

# **Abstract Book**

**First European Capital of Sport Conference**  
**Sport & Urban Development** 9 - 11 November 2005

Rotterdam - The Netherlands

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## Colophon

# **Welcome to Rotterdam!**

[VOORWOORD NICO JANSSENS]

[achter voorwoord van wethouder overige informatie S&R invoegen]

# INTA & SportUrban

INTA is an international network that encourages the exchange of information, experience and best practices on urban development and renewal across the world. Incorporated in Paris in 1974 as a not-for-profit association, INTA has been granted Category 2 Status with the Economic and Social Council of the United Nations and has Consultative Status with the Council of Europe.

SportUrban is an inter-regional exchange of methods and approaches by which sport facilities can have a leverage effect on urban regeneration and local development. SportUrban will make recommendations for furthering the potential of sports related projects to contribute positively to aspects of urban regeneration and social inclusion. The project is divided into three main components:

- 1) An extensive exchange of experiences between partners on the contribution of sport related facilities and equipment to providing employment, to community development, environmental improvement and issues relating to urban rehabilitation.
- 2) A series of pilot case studies in the partner cities on a selection of sports related initiatives to explore the extent to which outcomes had been defined, monitored and achieved, the lessons learned and innovative methods and best practice potential for urban development. Methods and practices will be collected via relevant documents, in-depth interviews, group-discussions and field study.
- 3) A cycle of professional stages (training period and exchange of civil servants) - to take place in each partner's organisation - will provide another practical dimension to the exchange of methods and experience.

24 partners of the European Union have joined efforts to address a common issue: how to make sports facilities contribute to economic development, urban regeneration, social inclusion and the image of towns and cities. New trends in the practice of sport are calling into question the spatial status quo: new and more individualistic sports are developing outside established sports institutions; new territorial spaces are opening up to the practice of sports, in particular on public spaces in urban areas. The appearance of new sporting places and the requalification of traditional urban spaces have helped many games to develop into full-fledged sports. These new sporting areas or areas where the public can enjoy sports events, have created the need for new transport and facilities, and often the creation of new services. This, in turn, has changed the townscape. Faced with these trends, local authorities have a key role to play in defining the use of public space and in regulating the public service and social functions of sport.

# Programme

# Programme

## WEDNESDAY, 9 NOVEMBER 2005

*16.00 hours - 18.00 hours*  
Pre-registration participants

*18.00 hours - 19.30 hours*  
Welcome reception in the City Hall with an opening speech by the Mayor of the City of Rotterdam, Mr. Ivo Opstelten and a word of welcome by the organising committee.

## THURSDAY, 10 NOVEMBER 2005

*08.00 hours - 09.00 hours*  
Registration participants

*09.00 hours - 09.20 hours*  
Word of welcome and opening by the Alderman of Sports, Mr. Nico Janssens.

*09.20 hours - 09.50 hours*  
On behalf of Mr. Ján Figel', European Commissioner responsible for Education, Training, Culture and Multilingualism, Mr. Pedro Velázquez (Deputy Head of the Sports Unit, Directorate General for Education and Culture) will present the first plenary session of the conference on Sport and Policy. He will present the European policy on sport in the coming years.

*09.50 hours - 10.20 hours*  
Mr. Winy Maas, a Dutch well-known architect and one of the founders of the office for architecture MVRDV in Rotterdam, will present the second plenary session. Their architectural research projects are published on an international basis. Mr. Maas will give his vision on building sport stadiums from an architectural point of view. He will, amongst others, look into the design of the Olympic Beijing stadium.

*10.20 hours - 10.45 hours*  
Coffee/tea break

*10.45 hours - 12.30 hours*  
Plenary session three will start with two presentations; London, the city that will host the Olympic games in 2012 has been invited\* to speak about the relationship between the Olympics and Urban Development. Then Mr. Alexandros Tsiatsiamis Chief Executive Officer of AEDA will give a presentation about Athens, the Olympic City of 2004.

These two presentations will be followed by a panel discussion on Sports Events and the City (economy) with Prof. Chris Gratton, professor at the Sport Industry Research Centre (SIRC), Sheffield University, United Kingdom, Mr. Marcel Sturkenboom, Director of Sports from Netherlands Olympic Committee-Netherlands Sport Confederation (NOC/NSF), Mr. Alexandros Tsiatsiamis, Chief Executive Officer of AEDA, Mr. Bart Zijlstra, deputy director and head of the top-class sport department of the Dutch Ministry of Health, Welfare and Sport and Mr. Hans den Oudendammer, director of Rotterdam Topsport. They will discuss the (economical) impact of major sport events on the city.

*12.30 hours - 13.45 hours*  
Lunch

*13.45 hours - 15.15 hours*

Parallel sessions on Sport & City Marketing, Local Sports Participation & Urban Diversity, Good Practices of Local Sports Policies I, Impact of Major Sport Events on the City, Olympic Games & the City (Economy) I, INTA SportUrban Policy Forum.

*15.15 hours - 16.00 hours*

Transport to sessions on location

*16.00 hours - 17.00 hours*

Sessions on location (including coffee/tea break)

There are various locations to choose from:

The first location would be recommended to participants who are interested in Sports and Social Cohesion. Participants will visit the Orange Court Schuttersveld in the Crooswijk area, the first Johan Cruyff Court built. Mrs. Carole Thate, director of the Johan Cruyff Foundation will present the initiative. Crooswijk is one of the oldest neighbourhoods in Rotterdam. There are many families with children and many of them have a Moroccan or Turkish background. The Orange Court will be a positive development for the Crooswijk area and will provide young people with a beautiful and above all safe location to play sports. The Johan Cruyff Foundation has developed the Cruyff Courts project to stimulate young people in The Netherlands and the rest of the world to participate in sports. Sport is the means and end to raise issues such as social responsibility, integration, playing together, moral values etc. The initiative has to lead to hundred similar courts within the next three years.

David Lloyd Leisure is one of Europe's leading racquets, health and fitness club operators, with a total of 61 clubs and some 340,000 members in Holland, the UK and Ireland. More clubs are currently under construction in Holland, Belgium, Spain and the UK and further clubs are planned. The company was founded in 1983 by British tennis player David Lloyd. Since the opening of its first club, the goal has been to suit the local community and its sports, improve lives, offering solutions and options to promote fitness, good health and general well being. Participants can bring a visit to The David Lloyd Sports and Health Club in Rotterdam to hear all about its urban planning strategies.

The Zuiderpark is a large city park in the centre of Rotterdam-Zuid. Amongst other organisations, Municipal Works and the Department of Sport and Recreation of the City of Rotterdam play an important role in reconstructing this area. Sports accommodations, the water system, allotments, walks and bridges are being made more attractive to the public in the coming years. There will be a strong focus on sports in the new park. Participants who want to know everything about sport and urban development in the city should visit this location.

Rotterdam has a large skate park downtown at the Westblaak, surrounded by motorways. It is a fine example of sport and urban architecture. The park is developed in co-operation with the skaters themselves. The skaters will tell how you can develop such a venue. They will tell about the difference in culture, techniques and preferences for obstacles. They will show some videos with places in Rotterdam where skateboarders like to go and tell more about some of the large skateboard, BMX and urban sports events of this year that took place in Rotterdam. If possible, there will be demos of skateboarding and BMX.

*19.00 hours - 22.30 hours*

Conference dinner

Stands can be visited during the day.



## **FRIDAY, 11 NOVEMBER 2005**

*09.00 hours - 09.30 hours*

Mr. Fred Coalter, professor at the Department of Sport Studies at the University of Stirling in Scotland, will give a keynote speech about Sport and Social Cohesion. His research focuses on the role of sport in regenerating deprived urban areas, the social role and benefits of sport and sport and community development.

*09.30 hours - 10.00 hours*

Dr. Michel Sudarskis, Secretary General of the International Urban Development Association (INTA) will give a presentation on the European Sport Urban Project, Sport & Leisure in the City. Twenty-four partners from the European Union have joined efforts to address a common issue: how to make sports facilities contribute to economic development, urban regeneration, social inclusion and the image of towns and cities.

*10.00 hours - 10.30 hours*

Coffee/tea break

*10.30 hours - 11.00 hours*

Maria Bobenrieth, Nike CR Director of EMEA (Europe, Middle East and Africa) will give a keynote speech illustrating the company's efforts around Community Development. Nike has partnered with various community organisations within the region to engage in several development projects to engage communities through sport. Examples include Zoneparc and NikeTown concepts.

*11.00 hours - 12.30 hours*

Parallel sessions on Sport Stadiums in a Urban Context, Sport & Local Identity I, Sport & Social Cohesion, Getting Youth in Action, Good Practices of Local Sports Policies II, INTA SportUrban Policy Forum.

*12.30 hours - 13.45 hours*

Lunch

*13.45 hours - 15.15 hours*

Parallel sessions on BOS-Impetus (Neighbourhood, Education and Sport), Sport & Regeneration in Cities, Sports & Urban Planning, Sport & Local Identity II, Racism & Racial Equality in and Through Urban Sport, Olympic Games & the City (Economy) II, INTA conference SportUrban Steering Committee Meeting (private session)

*15.15 hours - 15.45 hours*

Coffee/tea break

*15.45 hours - 17.00 hours*

For the conference closing session Mr. Johann Olav Koss, founder of the Right to Play foundation, will give a speech on Sport in Deprived Areas.

Stands can be visited during the day.



	Leeuwen Room I + II	Goudriaan Room I + II	Mees Auditorium	Penn Room I + II	Diamond Room	Rotterdam Hall
<b>Thursday 10 November</b> <b>13.45h. - 15.15h.</b>	<b>1. Sport &amp; City Marketing</b>	<b>2. Local Sports Participation &amp; Urban Diversity</b>	<b>3. Good Practices of Local Sports Policies I</b>	<b>4. Impact of Major Sport Events on the City</b>	<b>5. Olympic Games and the City (Economy) I</b>	<b>INTA SportUrban Policy Forum</b>
	13.45h.-14.10h. <b>Mrs. Marlies Rosenbrand PhD.</b> Delft University (NED) - <i>The use of city sports to enhance the experience economy of municipalities</i>	13.45h.-14.10h. <b>Prof. dr. Maarten van Bottenburg</b> W.J.H. Mulier Institute, Centre for Research on Sports in Society (NED) - <i>Sports participation and social inclusion</i>	13.45h.-14.10h. <b>Mr. Holger Fuhrmann</b> Deutsche Sporthochschule Köln, Institut für Sportsoziologie (GER) - <i>The importance of sport development for city development</i>	13.45h.-14.05h. <b>Prof. Deborah Stevenson</b> University of Newcastle, (AUS) - <i>Explorations in 'event ecology': the case of the international Gay Games</i>	13.45h.-14.10h. <b>Mr. Roy Bahat</b> Director of International Strategy NYC2012 (USA) - <i>Planning for the 2012 Olympics</i>	13.45h.-14.05h. <b>Mr. Lorenzo Occhionero,</b> Sport & Youth, City of Bologna (IT) - <i>Sport &amp; Local development; a case study from Bologna</i>
	14.15h.-14.40h. <b>Mrs. Claudia de Graauw</b> Erasmus University, department culture and tourism (NED) - <i>Measuring the image of Rotterdam, city of sports</i>	14.15h.-14.40h. <b>Mr. Nanne Boonstra</b> Verwey-Jonker Institute, research into social issues (NED) - <i>Research into the capacity of recreational sport to integrate Dutch minorities. A focus on Rotterdam</i>	14.15h.-14.40h. <b>Ir. Anita Vlasveld</b> The Netherlands Institute for Sport and Physical activity (NED) - <i>Communities on the move</i>	14.10h.-14.30h. <b>Dr. Jacqueline Tivers</b> Nottingham Trent University (UK) - <i>The Urban Marathon: a spectacle for place promotion, or an individual relationship with urban space</i>	14.15h.-14.40h. <b>Dr. Eleni Theodoraki</b> Loughborough University (UK) - <i>Selectivity in evaluating the impact of the Athens Olympic Games: framework and politics</i>	14.05h.-14.25h. <b>Mrs. Ida Schillen,</b> Alderman of Sports & Culture, Hanzestad Rostock, (GER) - <i>Sport and Spatial Planning in the City of Rostock: a policy perspective</i>
	14.45h.-15.10h. <b>Dr. Sjef van Hoof</b> Utrecht University, Faculty of Geo Sciences (NED) - <i>The prospects for Almere's professional football team, an economic geographic approach</i>	14.45h.-15.10h. <b>Mr. Ratchapan Choiejit</b> Srinakharinwirot University Thailand, department of economics (THA) - <i>Sport in Bangkok, a city of changes</i>	14.45h.-15.10h. <b>Mr. Ary Hordijk</b> City of Utrecht (NED) - <i>Integral accommodation policy: a response to spatial and social questions? a case study of Utrecht</i>	14.35h.-14.55h. <b>Dr. Egbert Oldenboom</b> MeerWaarde advice on economic research (NED) - <i>Costs and benefits of large scale sport events</i>	14.45h.-15.10h. <b>Mr. Erwin Heurkens</b> Delft University/Adecs bv (NED) - <i>Decision-making for the special planning of the Olympic Games of 2028 in the Netherlands</i>	14.25h.-14.45h. <b>Mr. Didier Gheux,</b> Mission Europe, Conseil Général de la Seine St. Denis (FRA) - <i>Sport and Social Inclusion: Case studies from the Metropolitan region of Paris</i>
				14.55h.-15.15h. <b>Mr. Albert van Schendel</b> NHTV Breda University of Professional Education (NED) - <i>An evaluation model for experience research of sporting events</i>		14.45h.-15.05h. <b>Mr. Dominique Laousse,</b> Project Manager in "Prospective Mission", RATP (FRA) - <i>Sport and New Urban Mobility: the experience of RATP</i>
						15.05h.-15.15h. <b>discussion &amp; questions</b>

