THE IMPACT OF SPORT AT A LOCAL LEVEL

The case of Catalonia
Impact of sport at a local level

Many things need to happen that users will not see
What does concern us at a municipal level?

Olympic Medal count


0 5 10 15

Overweight and Obesity Evolution

2002 2006 2010

0% 10% 20% 30% 40%
Increase of sports habits

- Incorporation of new population segments
- Variation of needs & interests
- New models of practice
- Adequacy of conventional sports facilities
- Use of non-sport urban and natural areas
- New demands for professionals

Agents extend roles:
Local Administration and Non-profit organizations (clubs & federations)

Sports industry
Role of sport in society
Local Sports System Evolution

Clubs & Sports Associations
Municipality / Local Authority
Commercial Sector
Public-Private Partnership
Cross-cut social element
Economic development tool

Local Sports System Evolution
1970 1980 1990 2000 2010 ...

Competitive sport
School sports (education)
Sport & Health
Sport & Tourism
Sport & Urban planning
Sport & Social integration
Sport & Occupation / Entrepreneurship
Local Sports System Evolution

1970
Sport as an end itself

1980
Sport as an education tool

1990
Sport as a mean to promote health

2000
Sport, a cross-cut area with other social public Depts.

2010
Sport as an agent of economic and wealth development

...
Impact on POPULATION

45% of adult population practices sport periodically

63% of school age population practices sport frequently

No other municipal public service of direct contact with population reaches such volume of citizens

10% People registered to public sports centers

26% People associated to a sports club
Impact on ECONOMY

Sport accounts for **2,1% of Catalan GDP** (4.372M €)

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public sector</td>
<td>5,7%</td>
<td>Of which 79% lie on Local Authorities/Municipalities</td>
</tr>
<tr>
<td>Non-for-profit organizations</td>
<td>46,7%</td>
<td>Of which 97% is on sports clubs</td>
</tr>
<tr>
<td>TOTAL</td>
<td>52,4%</td>
<td></td>
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</tbody>
</table>

If voluntary work was considered:
- **213M €**

**58€ / inhabitant per year**
Third service with major expense after Police and Waste collection

7% del total municipal expenses
Impact on ECONOMY

Catalan GDP by sectors

- Commerce: 3%
- Education: 4%
- Sport: 2%
- Vehicles: 2%
- Textile industry: 1%
- Graphic arts: 1%
- IT industry: 0%

Weight of sport in other economies (as per % of GDP)

- USA: 2.8%
- China: 0.6%
- Australia: 2.0%
- France: 1.7%
- South Africa: 2.1%
- Jamaica: 2.6%
- Spain: 1.9%
Impact on EMPLOYMENT

Sport employs 1,83% of active population in Barcelona Province (92,000 persons in Catalonia)

More than 80% in the private sector, nevertheless, with high incidence from Municipalities

HOW?

- Policy development towards sports clubs and externalized services
- Applied education and training
- Interrelationships and Networking
- Entrepreneurship development
Impact on EMPLOYMENT

A large volume of sports professionals have more than only one job position

- **Primary Labour Market**
  - Professional career
  - Job security
  - Good wages

- **Secondary Labour Market**
  - Low professional development
  - Job insecurity
  - Still... good wages

Municipality may provide tools to **drive transition from Secondary to Primary Labour Market**
Impact on HEALTH

Best Practice – Physical Activity and Health Plan

- Community Centers
  - Education workshops for young and elderly

- Primary & Secondary Schools
  - Health Education
  - School menus
  - PA Development

- Municipality
  - Accessibility to facilities
  - Information campaigns
  - 192 health centers
  - 171 local authorities
  - + 40,000 people
  - + 2,000 professionals
  - 566 healthy hikes

- Other (companies, shop, restaurants...)
  - Health promotion
  - Information campaigns
Impact on EDUCATION

63% of school aged population practices sport, but...

Moments of truth

Does sufficient competitive and leisure offer exist for females?

Do clubs guarantee equal access to non-skilled children?
Impact on EDUCATION

Static Environment
Cannot be changed

- Norms & Regulations
- School sports facilities

Dynamic Environment
We must manage it

- Municipality
- School
- Citizenship

4 Cross-cut axes
- Family
- Club membership
- Proximity
- Social integration
Impact on VOLUNTARY SPORTS CLUBS

Barcelona Province has 5,077 active sports clubs

Evolution of club membership in the last 5 years

<table>
<thead>
<tr>
<th>Type of Club</th>
<th>(\uparrow) members</th>
<th>(\downarrow) members</th>
<th>(\Rightarrow) members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clubs only with competitive sports disciplines</td>
<td>48%</td>
<td>39%</td>
<td>13%</td>
</tr>
<tr>
<td>Clubs with competitive sports &amp; leisure activities</td>
<td>62%</td>
<td>27%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Healthy system but...

Do we follow homogeneous public policies to all types of clubs?

The small competitive club
The customized club
The sports service-oriented club
The classic club
The pioneer club
The professional club
Impact on NATURAL & URBAN ENVIRONMENT

40% of persons that practice sport they do it outside of conventional sports facilities

- Trend that is increasing -

Opportunities

1. **Cross-departmental work**: Other municipal Departments (urban planning, environment, tourism) Clubs (Hiking or Mountain-bike clubs)

2. **Creation/Promotion of sports events**: Local / National scope

3. **Are we in front of a ‘new sport’?**
   - Communication & Signaling
   - Usage of 2.0 technology
   - Promotion
   - ‘Education’ of practice
Impact on TOURISM

Santa Susanna
Municipality with 3.019 hab.

Sport & Tourism quality certificate
- Sports Dept.
- Tourism Foundation
- Hotels
- Restaurants
- Clubs
- Sports companies

Economic Impact 2012
2,16M€

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
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<tbody>
<tr>
<td>2007</td>
<td>7,475</td>
</tr>
<tr>
<td>2008</td>
<td>9,121</td>
</tr>
<tr>
<td>2009</td>
<td>9,752</td>
</tr>
<tr>
<td>2010</td>
<td>12,211</td>
</tr>
<tr>
<td>2011</td>
<td>15,134</td>
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<tr>
<td>2012</td>
<td>19,507</td>
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Impact on URBAN PLANNING
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Two final thoughts
TENDENCIES

Are we already facing a ‘new’ sport?
Sport at a local level specially today...

should not go where the ball is, it should go where the ball is heading to

Thank you

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THE ROLE OF SPORT AT A MUNICIPAL LEVEL

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