,620
- ▶ Spectators: 48,471
- ▶ Viewership: 175,063,000
- ▶ Economic Impact: in excess of £646,366 relating to major events only

Community Events and Activities

- ▶ Sessions: 3,047
- ▶ Participants: 47,852
- ▶ Visits: 84,450



Initial Impact Assessment For 2016

Supported Events

- ▶ Participants: 7,400
- ▶ Spectators: 7,490

Volunteering

- ▶ Volunteers: 29
- ▶ Hours of Volunteering Work: 2,950



Evaluation

Academic evaluation of impact for 2016-2018 including partnership with Staffordshire University and detailed activity tracking using existing I.T. assets.

Area of Focus

- ▶ Immediate and long term economic impact of all events / 4-7 major events
- ▶ Participation in ECoS branded programmes
- ▶ Impact on first time participants (behaviour change, values, attitudes and retention)
- ▶ New and existing participants looking at health outcomes
- ▶ Evaluation of the sports delivery system, networks and partnerships
- ▶ Community capacity building



Major Events in 2016

- ▶ Opening Ceremony
- ▶ Lord Mayor's Games
- ▶ Sports Psychology Jam
- ▶ 1966 Dinner
- ▶ Heart of the City Tour
- ▶ Corporate Cup of Soccer
- ▶ Corporate Cup for Netball
- ▶ Corporate Cup for Dragon Boating
- ▶ Pearl Izumi Tour Series
- ▶ Darts for Donna Louise
- ▶ England vs Greece Table Tennis
- ▶ StreetGames Festival
- ▶ Sports Personality of the Year Awards
- ▶ StreetGames Community Safety Conference
- ▶ Paralympics GB Carnival
- ▶ Summer Celebration
- ▶ Aviva Women's Tour
- ▶ UK Triathlon
- ▶ Run for Fun



Community Engagement and Participation

Comprising:

- ▶ Activity programmes
- ▶ Community events
- ▶ Club and community development activity
- ▶ Small grants for athletes and groups
- ▶ Volunteering
- ▶ Sporting Stories project



Legacy

Working for the future...

- ▶ Springboard for UK City of Culture 2021 bid
- ▶ Sustainable events and activity
- ▶ Closer working across the sector / city
- ▶ Evolving new facility based partnerships
- ▶ Continued relationship with European sporting network
- ▶ Sustainable opportunities in clubs / leisure centres
- ▶ Political support
- ▶ Enhanced reputation



Legacy Events Planned for 2017-2018

Comprising:

- ▶ StreetGames Community Safety Conference 2017 / 2018
- ▶ European and World Corporate Cups 2017
- ▶ Hanley Park Soapbox Derby 2017 & 2018
- ▶ European Fair Play Movement Annual Congress 2018
- ▶ Assorted fun runs and other charitable sporting events
- ▶ Us Girls Rocks 2017
- ▶ National Cycle Races 2017 & 2018
- ▶ Major Triathlon 2017 & 2018
- ▶ UK Corporate Games 2018



Legacy Activities Planned for 2017-2018

Comprising:

- ▶ PING, Parklives and StreetGames
- ▶ Community grants and Volunteering
- ▶ Talented Athlete Support Programme
- ▶ Club / community development
- ▶ 55+ & Family activity programmes
- ▶ 11 community festivals



ACES Europe

Key Information

- ▶ Brussels-based, not for profit organisation
- ▶ Will continue post Brexit
- ▶ Awards for Towns, Cities and Communities of Sport
- ▶ City representative appointed as the UK Head Delegate
- ▶ Contact michelle.vorel-adams@stoke.gov.uk for more information



Contact Information

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