	Leeuwen Room I + II	Goudriaan Room I + II	Mees Auditorium	Penn Room I + II	Diamond Room	Rotterdam Hall
Friday 11 November 11.00h. - 12.30h.	<b>6. Sport Stadiums in a Urban Context</b>	<b>7. Sport &amp; Local identity I</b>	<b>8. Sport &amp; Social Cohesion</b>	<b>9. Getting Youth in Action</b>	<b>10. Good Practices of Local Sports Policies II</b>	<b>INTA SportUrban Policy Forum</b>
	11.00h.-11.25h. <b>Mr. Charles Spring</b> University of Derby, UDCB (UK) - <i>Moving sports stadia is simple! But what are the real impacts upon the local community?</i>	11.00h.-11.25h. <b>Mr. Jacco van Sterkenburg</b> W.J.H. Mulier Institute, Centre for Research on Sports in Society (NED) - <i>Aspects of the skating culture in the city</i>	11.00h.-11.25h. <b>Dr. Jan Janssens</b> W.J.H. Mulier Institute, Centre for Research on Sports in Society (NED) - <i>The significance of sports clubs within multicultural society: mixed clubs compared with immigrant clubs</i>	11.00h.-11.20h. <b>Mrs. Agneta Ström</b> Stockholm Sports Administration (SWE) - <i>Handshake to develop youth sport</i>	11.00h.-11.25h. <b>Mr. Farzad Ghafouri</b> Allamah Tabatabaee University, dept. Physical Education (IRI) - <i>The role of social priorities in sport strategies</i>	11.00h.-11.20h. <b>Mr. Franco Sardi</b> Director, Department of Sport & Culture, Autonomous Region of Sardegna (IT) - <i>Public Sporting Facilities and their diffusion in the Urban tissue: Sardegna's experience</i>
	11.30h.-11.55h. <b>Prof. Dr. Michel Raspaud</b> University Joseph Fourier (FRA) - <i>Building urban stadiums in France: some reflections concerning conflict cases</i>	11.30h.-11.55h. <b>Mrs. Cora McCloy PhD.</b> University of Toronto (CAN) <i>"Restoring the lustre and pride": The role of the 1999 Winnipeg Pan American Games in city re-imaging</i>	11.30h.-11.55h. <b>Mr. Koen Breedveld</b> The Social and Cultural Planning Office of the Netherlands (SCP) (NED) - <i>Decreasing differences in sport participation?</i>	11.25-11.45h. <b>Mrs. Henriëtte van Rossum</b> City of The Hague (NED) - <i>Setting the youth in motion in The Hague</i>	11.30h.-11.55h. <b>Mr. Hans van den Oord</b> City of Eindhoven (NED) - <i>Civic Centers and social real estate</i>	11.20h.-11.40h. <b>Mrs. Branca Gameiro das Neves</b> Advisor to the Deputy Mayor, Camara Municipal de Lisboa (POR) - <i>The Impact of Big Sporting Events on the City: the case of Lisbon</i>
	12.00h.-12.25h. <b>Mr. Trudo Dejonghe</b> Lessius Hogeschool, dept. Business Studies (BEL) - <i>The Arteveldstadium: sport and local identity in Ghent?</i>	12.00h.-12.25h. <b>Mr. Joris Vermeiren</b> VHP bureau for town planning, architecture and landscape architecture (NED) - <i>Game Zone</i>	12.00h.-12.25h. <b>Mr. Ruud van der Meulen PhD.</b> Radboud University Nijmegen (NED) - <i>Do sports clubs build long and strong bridges from ethnic majority toward ethnic minority members in the Netherlands?</i>	11.50h.-12.10h. <b>Prof. Andy Anderson</b> University of Toronto, Ontario (CAN) - <i>Health Promoting Schools: creating Communities of Care in Schools</i>	12.00h.-12.25h. <b>Mr. Megat Megat Daud PhD.</b> University of Malaysia (MAS) - <i>The development of sport industry in Malaysia: structure and managerial competencies</i>	11.40h.-12.00h. <b>Mrs. Dimitra Papdimitriou</b> Lecturer of Sport Management, University of Patras (GRE) - <i>The Economic Impact of Sport events &amp; Facilities: an analysis of Patras</i>
				12.10h.-12.30h. <b>Mr. Wouter Cools</b> Vrije Universiteit Brussel, dept. Movement & Science (BEL) - <i>Home-environmental physical activity opportunities for children in early childhood</i>		12.00h.-12.20h. <b>Mr. Miguel Garcia,</b> Executive Director, Ford Foundation, New York (USA)
						12.20h.-12.30h. <b>Questions &amp; Debate</b>

	Leeuwen Room I + II	Goudriaan Room I + II	Mees Auditorium	Penn Room I + II	Diamond Room II	Rotterdam Hall	Diamond Room I
<b>Friday 11 November</b> 13.45h. - 15.15h.	<b>11. BOS-Impetus</b>	<b>12. Sport and Regeneration in Cities</b>	<b>13. Sports and Urban Planning</b>	<b>14. Sport &amp; Local Identity II</b>	<b>15. Racism and Racial equality in and through Urban Sport</b>	<b>16. Olympic Games and the City (Economy) II</b>	<b>INTA conference</b>
	13.45h.-14.10h. <b>Mr. Danny van Dijk</b> Netherlands Institute for Sports and Physical Activity (NED) <i>How to tackle disadvantages: the combined force of Neighbourhood, Education and Sport in the Netherlands?</i>	13.45h.-14.10h. <b>Mr. Rami Mittwali</b> Mansoura University, sociology (EGY) - <i>The role of sport in urban development</i>	13.45h.-14.10h. <b>Dr. Sjerp de Vries</b> Alterra Green World Research, Landscape Centre (NED) - <i>Space for outdoor recreation and urban liveability</i>	13.45h.-14.05h. <b>Mr. Christopher Porter</b> Manchester Metropolitan University, Manchester Institute for Popular Culture (UK) - <i>Football ownership, local identity and regulation</i>	13.45h.-14.10h. <b>Dr. Kevin Hylton</b> Leeds Metropolitan University, Carnegie Faculty of Sport and Education (UK) - <i>An analysis of the progress of antiracism in rugby league, cricket and football</i>	13.45h.-14.10h. <b>Mr. John Delve</b> Worcester University (UK) - <i>Environmental effects of the Olympic Games in Sydney</i>	<b>SportUrban Steering Committee Meeting</b>
	14.15h.-14.40h. <b>Mr. Jeroen Hoyng</b> Netherlands Institute for Sports and Physical Activity (NED)	14.15h.-14.40h. <b>Mr. Takahiro Kitamura</b> National Institute of Fitness and Sports (JPN) - <i>The sports club as a medium of revitalizing neighbourhood in Japan</i>	14.15h.-14.40h. <b>Ir. Jeroen Vijver</b> Deloitte Consultants (NED) - <i>State of the art Sport Centers for everyone - illusion or feasible dream?</i>	14.10h.-14.30h. <b>Mrs. Myrthe Kroes</b> Erasmus University, department culture and tourism (NED) <i>About measuring the identity of a city</i>	14.15h.-14.40h. <b>Mrs. Novlette Rennie</b> Sporting Equals (UK) - <i>Sporting Equals achieving racial equality in sport</i>	14.15h.-14.40h. <b>Mr. Leigh Rampton</b> London Metropolitan University (UK) - <i>2012 Olympics in London: challenges for regeneration</i>	
	14.45h.-15.10h. <b>Mr. Alexander Groen</b> X-S2, knowledge network social policy (NED)	14.45h.-15.10h. <b>Prof. Chris Gratton</b> The Sport Industry Research Centre, Sheffield Hallam University (UK) - <i>Sport and economic regeneration in cities</i>		14.35h.-14.55h. <b>Mr. Jeff Malanga</b> Breakthrough Sports Academy (ZAM) <i>Football and local identity: helping children and youth realise their potential</i>	14.45h.-15.10h. <b>Prof. Liesbet van Zoonen</b> Universiteit van Amsterdam (NED) - <i>Anti racism in local Amsterdam soccer</i>		
				14.55h.-15.15h. <b>René Kural</b> Centre on Sport and Architecture (DEN) - <i>Sport and local identity in Copenhagen</i>			

# **Abstracts**

**Thursday 10 November 2005**

**13.45 hours - 15.15 hours**

Thursday 10 November 2005

**Session 1: Sport & City Marketing**

## **THE USE OF CITY SPORTS TO ENHANCE THE EXPERIENCE ECONOMY OF MUNICIPALITIES**

Mrs. Marlies ROSENBRAND PhD

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Because of the increasing globalization and the unification of Europe, cities feel that they must compete more with other cities to attract more companies, tourists and highly educated, creative people (also named the creative class by Richard Florida). City sports, being a form of leisure, have become one way in which cities can compete with each other, because city sports can improve the attractive power of a city by increasing the experience economy. Experiences are events that engage individuals in a personal way (Pine & Gilmore, *The experience economy*, 1999). It appears that for consumers the experience a product can give, is more important than the actual product. For example, nowadays there is a large difference in price between buying a coffee in a local pub and a cappuccino at Piazza San Marco in Venice. The city itself has become such an experience, and is therefore a product the government can sell. City sports can have an influence on the experience economy. Not only by organizing large festivities, such as the Marathon of Rotterdam, but also by relating to other forms of leisure, such as fun shopping, participating in cultural activities, and visiting restaurants or cafés. By clustering leisure activities, various effects can be reached. Already is said that the experience for people may be enlarged. Furthermore, promoting economies of scale and scope can diminish costs, and businesses can partly use the same physical infrastructure and the same PR campaign. An other effect is that the consumer stays longer, spends more money and returns more often. This effect is also called the trinity of synergy. The paper will present the current status of the literature on city sports, leisure and experience economy, and the actual developments in politics in this field. Using mainly secondary data and interviews when necessary, the developments in society and politics in the four largest cities of Holland (Rotterdam, The Hague, Amsterdam, Utrecht) will be compared. This could help municipalities to develop city sports in order to increase the experience economy.



## **MEASURING THE IMAGE OF ROTTERDAM, CITY OF SPORTS**

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Mrs. Claudia de GRAAUW

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The division Sports & Recreation of the city of Rotterdam has asked RISBO to measure the effects of '2005, year of sports' on the image of the city. The city of Rotterdam tries to position itself regarding sports in a definite way. In 2010 Rotterdam wants to be the city where everybody can practice the sport, which fits him or her best and to do this in a responsible way; the city which offers the best possibilities for making a sports career; a city with a large amount of sports events and services; and finally a city where the sports sector supports social and economical development and the quality of life of the people of Rotterdam.

RISBO has developed an instrument to measure the image of a city – be it in general or regarding a special domain as sports or culture. In this case it will be used as well at the beginning of the year of sports as after it. This instrument will be of interest to the participants of the congress, because as far as we know, nowhere else the sport image of a city has been measured yet, certainly not in the way it has been done in Rotterdam.

Partly the method used is based on the RISBO method to determine the identity of a city, which is an original method in itself. Partly the method is connected to the population monitor, which is issued by COS, The Rotterdam Bureau of Statistics.

On the international conference sports and urban development I would like to elaborate on the method used to measure the sports-image of Rotterdam.

## **PROFESSIONAL FOOTBALL AS A CONTRIBUTOR TO TERRITORIAL IDENTITY IN THE NETHERLANDS: THE CASE OF FC OMNIWORLD IN ALMERE.**

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Dr. Sief van HOOFF

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The goal of this paper is threefold. First: using insights from geography and sociology to conceptualize “territorial identity” and to relate this concept to professional football. Second, to determine catchment areas of professional football teams in the Netherlands and to compare these catchment areas with existing cultural territories. Third relating catchment areas of professional football clubs to territorial identities, especially in the case of the new professional football team FC Omniworld in Almere.

Professional sport-teams may contribute to territorial (local or regional) identities and images. For example the media attention for sport teams may lead to a sense of community among inhabitants of a place or region and increased name awareness with people living in other regions. Support to a professional football team is a much debated policy issue within municipalities.

However “territorial identity” has been conceptualized by numerous geographers and social scientists, the influence of professional sport teams on territorial identities has not been studied yet that often. In this paper, the relation between territorial identities and catchment areas of professional football teams in the Netherlands will be explored.

The so called “catchment area approach in professional football” has been developed by the Belgian economist Trudo Dejonghe. Data collected about the frequent visitors to all 37 professional football clubs in the Netherlands will be used to determine the catchment areas of the professional football clubs. These catchment areas will be analyzed for two dimensions: the *geographical extension* of the area and the *relative adherence* to the professional football club within the area.

These catchment areas will be compared to existing cultural territories in order to determine if the professional football club within the cultural territory could be a stimulator for a territorial identity. Based on this analysis, a future scenario will be made for the chances of FC Omniworld to contribute to the creation of a territorial identity in the city of Almere and its surroundings.

Thursday 10 November 2005

**Session 2: Local Sports Participation & Urban Diversity**

## SPORTS PARTICIPATION IN THE EUROPEAN UNION: TRENDS AND DIFFERENCES

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Prof. Dr. Maarten van BOTTENBURG

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The practice of sport has expanded enormously in all European countries throughout the course of the twentieth century. Today, at the beginning of the new millennium, sport can be regarded as an integral part of the everyday lives of a large proportion of the European population. However, there are signs that a shift in these developments has taken place during the last decade. This paper aims to ascertain what kind of empirical data about sports participation is available in the member states of the European Union and to determine the extent to which this empirical data is adequate for identifying trends and differences, at both a national level (between the member states) and – for some countries – a city level (within the member states). Is sports participation indeed stagnating or even declining?

## RESEARCH INTO THE CAPACITY OF RECREATIONAL SPORT TO INTEGRATE DUTCH MINORITIES: A FOCUS ON ROTTERDAM

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Since the rise of the right-wing populist Fortuyn-movement in 2002, the issue of the 'unsuccessful' integration of ethnic minorities is at the centre of Dutch public debate. The quest for integrating policies and promising social spheres to bridge gaps between natives and immigrant groups was however already for a longer time on the political agenda. Sport participation was in this previous period (1994 - 2002) widely advocated as an effective and unproblematic realm for interethnic contact and socialisation. In this article we report on two studies we conducted at that time in the city of Rotterdam to test these assumptions, and we will relate these results to the new ideas in Rotterdam about social integration. In our research on individual intrinsic motivations to do sport we found that different ethnic groups have different motivations to participate in sports-activities. We also found that meeting people with different backgrounds is less valued than often assumed by policy-makers. One of the most important results was the finding that immigrant-groups predominantly want to confirm their ethnic identity through homogeneous sport-activities. These different motivations of ethnic groups make inter-ethnic encounters less likely and more problematic than suggested in policy documents (dated around the millennium-turn). Furthermore, if ethnic groups do meet each other in sports-activities, we encountered additional obstacles for the idea of social integration through sports. Our research on sport-encounters between different ethnic groups showed that (especially among soccer-players) these inter-ethnic encounters entail a higher risk of violence and aggression. Inter-ethnic sports encounters are not trouble-free social interactions. Some of this aggressive behaviour can be explained by the harsh and competitive elements of the game itself, but also by the fact that inter-ethnic tensions from other social spheres are imported and even magnified within these sports activities. In sum, although at first glance recreational sport seemed to be ideal for meaningful cultural cross-overs, in practice ethnic differences were predominantly reinforced in this sphere instead of bridged. These findings can lead to two reactions: a limitation of the expectations of policy-makers towards sport or a stronger wish to intervene in sports to achieve better integration-results. Given the new (more harsh) integration debate in Rotterdam we will end our contribution with the question whether (and in what way) sport is still seen as a meaningful sphere of integration.

Thursday 10 November 2005

**Session 3: Good Practices of Local Sports Policies I**

## **THE IMPORTANCE OF SPORT DEVELOPMENT FOR CITY DEVELOPMENT**

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The Institute of Sport Sociology of the German Sport University Cologne considers Sport development as an important component of a modern, dynamic city development. It has been designed an "integrated approach" for an active local sport politics. The urgent problems of "sport development planning" are the starting point. Changed sport needs have caused a new relationship between sport infrastructure and sport demand, which only can be answered appropriately on the base of meaningful and reliable data, cooperative actions and the integration of different perspectives of sport and comprehensive city development. The full potential of such an integrative approach to sport and city development can only be developed when referring – next to others – to the following aspects:

- New concepts and planning instruments focussing on "sustainable sport facilities" as well as management aspects.
- An integrative target group and policy field related concept contributing to children, youth, senior citizens politics, as well as to social integration, to health support and to general city development.
- A social area orientation, that identifies and deploys district and quarter oriented spaces for sport.
- A corporate city identity and development based on the integration of the sectoral approaches to sport development and local sport politics

Methodical implications and practical examples of the integrated approach including selected results of current projects -among others the project "Sport in Metropolitan Areas – the example of Cologne" - will be presented.

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### **Context**

Physical inactivity is the second highest risk factor when it comes to disease and premature death. Furthermore, there is a relationship between health and socio-economic standing; the lower the latter, the poorer the health. In 2003, this prompted the Netherlands Institute for Sports and Physical Activity (NISB) to launch a two-year project called 'Communities on the move'. The project's aim is to develop a community approach that focuses on stimulating an active lifestyle among specific groups in a low socio-economic position.

Core elements of the community approach are the 'community', active participation and enjoying physical activity. Apart from these the social and physical environment and intersectoral co-operation also play an important role.

### **The project**

The scheme comprised 10 pilot projects, all of which were monitored and supported. The pilots were executed by local welfare, sports and health organisations. The target groups consisted of immigrant women, primary school children, refugee children, children attending pre-vocational secondary education, people with a mental handicap and elderly people.

The NISB provided the project supervisors and field staff with support in the form of guidance meetings and master classes, in order to facilitate exchange of practical experiences and knowledge.

### **Results**

The projects have shown that the target groups are highly receptive to physical activity and have a great deal of fun doing it. More experience has been gained as to how the problem should be tackled and instruments have been developed to encourage people to become more active. A new set of physical activity options has also been specially developed for the target group. The organisations have acquired the knowledge and experience required for joint implementation of the community approach. The project assessed the preconditions required for the implementation of the community approach to physical activity at the local level.



## **INTEGRAL ACCOMMODATION POLICY: A RESPONSE TO SPATIAL AND SOCIAL QUESTIONS? A CASE STUDY OF UTRECHT**

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This presentation addresses the role of sport in urban development in Utrecht:

### **VINEX development**

Utrecht has been working on the development of Leidsche Rijn, the largest VINEX location in the Netherlands (30,000 houses), since 1994. The importance of developing sports and recreational facilities has been recognized since the project was launched, resulting in a solid sport infrastructure with a clear building up of facilities at low-scale level (neighbourhood), district level and at the highest level (municipal district). In addition, the facilities are often closely clustered. These combinations generate opportunities for multiple purposes such as for teaching, childcare and recreational co-use. The programme consists of relocating existing sports facilities and extending them with new facilities.

### **Inner-city development and restructuring**

Massive restructuring is taking place in the housing stock and residential environment of some districts in Utrecht, with special attention for the social infrastructure in the neighbourhoods and districts.

The importance of preserving and restoring sports facilities as part of this social infrastructure is evident, particularly in disadvantaged areas (in sport participation too). In practice, sports facilities appear to fulfil a central and catalyzing role in reinforcing the social infrastructure in the district. Especially the introduction of artificial turf soccer fields provides possibilities for saving space and restructuring.

The Municipal Executive in Utrecht drew up the Integraal Accommodatie Beleid (Integrated Accommodation Policy), which specifies that income from property transactions be invested in new initiatives for the sector from where it originated.

### **Relevant questions**

- Which social and spatial developments are taking place in Utrecht and how do these affect sport?
- What responses are formulated based on sport policy?
- To what extent and in what way does the integrated accommodation policy play a role here and what are the strong and weak points?
- What concrete examples can be given of multifunctional sports complexes in Utrecht and of bringing sports from the urban periphery back into the districts?
- How well are facilities and actual requirements linked to each other?

## **SPORT IN BANGKOK, A CITY OF CHANGES**

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This paper aims to describe the significance of sport in context of Bangkok, capital city of Thailand, where rapid sub-urbanization, individualization, materialization and globalization are characterized. Documentary research was employed to this paper to view how significant of sport and how it becomes popular activity in Bangkok.

Emerging of drug problems nationwide in Thailand, an extraordinary increasing of number of deaths and death rate causes by the heart attack and other diseases related to high blood pressure and cholesterol as well. Lung cancer has also become one of the major causes of deaths and injury in Bangkok Metropolis, where traffic condition is worst. Sport, exercise and other health promotion campaigns have been launched nationwide under the support of Thai government. Sport promotion also seems to be one of the major solutions to strengthen Thai local community and increase the neighbourhood relationships. Individualization of Bangkok's residents has been resulted in low social participation and environment concerns. Majority of Bangkok's residents living in small family size, or nucleuse family, they prefer to live alone and isolate themselves from their neighbours and/or local community. These negative impacts of individualization stem from the economic development through materialization and globalization. This has been changed Thai ways of life and social structure. Coping with these problems, football, basketball, volleyball, aerobics and exercise and many Thai traditional sports have been promoted, launched and supported by the authority both in terms of financial and non-financial supports such as sport equipments supplementary, sport play grounds improvement etc.

Furthermore, the secondary data from the cultural activity participation and time use survey conducted by the National Statistical Office in 1995, indicated that in Bangkok Metropolis, more men participated in sport and exercise than women in all age groups, except aging women, who participated more than aging men. More men also have involved in sport and exercise than women, both in the periods of weekdays and weekends. In terms of occupations, the result revealed that both white and blue collar workers had the same in number of participants to play sport and exercise. This indicated that there was no gap between the poor and the rich to get involve in sport activities. However, Bangkok's residents who engaged in specific types of occupation like sales and service or transport workers had low levels in sport participation when compare to the others. This paper suggests that Thai government should continuously promote and support sport and other form of health promotion programs. Better sport policy and practices should be investigated and applied appropriately for all sub-groups of population. This lead to the reduction of the social problems, local community strength and the sustainability of Thai ways of life simultaneously.

Thursday 10 November 2005

**Session 4: Impact of Major Sport Events on the City**

## **EXPLORATIONS IN 'EVENT ECOLOGY': THE CASE OF THE INTERNATIONAL GAY GAMES**

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Mega-events increasingly shape and reinforce the identities and economies of cities and nations. Major sporting events such as the Olympic Games attract enormous interest, consume vast resources and generate substantial material and cultural capital. In what has become a competition of place and identity, an ecology of events can be discerned which highlights the considerable differences that exist between events in terms of their nature and internal objectives and their intersections with the discourses and politics of host cities. Through a study of selected gay and mainstream media coverage of the International Gay Games held in Sydney in 2002, this paper explores the consequences of, and deep contradictions inherent in, an agenda of cosmopolitan advocacy that requires the endorsement of different publics with competing interests. The paper argues that the emphasis on urban sophistication and anticipated economic benefits at the heart of the promotion of the Games to mainstream Sydney were at odds with the identity building and sexual political advocacy agenda of the gay and lesbian community. Through this analysis, the paper contributes to academic understanding of the contemporary event ecology and its wider significance for social identities, cultural formations and political interventions.

## **THE URBAN MARATHON: A SPECTACLE FOR PLACE PROMOTION, OR AN INDIVIDUAL RELATIONSHIP WITH URBAN SPACE**

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Urban marathons have become extremely popular in the last twenty-five years, both for participants and for spectators. The really well-known races (the London Marathon and the Great North Run in the UK, the New York, Boston, Chicago, Paris, Berlin, etc. Marathons elsewhere) are televised and have become major media events. They are seen to make an important contribution to the visual culture/spectacle of the cities concerned. As such, they may be viewed as examples of commercial, globalised culture, their images exploited by the media and used in place promotion and marketing, their individuality exploited by commodification. However, in addition to their importance in urban marketing and development, marathons may also be seen as celebratory events and as examples of urban 'carnival'.

The aim of this paper is both to illustrate the importance of urban marathons to city imagery and urban development, and to emphasise their celebration of place and local identity, in that the participants themselves (the runners and the spectators) have their own motivations and understandings, their own personal commitments and relationships to urban space. In presenting the paper, literature research is supplemented both by the author's personal account of running the London Marathon in April 2005, together with an analysis of media coverage of this event, and by observations of participants and spectators in other mass-participation running events during the last twenty years.

## THE IMPACT OF SPORTS EVENTS ON THE IMAGE AND AWARENESS OF HOST CITIES ABROAD

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The most frequently-mentioned benefit of sports events for a host city is the improved image and awareness in other countries. However not much empirical research has yet been done measuring this impact of a sports event. This paper investigates the results of a survey in five European countries during the European Championship Football in 2000 (Euro 2000). The survey measured the awareness and image of the Netherlands and the Dutch host cities before and after the event. The survey confirmed effects on the awareness of host cities abroad, but to a modest extent. Moreover, it was possible to establish a relationship between the effects in a specific country and the performance of its national team during the tournament. The awareness appears also to be determined by the timing of the match in the tournament: the later the match, the more awareness it creates.

Before the tournament the image of the Netherlands in France was rather poor. The better a national team fared during the tournament, the greater the impact. The hosting of Euro 2000 therefore seems to have been especially beneficial for the image and awareness in France, the winners of the tournament. The role of expectations may help to explain some unexpected results in the UK and Spain. This issue deserves further research.

## **AN EVALUATION MODEL FOR EXPERIENCE STUDIES OF SPORTING EVENTS**

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Sporting events are being held in ever increasing numbers and at every level, from village cycling races to European and World Cup football and the Olympics. Government authorities have begun to formulate ideas about the desired effects for the regions where such events are held: stimulating the local economy, image-building, promotion of tourism and business activity (Ritchie 1984). Sporting events are where things happen—not only for the sport and the players, but also for the residents, organisers, sponsors, fans, etc.

A permit is often required for a sporting event, and obtaining a permit requires the involvement of the authorities. But organisers can also ask the authorities for cooperation and/or a subsidy. This role for the authorities is what we will be considering here. From the government's point of view, the only reasons for granting a sporting event a permit, official cooperation and/or a subsidy are an added value for the residents of the city, province or country and agreement with the goals and policies of the government authorities. If an event has no added value in that sense, the authorities might wonder why they should grant the permit, cooperation or subsidy; why should public money be spent on events that give nothing back to the public? Therefore, in this study we will look at the effects that follow in the wake of sporting events; we will look at the perception of the host community and ask those parties about their experience of that perception. After researching various sporting events, we will look at how the scale of the events influences the host community's experience of the sporting event. Thus, the central question of our investigation is as follows: How much does the scale of a sporting event influence the host community's experience of that sporting event?

Current theories (Hall, Ritchie, Gratton, Oldenboom) speak of measuring the effects of events, of experience surveys (Pine and Gilmore, Mazurski, Steffen and Van den Voordt, Falk and Dirking) and of the combination of perception and social representation theory (host community reactions to major sporting events by Fredline). This report will cover the following topics in succession: existing theories about effect measurement and experience studies, the construction of the evaluation model, the Amstel Gold Race case, conclusions and recommendations, and finally a bibliography.

The study was carried out by two lecturers in the Leisure Management department of the NHTV Breda University of Professional Education who are doing research into event evaluation models for the Kennis- en Expertisecentrum Evenementenmanagement (Event Management Knowledge and Expertise Centre). The study is expected to be finished in 2007.

Thursday 10 November 2005

**Session 5: Olympic Games and the City (Economy) I**



## **BENEFITS OF BIDDING FOR THE OLYMPIC GAMES: CASE STUDY, NEW YORK 2012**

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Cities bidding for the Olympic Games, and other major sporting events, face a difficult and important choice: whether to invest enormous amounts of money, time, and effort in securing a prize they are more likely to lose than win.

Many cities do choose to bid, and invest heavily: It is estimated that more than \$200 million was spent, in total, by the nine cities that bid for the Olympic Games of 2012. Since 1984, the first year in recent history when the Olympic Games generated a profit, 36 different cities have bid for the Summer Olympic Games (with more than 10 repeat bids), but only seven have been selected to host the Games.

Some cities, New York included, feel that the benefits of bidding for the Games – regardless of whether the city wins – justify this decision. While bidding for the Olympic Games can offer enormous benefits, these benefits do not follow automatically from the process of bidding and not every city may be in a position to benefit from bidding. Bidding only creates an opportunity, but a powerful and, for most cities, unique one. Specifically, bidding for the Games – or any major sporting event – provides an opportunity to (1) organize around a common goal and (2) use the strict timetable of the bid process to drive progress on large-scale projects that otherwise would sit “on the shelf.” To realize this opportunity, cities must develop a plan that explicitly harnesses this catalyst to accomplish the city’s long-term goals.

Each city will have different opportunities, depending on its own circumstances and goals. New York carefully designed its bid plan to capitalize on the opportunities presented by the bid process and realized benefits in ten areas, each of which will be discussed:

### **Physical development**

1. Major urban redevelopment projects
2. New and renovated sports facilities

### **Social development**

3. Local sports programs
4. Volunteerism
5. Organising communities
6. Formation of professional networks

### **Marketing and promotion**

7. International exposure
8. National sports profile
9. Promotion of Olympic ideals / values of sport
10. Opportunity to address other major issues (e.g., visa policy)

Developing a bid plan that benefits the city is not only good public policy, it is good strategy for winning the Olympic Games: the IOC wants to see a legacy established even during the bid phase, and want to see that a city’s plans – both for the bid and for the Games – are in harmony with the city’s long-term goals. The IOC also wants to see strong public support for the bid, and a bid plan that has short-term benefits for the city can support this goal.

A closing question, for the city contemplating a bid, is – if it does win – what benefits hosting the Olympic Games will offer the city. Again, this will depend on conditions in each city, but each city must carefully design its Olympic plan to ensure that – if it does win the right to host the Games – it will leave a lasting and powerful legacy, consistent with the city’s vision for its future.

## **SELECTIVITY IN EVALUATING THE IMPACT OF THE ATHENS OLYMPIC GAMES: FRAMEWORK AND POLITICS**

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The paper seeks to comment on the efforts of the International Olympic Committee and the Athens Organising Committee for the Olympic Games to measure the impact of the Athens 2004 Olympic Games.

Although the International Olympic Committee provided an explicit framework for the measurement of impact through the 'Olympic Games Global Impact' programme (Van Griethuysen, P. and Hug, P. 2001), the Athens Organising Committee choose to report selectively for various reasons. The paper discusses official data on the impact of the Athens Olympic Games that has been reported and comments on the lack of a holistic approach, the bias of the framework employed and the selectivity of the indicators used.

Finally, the paper discusses data on the impact of the Athens Olympic Games in light of the findings of similar studies on previous summer games that are reported in (Malfas, M., Theodoraki, E. and Houlihan, B. 2004) and elaborates on the reasons for the actions of the Athens Organising Committee for the Olympic Games.

### ***References***

MALFAS, M., THEODORAKI, E. and HOULIHAN, B. (2004) Impacts of the Olympic Games as Mega-Events, Journal of the Institute of Civil Engineers 'Municipal Engineer', Issue ME3 September pages 209-220.

Van GRIETHUYSEN, P. and HUG, P. (2001) Projet OGGI Olympic Games Global Impact Cadre d'analyse pour l'identification de l'impact global des Jeux Olympiques, Lausanne: aiSTS.

## DECISION-MAKING FOR THE SPECIAL PLANNING OF THE OLYMPIC GAMES OF 2028 IN THE NETHERLANDS

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This abstract is produced as an exhibit for the International Conference of Sport and Urban Development 2005 in Rotterdam. Subject of this abstract is a graduation project from the Faculty of Architecture, Urbanism and Building Science at the Technical University of Delft. The investigation is part of the laboratory Integrated Area Development from the Master Real Estate & Housing and will be completed at the end of June 2005.

Purpose of the investigation is the development of a multi actor decision-making model for the spatial development of the Olympic Games of 2028 in the Netherlands. The final result contains a proposal for the Olympic area development for the cities of Amsterdam and Rotterdam. In this way policy makers like the NOC\*NSF, Provinces, Municipalities and Municipal Development Agencies are able to bring forward a recommendation of the complex spatial development of the Olympic Games for the Dutch Government.

The investigation started with a theoretical framework. The requirements of the Candidate Acceptance Procedure of the IOC resulted in an Attainability Study for the choice of a candidate city in the Netherlands. Along with other Dutch spatial ambitions and conditions (like post-Olympic usage), this study produced the base of Amsterdam and Rotterdam as the most likely Olympic cities.

As a result of this study the choice for optional locations in the cities was made. A Case Study of former and future Olympic Area Developments resulted in a typology of locations. Waterfront Areas, Inner municipal Areas and Periphery municipal Areas are suitable for the development of the Olympic Village, Olympic Park and Media Village. For Amsterdam this options resulted in the allocation of the areas Northern Harbours, Amsterdamse Bos and ArenA Boulevard. For Rotterdam the areas Rotterdam Airport, City Harbours and the borough Feyenoord are suited for the Olympic venues.

By developing a Preference Measurement Model it is possible to create an optimal (collective) solution space for all stakeholders. This model contains a technique through which soft priorities and preferences, given by the stakeholders, are measured, based on several criteria. The final result is an overall preference for all possible combinations of locations and alternatives for each city. A Workshop held at the University made clear that this way of making decisions, for such a complex issue as the spatial planning of the Olympic Games, creates more effectiveness and transparency. In a decision room the overall preference for Amsterdam was easily generated and discussed.

Optional further investigation will be the empirical testing of the Preference Measurement Model. This part is probably scheduled before the Conference. the results could be presented at the Conference itself. This could generate a pronouncement and visualization about the possibilities of the spatial planning of the future Olympic Games in the Netherlands.

# **Abstracts**

**Friday 11 November 2005**

**11.00 hours - 12.30 hours**

Friday 11 November 2005

**Session 6: Sports Stadium in a Urban Context**

## **MOVING SPORTS STADIA IS SIMPLE! BUT WHAT ARE THE REAL IMPACTS UPON THE LOCAL COMMUNITY?**

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This research continues the study into the social costs and benefits that are identified by residents and others through work undertaken during and post the Commonwealth Games in Manchester and another study into the move from the baseball Ground in Derby to the new Pride Park Stadium. Previously the study undertaken by staff and students at the University of Derby identified key areas of positive impacts and areas that those interviewed and studied found to be counter to this (see study Effects of Sports Regeneration on Host Communities). This was then followed by research into the impacts of moves from the old Maine Road Stadium in Manchester to the new City of Manchester stadium in East Manchester and the old Baseball Ground in Derby to the new Pride Park Stadia. For the earlier reports go to: [www.gameslegacy.com](http://www.gameslegacy.com)

To further the above research a study has been undertaken to identify the impact of moving stadia on the fans and community of East Manchester and the area around Maine Road as well as the Baseball Ground in Derby to the new Pride Park Development. The work undertaken included questionnaires and interviews.

This research will highlight the effects that moving the stadia has had on the communities in the immediate areas and how this impacts on community cohesion, as well as both the social benefits and the negative aspects of stadia moves. It has to be remembered that there are two sets of impacts, on the old stadia community and the new. The questionnaires helped identify those from the local community and those from other areas whilst the stadia were being researched. The study reflects on the legacy that moving stadia post the commonwealth games and identifies how the people questioned saw the effects of the move from social, economic and cultural benefits and disbenefits. It also questioned them on other impacts both positive and negative in terms of the stadia move, so in terms of where the studies originally started it achieves some longitudinal aspects of research. Pride Park in Derby though not included in the earlier research aided in acting as another source of evidence and was analysed in similar terms, the old Baseball ground was a richer source of evidence though in terms of how the stadia move impacted upon the old host community and this paper will be evidence of that. In terms of community impacts within the old areas interviews were a reliable source of information in that they helped identify key stakeholders within the respective communities.

In terms of wider implications it aids in research into impacts of hosting sports events, regenerational strategies and local authority initiatives and long term strategic planning.

## **BUILDING URBAN STADIUMS IN FRANCE: SOME REFLECTIONS CONCERNING CONFLICT CASES**

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Prof. Dr. Michel RASPAUD

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Over the past 25 years, France has hosted the European football championships (1984) and World Cup (1998), part of the Rugby World Cup (1991) and the world athletics championships (2003). In 2007, the Rugby World Cup will be taking place. There is a wide consensus between officials from sporting federations and local and national political leaders to support the organisation of these international competitions - a consensus that is officially based on sporting values. The same consensus was evident at the time of the Winter Olympics held in Albertville in 1992, and again with regard the bid by Paris to host the 2012 Olympic Games. Only a few voices were raised in protest.

These continent-wide or worldwide sporting events have led certain major French cities to build new stadiums or to renovate older ones in order to bring them into line with specified standards of comfort and safety. No instance of conflict occurred in the past. However, over the past few years, this consensus has no longer been quite perfect and certain protests that are hindering or blocking new construction projects should be emphasised. These protests have been made either in the political sphere or by defence associations or informal citizens' groups.

A case in point is the 35 000 seat stadium at Lille in northern France (which has a 1st Division football club). The reconstruction project dates from 1998. Seven years later, after several appeals to the administrative court by various architectural heritage defence associations (the stadium is next to the citadel built by Vauban), construction has not even started.

In Grenoble, the capital of the French Alps, which has a 2nd Division football team, environmental associations virulently contested the construction of a modern 20 000 seat stadium on the site of the demolished old one. Numerous appeals delayed the start of construction work and the protesters camped in the trees that were to be cut down for work to begin before being dislodged by the police.

Sport, a professional spectacle that is omnipresent in the media, is now being challenged via the very facilities it needs. The values of spectacle-sport are in contradiction with those of active citizens' groups that wish to defend culture (history and heritage) or nature in urban contexts. Questions are now being raised about the legitimacy of this spectacle-sport via the type of citizens' protests that it generates, but also about the still almost perfect consensus that exists among the political institutions that support these projects.

## **THE ARTEVELDSTADIUM: SPORT AND LOCAL IDENTITY IN GHENT**

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In many cities throughout Europe sport has been used as a tool for economic regeneration. In the case of Ghent we can ask ourselves the question whether that strategy is or is going to be used. Ghent already is an important university centre, harbour, tourist centre and industrial city and the new sport infrastructure, such as an indoor athletic arena, a indoor velodrome, a top sports school and hotel and in the nearby future the "Artevelde football stadium" are located in areas that didn't need any form of regeneration. The reason for building a new football stadium can be explained by looking at the location of the old stadium. The "Ottenstadion" is located in a densely populated neighbourhood and the local residents have to face negative spill over effects. The city of Ghent is the owner of the grounds and classified the stadium as a locally unwanted land use. The local government already bought the old stadium for €3.5 million euro and will convert it into a new residential neighbourhood.

The result is the creation of a public-private partnership for the relocation of the professional football club KAA Ghent to a new stadium located on a site owned by the city. The new stadium will have a capacity of 20,000 seats (old stadium 13,000) and will be located on a plot near the main highways.

The club and Ghent are placing this project in a growing strategy of KAA Ghent and it can be considered as a form of community self-esteem, creating a local identity and topophilia. The club had an average attendance of 8,000 and a lot of football fans have been taking the main highway E40 to Bruges (FC Brugge) and to a lesser extent to Brussels (SC Anderlecht). The KAA Chairman aims to increase attendances to a stable 11,000 to 12,000.

The place of Ghent in the urban system is that of a regional city with high centrality. This means that consumer-oriented services with a high threshold, such as a professional football team, reach their threshold in the city. In the case of professional football a functional substitution has taken place and the top team is located in Bruges. The service area of Bruges reaches almost up to Ghent and the E40 highway reduces the time-distance. The new location of the stadium is near the main highway and away from Lokeren, the location of another first division team with which KAA at one time wanted to merge. Dejonghe (2001) already noticed that travelling "across" a city to visit a stadium is a psychological barrier, which means that in case of a merger the fans of SC Lokeren will ignore the new team. The location of the Arteveldestadium is also away from their local fan base and can in the long term result in declining attendances. The club takes examples from Holland and the United Kingdom to show the positive results of a new stadium on attendances, but they are forgetting one thing namely that most of those clubs were playing in a sold-out stadium before their enlargement or relocation.



Friday 10 November 2005

**Session 7: Sport & Local Identity II**

## **ASPECTS OF SKATING CULTURE IN THE CITY**

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As in other (western) countries (Wheaton, 2004), skating has become an established part of youth culture in The Netherlands. For many young people, skating is a way of life, with its own music, heroes and clothing. (Groot, 1999; Van Schoonhoven, 2004). More and more skaters use the public space for exercising their hobby, and skating spots serve as a meeting point young persons of various backgrounds. As skating is a physically intensive and active way of spending ones leisure time, it offers many young people a healthy physical challenge. Therefore it may be useful for local governments to stimulate skating.

But what do we exactly know about skaters, this group that is increasingly visible in cities? Considering the increasing popularity of skating, it is striking that so little scientific research has been done on this topic, especially in the Dutch context. Studies about the subculture of skating are mainly of Anglosaxon origin. In the Dutch context, an exception is the study about the skating culture in The Netherlands we were able to conduct at the W.J.H. Mulier Institute and University of Utrecht, in 2004 and 2005. The study was part of a project about identifications in sport practice and performance (Anthonissen, 2004) and was financed by the Ministry of Health, Welfare and Sport. In the framework of this research, in-depth interviews were held with thirty skaters all over the country. Questions were asked about the way the skaters experience their hobby. Topics were treated including the importance of friendship and bonding, the meaning of performing and competition, the physical experience of skating and the perceived accessibility of skating.

Results from the interviews will be discussed and research methods reflected upon. The challenges that local governments face with regard to skating will be discussed, and recommendations are presented with regard to the way local governments can stimulate skating and build suitable skating facilities.

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## **RESTORING THE LUSTRE AND PRIDE: THE ROLE OF THE 1999 WINNIPEG PAN AMERICAN GAMES IN CITY REIMAGING**

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The paper draws on my doctoral research of the 1999 Pan American Games held in Winnipeg, Manitoba, Canada. Although research on sport mega-events often emphasizes the tourism and economic development impacts on the host region, this paper examines another reason why cities pursue large-scale sport events, namely, local identity development. I discuss specific findings that emerged through interviews and document analysis of the Pan Am event. Focusing on the oft-repeated phrase by Winnipeg event organizers, "Total Community Involvement" (TCI), I examine how this slogan became the cornerstone of mobilizing citizen support and volunteer efforts in the community. However, a brief historical excursion illuminates the lengthy and repeated use of the phrase TCI, in particular the links to the successful 1967 Pan American Games held in Winnipeg. For the case of the 1999 event, TCI was meant to galvanize the city in the pursuit of much higher goals, that of presenting a progressive city that would in turn contribute to the important tourism and economic development sectors. This research illustrates the intricate ties between sport and local identity and critically examines how this civic exercise allowed for particular images of the city to prevail. An investigation of whose definition of community dominates is also included.

## **GAME ZONE**

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For many years there has been a trend in the Netherlands towards relocating playing fields from urban neighbourhoods to the urban fringe and building on the vacated land. Over the past years, the practice of moving sports facilities to the edge of town has come under increasing scrutiny and initiatives are being taken to keep sports clubs inside built-up areas or move them back into town.

This new tendency requires a vision on sports facilities in the city. The essence of the design brief is to create a public open space, where use of the facilities is subject to a certain degree of control, without this discouraging people from using them. A primary objective of the design is to ensure that some groups using the facilities do not exclude or frighten off others. The challenge is to draw up designs that facilitate social interaction between a variety of groups.

*The spaces in which the great social game of our cities is continuously developing are the playground on which the architect intervenes, raising boundaries, opening entrances, creating interfaces, limiting public and private spaces, foreseeing possible actions and movements on the part of the inhabitants, giving form to a set of written rules. But he also has the power to question them, to propose new ones.<sup>1</sup>*

Design consultants VHP stedenbouwkundigen + architecten + landschapsarchitecten (bureau for town planning, architecture and landscape architecture) has a broad experience in developing urban strategies to bring sports back into the city and will present 3 projects that sharpened their vision about sports and public space.

### **Diekman site ([www.vhp.nl](http://www.vhp.nl))**

FC Twente moved house from the Diekman stadium to a more comfortable stadium on the edge of town. The old stadium was demolished and the site tended to fade in obscurity as an urban fringe zone. The choice was made to retain the significance of the area as a sports and leisure complex for the whole city instead of transforming it into just another new housing development. The focal point of the new Diekman complex is the central, oblong square where the entrance of the stadium used to be.

### **SPLARK ([www.splark.nl](http://www.splark.nl))**

This project was our submission to a design competition in which entrants were asked to draw up a design vision for the public space in a badly run-down post-war district in Amsterdam West. SPLARK is an acronym derived from the Dutch words for playing field (Sportveld), square (PLein) and pARK. The design combines these three elements and is the result of an investigation into the ultimate consequences of the following paradox: a private urban space that is open to the public. The core concept in the design is a 'centripetal force' that binds all the facilities within a single spatial, social and cultural 'focal point' – a 'focal point' consisting of a cluster of sports clubs, schools, health care facilities and community centres.

### **Olympiamplein ([www.olympiamplein.nl](http://www.olympiamplein.nl))**

The executed design for the reconstruction of Sports Park Olympiamplein in Amsterdam Oud Zuid forms our masterpiece in the search for a new type of public space, a hybrid between public and private. A new fence designed along the lines of Plan Zuid by Berlage encloses the Sports Park. Within the fence are 4 different compartments that can be closed off from the surrounding public space or opened up to become part of it. One of these compartments contains a sports square designed for and by young people from the neighbourhood.

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<sup>1</sup> Lacovoni, A. (2004). *Game Zone, Playgrounds between Virtual Scenarios and Reality*, Birkhäuser: Basel.

Friday 11 November 2005

**Session 8: SPORT & SOCIAL COHESION**

## **THE SIGNIFICANCE OF SPORTS CLUBS WITHIN MULTICULTURAL SOCIETY: MIXED CLUBS COMPARED WITH IMMIGRANT CLUBS**

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The significance of the sports clubs within multicultural society is the central theme of a research study conducted throughout the past two years. In particular, this research focused on the role that the sport club plays in the social integration of people of immigrant origin.

For this research study, ten researchers spent an entire season at clubs that had many or almost exclusively immigrant members. In part, the research also aimed to discover how the self-organisation of immigrants should be assessed. Is this an obstacle to integration, or instead a step towards it? The researchers participated, observed and recorded; not only on the playing fields, but also in the changing rooms and the canteen. They came to be a part of the social network, to be able to find out what goes on in sports clubs and what its significance is for the societal position and social functioning of those involved. Alongside this qualitative research that took place in ten sports clubs, a survey of about 900 people was conducted in around fifty more or less comparable clubs.

The research results confirm that social capital is accumulated by those of both native and immigrant origin within the context of the sports clubs. In both kinds of clubs, social networks emerge, norms of reciprocity develop and trust is engendered. Sports clubs are places where native and immigrant people can acquire the knowledge, skills and contacts with which they can function better within society.

## **DECREASING DIFFERENCES IN SPORT PARTICIPATION?**

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Although sports is not, as is sometimes stated, colorblind, participation in sports can and does contribute to social cohesion. Sports offer an important context for people to interact socially, both with close relatives as with people that one might seldom meet otherwise (bonding en bridging).

In the last 10-20 years though, sports participation has not only grown, with more people participating in sports, but has also changed form. New sports, and new context to participate in sports, have developed.

In the paper we will track these changes, and try to relate these to relate them to social cohesion issues. Does sports loose its cohesive powers? What differences can we observe when we look at sports participation in cities of different sizes? To what extent does sportsparticipation differ between larger and smaller cities? For this paper, we will rely on outcomes from the 1979-2003 series of Facility Usage surveys (AVO).

**'ALLE MENSCHEN WERDEN BRUEDER'. DO SPORTS CLUBS BUILD LONG AND STRONG BRIDGES FROM ETHNIC MAJORITY TOWARD ETHNIC MINORITY MEMBERS IN THE NETHERLANDS?**

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Do sports clubs build long and strong bridges from ethnic majority toward ethnic minority members in the Netherlands?

"Only the type of contact that leads people to do things together is likely to result in changed attitudes. The principle is clearly illustrated in the multi-ethnic team. Here the goal is all important: the ethnic composition of the team is irrelevant (Allport 1954: 276)." It is popularly believed that sport fosters understanding between people of all creeds and colour. After all, is not sport and activity in which black and white players work together on the same teams, embrace each other in victory, and console each other in defeat? This study takes a closer look at the impact of Dutch sports clubs on the likelihood that ethnic majority members make friends or acquaintances among and develop trust in ethnic minority members. Three distinct views on sports are elaborated: ethnic bridger, divider, and mirror. Outcomes in terms of bridging interethnic distance are linked to the intensity, heterogeneity, and interdependency of the contact situation. Using large-scale survey data on life histories, networks and activity patterns, micro-analyses (personal impact of contact conditions, as assessed by regression models) and macro-analyses (societal impact, as assessed by imputation of the resulting regression coefficients) are conducted.



Friday 11 November 2005

**Session 9: Getting Youth in Action**

## **HANDSHAKE TO DEVELOP YOUTH SPORT**

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Beginning 2004 and four years ahead the Swedish sports movement is engaged in what is probably the biggest effort ever to develop youth sports. In 2003, the government decided to grant one extra billion SEK for the coming four years if the sports movement agreed to open its doors to more youngsters, hold back costs, strengthen its commitment to girls' sports, participate in the fight against drugs, and cooperate with the schools.

This united effort to develop youth sports is called the Handshake, and will involve the entire sports movement. The coordinator is the Swedish Sports Confederation while the special sports federations and the sports districts do the operational work. The main emphasis is on the local level - whereas the main part of the money will be directed towards projects in local sports clubs. The two most popular areas of work have been girls' sports and cooperation with schools.

The latter area is channelled through the sports districts and aimed at reaching young people that thus far have not been physically active. As in many other European countries we have in Sweden in later years had a debate about the health hazards rising from physical inactivity and the increasing number of inactive and overweight children and youth. Because of this, the government last year commissioned schools to offer each student 30 minutes of physical activity each day. Sports clubs can play an important role in helping schools to reach this goal.

### **The Stockholm Model**

Each municipal in Stockholm County or town district in Stockholm City would constitute a network of sports clubs, schools and public administration. The effort was aimed at activities in the primary schools, from first to sixth grade. Each networking school would be offered sports activities in at least three events during one term in order to let the kids try out different sports. Hopefully, they would then be inspired to join club activities after school hours.

### **Stockholm City**

In spring 2004, a large number of information meetings were held with delegates from participating schools, sports clubs and the town district administrations with the intent to create networks within each town district. In autumn 2004, these activities were launched in 56 schools. 84 sports clubs held activities in different schools. In autumn 2004, in total over 5 000 children tried out different sports.

## **SETTING THE YOUTH IN MOTION IN THE HAGUE**

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In The Hague a thorough, fundamental approach is used to enthuse for a sport-active lifestyle. In this approach sport is introduced in most important aspects of the environment of the youngster in a coherent network of sport-programs.

### **The Hague approach**

The Hague approach lays emphasis upon:

- getting introduced with sports during lessons at school and out of school-hours
- designing public space with sport-facilities close to the neighbourhood of home
- introducing sport at groups of parents with a non-Dutch background

### **Getting introduced to sport during lessons at school and after school**

- Professional physical education-teachers: present at every school, the quantity of hours of physical education is almost twice the Dutch average, system for quality support.
- Swimming lessons: every child has a swim-certificate when leaving school because of a very intensive program of regular lessons, turbo-swimming, safety-net-swimming and Sinbad-swimming.
- Sport-introduction and –choice: on 60 of the 86 “brede buurt” schools the professional p.e.-teachers are appointed extra (5-10) hours a week to introduce their pupils after school-hours in the world of sports.
- WhoZnext: pupils have developed their own approach to stimulate their fellow-pupils to participate in sports.
- School-sport-plans: schools with a sport-plan which provides for modern, attainable sport-activities in and after school-hours.
- “Sport-s-cool”: sport-tournaments.

### **Designing public space in a sport-manner**

- “The sports-heart of the neighbourhood”: BOS-project (ministry of VWS) in which the Atlas-college provides for neighbourhood sport-activities in the sport facilities near the school after school-hours.
- “The sport-garden”: BOS-project (VWS) in which primary school “Het Startpunt” organises neighbourhood sport-activities on especially for this purpose designed sports-ground.
- Street-sport-activities: are organised from April-October. In 2005 the Richard Krajicek Foundation organises in cooperation with sport-organisations and the municipality sport-activities in a structural manner on 20 squares.
- Local “playing together” policy: care for good equipped and safe playing/sport-facilities in public space in the city.

### **Results**

The Hague approach is a thorough approach in which sport is integrated in all main fields of the environment of the youth. Because of the fact that almost all schools participate in these programs and public space with sport-facilities is present a powerful intervention is created. Nevertheless it is not possible to measure the direct effects of these kinds of approaches. They are too complex and the environment is not stable enough.

Our registrations are: the participation in sports (first research in 2003, will be repeated in 2007), the number of participants in sport activities at school after schoolhours, numbers of children with and without swim certificates. These data indicate that The Hague is on the right track.

A few examples: the participation in activities as “sport-s-cool” has grown from 1000 to 1800 youngsters between 2003 and 2005. The percentage of children that leave school with a swim-certificate has grown from 80% in 2003 to 87% in 2004. In 2003 the percentage of participation in sport at the age of 6-11 was 77%, while the participation in sport of youngsters between 12 and 14 years was 88%.

## **CREATING SCHOOLS THAT CARE IN THE CARIBBEAN**

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The overall goal of education is to prepare people for active participation in society. This goal is supported by youth development programs that engage students in leadership roles, acts of citizenry and health promotion initiatives that seek to improve the quality of life of people in their communities. Learning with care in mind - care for self and others, care about the future, and care about ideas and ideals can form the basis for school organization, school environments, academic learning and engagement in a variety of sport, recreation and leisure pursuits that directly addresses these program expectations. Accordingly, as a microcosm of the larger society, caring and compassionate schools lay the ground work for nation-building. Relating learning to expressions of care gives meaning, moral purpose and creativity to program and instruction, and the application of learning beyond school. Learning about and through acts of care as they unfold in the context of sport and games play is at the centre of a project underway in the Caribbean islands of Antigua, St. Vincent and the British Virgin Islands. In this article, the theoretical basis for this work is summarized along with a descriptive and interpretive account of project activities over the last 2 years. Four areas of project growth are featured: excellence in teaching, school environments, community partnerships.

## HOME-ENVIRONMENTAL PHYSICAL ACTIVITY OPPORTUNITIES FOR CHILDREN IN EARLY CHILDHOOD

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Improving quality of life by paying attention to health and physical activity related items is a very current theme. Physical activity during childhood and adolescence provides immediate long-term health benefits (McEnzie, 2004). In addition, movement experience at an early age is a key factor in both fundamental motor development and the likelihood of later participation in physical activities (Haywood, 1986). The purpose of this study is to describe Flemish preschool children's home-environmental opportunities to be physically active. A developmental-ecological perspective guides this objective. This framework shows the young children's homes and schools as the two most influential systems on young children's development of fundamental motor skills (Bronfenbrenner & Evans, 2000).

Participants in this study are parents of preschool children (age 4-6). Parents are asked to complete a survey, describing their child's movement opportunities at and near their home. Preliminary results will be shown during the congress.

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Friday 11 November 2005

**Session 10: Good Practices of Local Sports Policies II**

## THE ROLE OF SOCIAL PRIORITIES IN SPORT STRATEGIES -SPORT FOR ALL OR ELITE SPORT?

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### Introduction

The modern world has experienced wonderful changes during last decades. In such a changing environment, we can expect the social needs to be progressed. Among these needs, sport and physical activities are subject to dramatic changes. According to scientific findings, the majority of society is interested in free and informal physical activities than competitive and formal sports (6). Democracy is entering to the field of sport (2). The 21st century is not the age of common sports like football, volleyball, etc. Instead it is the time of recreational activities (7, 8). In some developed countries (1, 5) and even some developing countries (10) efforts have been done to include social priorities in strategic programs for sport. Since the population of modern world can communicate easier than before, their needs and feelings have been much closer. Therefore we can not separate developing and developed countries in this context. The main goal of this study, is determining social priorities in sport. In addition, we will analyze the importance of social priorities and needs, in future strategies for sport.

### Methods

The questionnaires of survey (Cronbach's alpha 89%) were sent to academics and faculty members of physical education of universities of Iran. Almost 80% of population replied to questionnaires. We received 169 completed questionnaires from 33 universities. 76% of subjects were male and 24% were female. Statistical analysis included descriptive, factor analysis, and MANOVA.

### Results

The main finding of this study was the growing importance of sport for all in the society. The above-mentioned development must include facilities and more investment on community sport. Our responders believed that because of easier access to sport for all and in accordance with global trends, more attention must be paid to sport for all. Elite sport is not the main priority of modern life.

### Discussion

Although the governments are interested in elite sport (4, 11) social trends is towards sport for all. We found that sport for all is the main choice of people. This finding is consent with other studies (2, 6). The majority of society needs to participate in recreational activities. However a few percent (almost 10-15 %) like to engage in elite sport. Physical activity in 21st century has two aspects: Recreational, and healthy (8). In present study the necessity of cognition of social needs, has emphasized. In some countries like England (3) South Africa (10) and some European countries (2) efforts is in process of execution to determine social trends toward sport. What is clear is that, within the progression of postmodernism, the values of society are dramatically changing. Like other phenomena of modern living, the interests of people to physical activity are changed. Instead of engaging themselves in competitive sports, people prefer to participate in recreational (2) and informal activities. In accordance with modernized priorities of 21st century, in addition to elite sport, the program designers must focus on sport for all. Meanwhile development of sport for all, in turn, will cause to development in elite sport.

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## **CIVIC CENTERS AND SOCIAL REAL ESTATE**

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After 1990 there has been a transformation in the urban development policies of Eindhoven. Before that time policy was focused on different departments, e.g. one department for sport, one for recreation, one for urban planning. These departments all had their own policies and hardly worked together. This caused a mismatch between question and demand of sport facilities. After 1990 departments started working together and developed an integrated policy for leisure. This transformation asks for a different vision on the city, city planning and social real estate. In my presentation I will look into the transformation of urban development policy and the consequences for the city.



## **SPORTS MANAGERIAL COMPETENCIES IN THE MALAYSIAN SPORT INDUSTRY**

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The development of the Malaysian sport industry has unquestionably progressed in recent years. The success of hosting the 16<sup>th</sup> Commonwealth Games Kuala Lumpur 98 had a positive impact both on the local sport industry management in general and urban development process in particular. However, the industry is still in need of improvement, and good management would effectively address issues such as under utilisation of sport facilities, lack of qualified human resources, poor media skills and others. This study looks at the perceptions of the existing Malaysian sport practitioners on the skills, knowledge and attributes of an efficient sport manager within the sport industry structure in Malaysia. The discussion of the industry structure is based on the UK and the US literatures of sport industry's configuration (see Borret, 1991, 1992, Meek, 1997, Ming Li, 2001, Pitts, 1993, Pitts, 1994, Gratton, 2000, Westerbeek, 2003)

### **Methods**

The study utilises a combination of qualitative and quantitative research methods. The core research method is semi-structured interviews supported by a survey questionnaire. The survey questionnaires were administered to the selected respondents (n =412). Based on the survey data, 30 key experts were selected from all the segments identified of the industry for the in-depth, semi-structured interviews. The objective of the semi-structured interviews is to gather perceptions on the roles, tasks, knowledge, skills and attributes of a local sport manager from the sports practitioners.

### **Results**

The study reveals that the roles, knowledge, skills and attributes requirements as perceived by the sport practitioners is similar to the requirements outlined by the ISRM2, ILAM3 and the NASPE-NASSM4 protocols.

### **Discussions/Implications**

It could be assumed that although the research subjects are localised in terms of context and practices there is similarity between the requirements in developed, western countries and in Malaysia. This is a ground-breaking study in the Malaysian context as sport is being employed in the country's nation building process. Within this framework, supply analysis is important as it is the backbone of the emerging sport industry phenomenon and the analysis would later inform policies in relation to professionalisation of sport through career and curriculum development.

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<sup>2</sup> Institute of Sports and Recreation Management, UK

<sup>3</sup> Institute of Leisure and Amenities Management UK

<sup>4</sup> North American Society for Physical Education – North American Society for Sport Management.

# **Abstracts**

**Friday 11 November 2005**

**13.45 hours-15.15 hours**

Friday 11 November 2005

**Session 11: Neighbourhood, Education and Sport**

## **HOW TO TACKLE DISADVANTAGES: THE COMBINED FORCE OF NEIGHBOURHOOD, EDUCATION AND SPORT IN THE NETHERLANDS**

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From October 2004, all local councils in the Netherlands are able to submit an application for a "Neighbourhood, Education, Sport project" (BOS). The Dutch Ministry of Health, Welfare and Sport, has identified a target of 400 BOS-projects within three given deadlines. The total budget for these 400 BOS-projects is 80 million Euros. At this moment, two deadlines for application have passed, which resulted in 200 applications. The Support Network BOS-impetus, a combination of four organizations with complementing expertises (NIGZ, NIZW, X-S2 and NISB) encourages and supports local councils to make an application.

With BOS-projects disadvantages of young people (4-19 years), experienced in the areas of sports and movement, education, health, welfare and integration, are combated at a local level. The nuisance element, caused by youth will also be addressed.

The nature of these various disadvantages calls for a cooperative approach between all the local BOS-partners involved. Cooperation is the key to a successful BOS-project. The diversity of policy-making sectors need to work together in the interest of young people. Crucial in this is the relationship between policy makers and the performing organisations: the steering and coordination function of the local government.

How are local councils approaching their applications for BOS-projects up until now, and what are the material factors for success and/or failure? In this presentation the practice within a variety of local councils is detailed, together with the results. There is special attention given to naming the performance indicators, by which the success of the local approach can be measured. The support network BOS-impetus has developed an analysing instrument to facilitate this.

Friday 11 November 2005

**Session 12: Sport and Regeneration in Cities**

## **THE ROLE OF SPORT IN URBAN DEVELOPMENT**

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The presumption that sport can contribute to community development, urban regeneration and social inclusion implies that participation in sport can produce outcomes which serve to strengthen and improve certain weak, or negative, aspects of processes, structures and relationships thought to characterise deprived urban areas. However, just as the processes underpinning social exclusion and social and community deprivation are varied, so are the processes and relationships associated with sport. Despite this, in much of the public policy debate, the formal benefits of sports participation tend to be associated almost solely with traditional, competitive, team sports. For example, in a submission to the Department for Culture, Media and Sport, the Institute for Leisure and Amenity Management.

Sport' is a collective noun which refers to a wide range of processes, social relationships and presumed physical, psychological and sociological outcomes. For example, there are individual, partner and team sports; contact and non-contact sports; motor driven or perceptually dominated sports and those which place different emphases on strategy, chance and physical skills. Further, the nature and context of participation can range from the competitive, via an emphasis on self-development, to purely recreational activity.

In arguing for the social value of sport, Sport England (1999) regard the heterogeneity of sports as a major strength, stating that "the wide diversity of activities sport offers enables individuals of all ages to participate at the level and intensity that suits them". Such an approach permits the avoidance of traditional, sports-centred, 'product-led' approaches and the possibility of a needs-based approach, in which the needs of individuals, groups and communities are matched to relevant sports.

This also emphasises the cathartic role of sport in providing an opportunity for an institutionalised display of force, strength and competitiveness and the opportunity for the display of adolescent masculinity. Sport is viewed as providing an opportunity to address the needs of adolescents to develop perceptions of efficacy, competence, control, freedom and independence (Maughan and Ellis, 1991; Hendry et al, 1993). As with many others of these presumed elements of sport, this seems to reflect the needs of young males rather than females (in fact it is such elements which young women often find most unattractive). Further, in a longitudinal study of young people in Scotland Hendry et al (1993) suggested that during adolescence there is a shift in interests away from sport and organised clubs and activities to more casual pursuits (see also Walker, 1987). Consequently, there is evidence to suggest that the period of the highest potential for delinquent behaviour coincides with a decline in the attractiveness of traditional forms of organised sports, especially among those most likely to be non-conformist.

## **THE SPORTS CLUB AS A MEDIUM OF REVITALIZING NEIGHBOURHOOD IN JAPAN**

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In 2000, the Ministry of Education, Culture, Sports, Science and Technology (MEXT) announced a Basic Plan for the Promotion of Sports in Japan. It recommends creating at least one comprehensive community sports club in each municipality nationwide by 2010.

The comprehensive community sports club is expected not only to promote sports but also to be the core of the local community. In other words, there is the large expectation that comprehensive community sports clubs will revitalize neighbourhoods. As such, when the comprehensive sports club is considered as a medium of revitalizing the neighbourhood, activation of the club itself will be an important issue. Therefore, member's identity and/or commitment to the club are fundamental to its activation. In this study, we take note of member's organizational commitment to the comprehensive community sports club.

According to Mowday et al. (1982), the organizational commitment is the scale that measures individual identity to the specific organization and the strength of involvement in its activities. There are also some researches which apply this to the sports groups (Cuskelly and Boag, 2001; Cuskelly et al., 1998; Haggerty and Denomme, 1991).

The purposes of this study are to measure the organizational commitment of comprehensive community sports clubs and to consider the role of the comprehensive community sports club as a medium of revitalizing neighbourhood.

This study consists of 2 surveys. The first one was conducted by mailing questionnaires to 600 boards of education, drawn at random from 3,374 municipalities throughout Japan. The survey content consists of questions regarding youth sport environments in the local community. Another survey was carried out to 700 members of a comprehensive community sports club. This survey content consists of questions regarding their club participating status, the will of club activity's continuity, satisfaction of club activity, organizational commitment to the club and so on.

The survey with board of education shows that the most important subject in order to further improve youth sports environment is recruiting and/or training coaches. Also, high expectations for community sports organizations were indicated. On second thought, very high expectations were not shown on subjects concerning school club activities. This may suggest a concept that schools and communities should be considered separately. However some voice opinions about how schools should be opened in new forms, indicating that improvement of sports facilities in communities may be further sought through opening schools without being constrained by conventional frameworks.

The results of the survey on members of a comprehensive community sports club suggest that the organizational commitment which was prescribed by satisfaction and results of club activities influenced the will of club continuity strongly. Furthermore, it shows that the organizational commitment differs with member's sports lifestyles.

Judging from the results above, the policy creating the comprehensive community sports club in each municipality nationwide should be maintained from the viewpoint of revitalizing neighbourhoods. In addition, for strengthening member's organizational commitment to take their satisfactions and results of club activities into consideration will be required. And we strongly recommend developing new framework of school-opening to utilize school resources, e.g. facilities and teachers.

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## **SPORT AND ECONOMIC REGENERATION IN CITIES**

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Investment in sporting infrastructure in British cities over the past 20 years was not primarily aimed at getting the local community involved in sport, but was instead aimed at attracting tourists, encouraging inward investment and changing the image of the city. The first example of this new strategy was seen in Sheffield in the late 1980s with the investment of £147 million in sporting facilities to host the World Student Games in 1991. More recently, Manchester spent over £200 million on sporting venues to host the 2002 Commonwealth Games with a further £470 million on other non-sport infrastructure investment in Sport city in east Manchester. In the British context, most of the cities following this strategy of using sport for economic regeneration have been industrial cities, not normally known as major tourist destinations (e.g. Birmingham, Glasgow, and Cardiff as well as Sheffield and Manchester). The drivers of such policies were the need for a new image and new employment opportunities caused by the loss of their conventional industrial base. This paper analyses the justification for such investments in sport in cities and assesses the evidence for the success of such strategies.



Friday 11 November 2005

**Session 13: Sports and Urban Planning**

## SPACE FOR OUTDOOR RECREATION AND URBAN LIVEABILITY

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The Dutch constitution requires the government to create conditions for leisure. The Council for the Rural Area interprets this to include offering sufficient opportunities for outdoor recreation that are available, reachable and accessible for everyone (RLG, 2004). But what constitutes an available, reachable and accessible recreation opportunity, and how many of such opportunities are sufficient? Answering these questions helps local authorities to decide whether action is required to increase to number of opportunities, or to safeguard existing opportunities against strong pressures to convert urban green areas into dwellings, parking places etc. Although also the quality of the supplied opportunities is important, in this paper we will focus on the quantitative aspect.

An instrument has been developed that confronts the local supply of recreational opportunities with the local demand for such opportunities. This instrument, termed AVANAR, identifies where shortages exist, and how large these shortages are. It offers separate indicators for recreational walking and cycling, the two most common outdoor-recreational activities in the Netherlands. Results of a national application suggest that many urban neighbourhoods are dealing with severe shortages for both activities. However, the instrument is quite normative in content. For example, reachability is incorporated by requiring opportunities to be located within a certain distance from the residential neighbourhood. What this distance should be is open to debate. A similar point can be made regarding the recreational capacities assigned to different types of green areas. For such shortages to be taken seriously, especially by representatives of opposing interests, empirical corroboration is highly desirable.

Normatively defined shortages cannot be observed directly in the field. However, actual shortages are shortages because they have negative consequences. It is along these lines that the social relevance of the calculated shortages may be verified empirically. Possible negative consequences of recreational shortages include less satisfactory recreational experiences, lower participation in recreational activities, and increased leisure mobility, especially by car. As a result of such primary consequences, secondary negative consequences may occur. Eventually, this may result in an increased tendency to relocate among those that can afford to do so, leaving a poorer segment of the population behind. This remaining population may even suffer health consequences, due to increased levels of stress and decreased levels of physical activity, social cohesion, and social safety. Based on secondary data analysis a first assessment is made of to what extent relations between the normatively defined shortages and their possible negative consequences really do exist.

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## **STATE OF THE ART SPORT CENTERS FOR EVERYONE – ILLUSION OR FEASIBLE DREAM?**

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The Dutch government has decided to stimulate both the quantitative and qualitative development of sport facilities in the nearby future. Sport is being regarded as a basic facility; practicing sport contributes to a healthy society and prevents negative effects in society. Local authorities have to carry out this policy. They face an enormous challenge being forced to cut their expenses on one hand and increasing the quantity and quality of sport facilities on the other.

The greater part of the present sport facilities are getting out of date, dealing with high maintenance costs, low utilization and therefore poor exploitation results. On top of that the current and future demands in terms of space, quality and level of ambition have driven the development costs for new sport facilities to a significantly higher level. This combination of high investment costs and poor exploitation results leads to a failure of many plans for new sport facilities to go past the drawing board stages or early stages in the decision-making process. In our vision the premature dismissal of plans is caused by a too narrow view of feasibility. We call this narrow view the 'illusion' approach.

### **Broadening vision**

We advocate including sport facilities in a broader vision on urban planning, facilities and the need for facilities at both city and district level. Facilities could include culture, education, nursery, home work institutions, pubs, community centres and care facilities. Most of these facilities are individually accommodated and face the same exploitation problems as sport facilities. Another common characteristic is the fact that they are located on mostly valuable grounds within the city, where a lack of space exists within these cities.

The physical combination of facilities that accommodate the different needs of people will lead to significant synergy effects. A good example is sports and child care: more people visit a sport centre when child care is available which leads vice versa to a better utilization of the child care facilities. In addition, the combining of facilities in one building should lead to a further (substantial) reduction in the required total square footage of buildings. And, not insignificant, the combination of facilities brings residents with different backgrounds together and stimulates integration.

### **Scenarios**

Starting with this broad vision on sport and other facilities we believe it is possible to design a number of feasible scenarios. The design of each scenario will be very specific for each individual district or city. Issues in designing scenarios include: which old sport facilities (e.g. fitness, squash, swimming pool) should we combine into a new sport centre? Which other facilities (e.g. child care) should be included in the scenario. What is the potential for redevelopment of grounds that become vacant?

### **Comprehensive feasibility**

A comprehensive feasibility study is carried out after the design of the scenarios. This study considers both direct costs and financial and non-financial spin-off effects. As a result of combining facilities in a smart way the financial benefits can outweigh the development and exploitation costs of the new facility, and the demolition costs of old facilities in the first place. Secondly, there are lots of non-financial spin-off effects for society. These include better sport facilities for both clubs and education, possibilities for hiring a professional staff, etc.

### **Decision and master plan**

After the comprehensive feasibility study the scenario with the most valuable spin-off effects in relation to the costs will be chosen. This scenario will be worked out in a master plan in which sport and urban planning melt together. The 'dream' approach leads to a valuable quality of life increase for society including state of the art Sport Centres for everyone.

Friday 11 November 2005

**Session 14: Sport & Local Identity II**

## **FOOTBALL OWNERSHIP, LOCAL IDENTITY AND REGULATION**

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The recent takeover of Manchester United by the American businessman Malcolm Glazer has raised many concerns amongst supporters, and questions have been asked regarding the role football clubs play within their communities. The vague, ambiguous and inherently contested issue of ownership of cultural 'assets' or forms has led to questions being asked of football club owners, governing and regulatory bodies as well as governments as to what role they could or should play in monitoring or managing the relationships, structures, governance, conduct and general role of football clubs.

The issue of regulating certain cultural practices raises important questions of how valuable such forms of culture are, particularly when the identity of those being represented is considered. Issues of national regulation have been debated, yet the role that 'the city' could play in influencing the direction 'its' football clubs take hasn't received much attention as yet. Particularly considering Manchester's recent utilisation of popular culture (including football) to promote and redefine its image, questions must be raised and tackled concerning the potential role of city stakeholders within such debates. When notions of credibility and authenticity feature so strongly within the ethos of Manchester's image-conscious city stakeholders, perhaps the repercussions of such issues will extend beyond just the city's football scene.

This paper will therefore outline the cultural implications of this issue for the communities of Manchester United supporters, which will embrace such concepts as local identity, globalisation, authenticity and the production, consumption and ownership of cultural assets and practices. It will go on to explore the levels of regulation that influence such matters, including the potential influence of 'the city' over the ownership and future direction of its cultural and sporting assets.

## **ABOUT MEASURING THE IDENTITY OF A CITY**

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The identity is – in a few words - what a city actually is and in which it differs from others. The term identity often is confused with the word image. The image is the picture that certain groups have. This picture does not necessarily correspond with the identity, i.e. that what a city actually is. Only just a few of its characteristics stipulate the identity a city for one only can speak of identifying characteristics of a city if they satisfy three demands: centrality; difference and historicity. The personality of a city , then, has to exist out of the elements that are characteristic for it, moreover distinguish the city from its competitors and finally have been existing for decennia, not to say centuries. City communication actually only colours the personality.

When it comes to measuring the sport identity of a city the same demands have to be satisfied. In 2004 RISBO got the opportunity to determine the sport-identity of Rotterdam. Hereto we have adapted a method, which we often used – and still use - for determining the cultural identity of city.

The adaptations that where necessary are interesting in itself. That is why I would like to present a paper on the differences between measuring the cultural identity of a city and measuring its sport identity.

## **FOOTBALL AND LOCAL IDENTITY: HELPING CHILDREN AND YOUTH REALISE THEIR POTENTIAL**

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Breakthrough Sports Academy (BSA) aims at using the power of football to influence and change the lives disadvantaged children and youths positively.

The use of football at BSA is for personal development, leadership training, inclusion of youths in running of club activities, environmental protection and HIV/AIDS awareness

The BSA project currently works with 16 community teams and 32 teams started by the BSA youths who are currently under the Junior Sports Leader Programme and other youths within the target communities. The number of children and youths participating in BSA Annual activities, which include soccer leagues and tournaments has increased from 10 in 2003 to over 900 in 2005.

The BSA main objective is to give an opportunity for every child and youth in our target communities to participate in sporting activities not only through playing but enabling them to use their leadership skills.

Access to sporting activities in BSA's target communities means that we provide an alternative to reducing dormancy and this in turn reduces the vulnerability of youths and children who are so full of enthusiasm and energy. This group of people is vulnerable to drug and alcohol abuse, premature sex and early marriages.

BSA aims to create positive role models amongst these productive youths and children by involving them in the running of club activities, giving them challenging tasks which include coaching, refereeing, organising of events such as football leagues and tournaments as well as exposing them to coaching and leadership workshops while at the same time emphasising on the concept of volunteerism.

The BSA through its programs has managed to train 32 junior peer coaches who run soccer leagues and have knowledge in HIV/AIDS prevention. The BSA youths and children are involved in environmental protection through the garbage community clean ups.

Football has directly enabled the BSA to achieve the above objectives.

Friday 11 November 2005

**Session 15: Racism and Racial equality in and through Urban Sport**



## **AN ANALYSIS OF THE PROGRESS OF ANTIRACISM IN RUGBY LEAGUE CRICKET AND FOOTBALL**

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Harvey's (1990: 201) summary of critical social research encapsulates this paper as he argues that the formulation and communication [of research] is not the knowledge; it is not another grain in the bucket, but itself part of the continual process of knowledge development. Over the last ten years the Carnegie Research Institute has completed a suite of studies investigating the nature and extent of racism in rugby league (Long et al. 1995), cricket (Long et al. 1997a), and football (Long et al. 2000). Each study has prompted change, and promises of change, from each respective governing body and often their local, regional and national stakeholders. As a result of the three studies and the increasingly high profile of racism especially in football, this paper will outline the major findings of a research update of the three investigations, which asks the question 'how has each sport changed in the light of past recommendations?'

The three initial studies have raised a number of academic debates around Asians in rugby, ethnicity, stereotyping and identities (Long et al. 1997b, Long 2000, Carrington and McDonald 2001, Spracklen 2001), whiteness in sport (Long and Hylton 2002), the centring of 'race' in sport and leisure theorising and policy (Hylton 2005) and related evaluations of race equality in national governing bodies of sport (Long et al 2003). This paper aims to critically evaluate the state of antiracism and change in organisations that have been made aware that they have a problem with racism. Wherever possible players, administrators and policymakers from the original studies have been re-interviewed and their views triangulated from the pitch to the boardroom. This is unlike many studies of racism in sport as the prejudice and inequalities in each sport have been outlined in report form for a minimum of five to ten years, and the causes of these racial outcomes linked to longer term racial processes. In addition, the value of research in this area will be considered in the light of Harvey's (1990) comments as the reflexive praxis of this study is critically considered.

## **SPORTING EQUALS ACHIEVING RACIAL EQUALITY IN SPORT**

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### **Background**

Sporting Equals vision is to work with National Governing Bodies, Local Authorities and National Sports Organisations in order to create an environment in which ethnic minorities can influence and participate in all aspects of sport. Sporting Equals is working towards a society where:

- Ethnic minorities can influence and participate equally in sport at all levels.
- Develop awareness and understanding of racial equality issues that impact on sport.
- The governors and providers of sport recognise and value a fully integrated and inclusive society.
- A sporting environment is established and cultural diversity is recognised and celebrated.

Sporting Equals currently has a staff compliment of five people Director, National Community Development Manager, National Development Manager Standards, Communications Manager and Administrative Support Officer and reports to a Management Board.

### **Sporting equals achievements**

- It's the only national organisation that works to address racial equality in sport.
- Sporting Equals won the Diversity in Sport Champion Gold Standard Award at the British Diversity Awards in November 2002.
- Developed a National Racial Equality Charter for Sport which was launched in March 2000.
- It is a public pledge which is signed by the leaders of sport committing them to create a world of sport where by all people can participate in sport without facing racial discrimination at any time.

### **Racial equality standards**

Sporting Equals has developed two Racial Equality Standards Achieving Racial Equality: A Standard for Sport, which is for National Governing Bodies and National Sports Organisations launched in December 2000 and Promoting Racial Equality: a Standard for Local Authority Leisure Services launched in September 2002. The standards are a framework of best practice objectives to help sports organisations tackle racism and promote racial equality.

Three levels of achievement Preliminary, Intermediate and Advanced and three areas of action:

- Commitment, Policy and Planning.
- Participation and Public Image.
- Administrative and Management.
- Assessed by submission of evidence to an Assessment Panel.
- Agreed with Sport England to link achievements against the Standard to funding.
- 117 organisations have achieved the Preliminary Level of the Standard.
- 5 organisations have achieved the Intermediate Level.
- Sporting Equals has developed a UK Equality Standard for Sport in partnership with England, Northern Ireland, Scotland and Wales which was launched in November 2004.

### **Community development**

- Developed a Community Development Strategy for Sport.
- Successful in gaining £2,025,000 for a Sport for Communities project- 2005-2008 which is sponsored by the Department for Media, Culture and Sport.
- This will support the development of integrating Sporting Equals in inner-city communities particularly targeted at people from ethnic minorities, refugee and migrant backgrounds delivered by National Governing Bodies of Sport and Local Authorities.
- To enhance this employment opportunities in sport will be developed with these communities.

### **Resource development**

- Developed a range of resources eg. Fact sheets which provides practical examples and Newsletters highlighting examples of good practice, leaflets, posters and bookmarks.

## **ANTI RACISM IN LOCAL AMSTERDAM SOCCER**

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Racism in soccer continues to be a matter of intense concern for local and national governments, football clubs and soccer associations. Since the early nineties, many anti-racist campaigns have been launched with varying visibility and effectivity. In this paper we focus on two such Amsterdam projects: an anti-racist campaign carried out in the nineties and a pro-diversity tournament organised from 2000 onwards.

The first project, a communication campaign called 'if racism wins, sports loses', was carried out in 1991 and was explicitly aimed at local amateur club officials, volunteers and players. The second project consists of the WK Amsterdam. An annual soccer tournament in which soccer teams of local Amsterdam national minorities play friendly matches and perform traditional national shows for each other. This tournament is aimed at celebrating the Amsterdam cultural variety rather than combating racism.

We compare these two projects in terms of the experiences, effects and evaluations of the people involved. Our data consist of in-depth interviews with various local actors, official evaluation reports and an extensive survey amongst local soccer players and spectators. We show that different groups and actors evaluate and have experienced the two anti-racist campaigns in different ways. In the concluding section we frame our results in terms of the possible improvements these projects produced for urban social cohesion.

Friday 11 November 2005

**Session 16: Olympic Games and the City (economy) II**

## **ENVIRONMENTAL EFFECTS OF THE OLYMPIC GAMES IN SYDNEY**

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The Sydney 2000 Olympics was arguably the first host city to display a “green” approach to the necessary developments for the staging of this prestigious event. The initiation of this trend by Sydney undoubtedly occurred due to the emergence of the worldwide policy Agenda 21, whose policies and guidelines relating to environmental sustainability, has resultantly led to the environment to become the third pillar of the International Olympic Committees (IOC) Olympic Movement (IOC, 2004). The origin of Agenda 21 followed the Rio Earth Summit in 1993, due to the growing concern towards the destruction of the environment (Agenda 21, 2004), whereby the IOC now expects host cities to display a response to its purpose when bidding to stage the games (IOC, 2004).

Due to the diversity of Agenda 21 (2004), this study identifies transport, land conservation, and waste management and energy conservation to be the main environmental issues within Agenda 21 that relate to Olympic host city developments, whereby through the use of the guidelines relating to each of these fundamental issues, this study compares the responses shown by both Sydney, to those within the Candidate File (2004) for London’s potential staging of the 2012 Olympics.

The pivotal example of Sydney is utilized within this study as since its staging of the 2000 games, it has often been described as the greatest ever in terms of its environmental success, with sustainable developments such as the clean-up of Homebush Bay and the energy efficient Olympic village being classic instances to highlight this claim (Chalkley and Essex, 1999). This study therefore compares London’s plans to this benchmark set by Sydney, and analyses the validity of Lord Sebastian Coe’s (London bid leader) promise that the potential developments for the 2012 Olympics shall be “highly sustainable”, leading to the “most environmentally friendly games ever” (Back the Bid, 2005). To help this study test Lord Coe’s promise and come to a reliable conclusion, a range of views within articles and texts relating to the fundamental issues identified within Agenda 21 are also acknowledged.

## **2012 OLYMPICS IN LONDON: CHALLENGES FOR REGENERATION AND COMMUNITY BENEFIT**

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London's selection to stage the 2012 Olympic Games potentially could transform the East End of London. Several large new sports and event related facilities are planned along with a significant speeding up of investment in infrastructure. The majority of these developments are in close proximity to some of the poorest wards in London.

This paper will identify some of the key challenges that will face policy makers, those delivering the games and local communities as they seek to both stage a successful event and ensure a sustainable legacy beyond 2012. This paper will also outline some key elements that will need to be in place to ensure the maximum level of regeneration and community benefit, drawing in part on lessons from previous host cities. These elements will be tested against existing wider regeneration strategies and the proposals for the Games and the available existing data particularly the key features of the profile of the existing communities.

A brief assessment of prospects for regeneration and community benefit of the Games will be presented. This will cover the following questions:

- 1) What are the implications on the current and projected profiles of existing communities for maximising regeneration and community benefit for the 2012 Olympic Games?
- 2) How will the existing communities potentially be impacted by the development of new facilities and infrastructure?
- 3) What long-term trends and strategies are in play and how may this effect the potential for securing the regeneration and benefit from the Games?
- 4) What are the prospective impacts of the Games for convergence and/or divergence across selected key variables in relation to local, regional and national norms?

Finally the paper will conclude with setting out some key policies and interventions that need to be developed to provide for the maximum benefit from the 2012 Olympic Games.

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