

Major Sports Facilities – Enhancing Communities

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How local communities can benefit from new sports infrastructure

Opportunities:

- Regeneration – Often economic justification; trickle down effect
 - Employment – Full-time, part-time, casual
 - Increasing participation in sport – Use of facilities
 - Promoting social and health benefits of sport in the community – Education
 - Developing long-lasting partnerships
 - Developing a local infrastructure of volunteers, clubs and networks
 - Local pride
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How local communities can benefit from new sports infrastructure

Constraints:

- Local participation can remain low
 - Outreach sports projects funding may be short term
 - Lack of basic sports infrastructure – including the ‘people’ infrastructure of clubs, volunteers, helpers and networks
 - Attitudinal barriers – only for “elite”
 - Disruption for local residents – perceived or real?
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The Olympic Games – The Legacy

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Large urban park created in Europe

World-class sports facilities for use by sports clubs and the local communities, as well as elite athletes

New homes, inc key worker

Employment – job and training opportunities for local people

The Aim: Tackle Inequality



The 2012 Olympic Stadium

The Olympic Games – What they will mean for Wales

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The vision for Wales

‘Our vision is to maximise the economic, sporting, cultural and social benefits of the 2012 Olympic Games and Paralympic Games for Wales, in a sustainable manner.’ (www.London2012.com)

- Improving health
- Encouraging sport and activity
- Pre-games training camps
- Developing skills and education
- Promoting volunteering at the Games
- Leaving a lasting legacy



Millennium Stadium – Football venue

(Source: http://www.bazoypenate.com/assets/files/Images/millennium_stadium.jpg)

Cardiff International Sports Village

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- Cardiff Sport – Council grass roots initiative
- European City of Sport 2009 – centre of excellence
- Swimming pool, (temporary) ice rink.... white water rafting...snow slope, arena
- Since opening in January 2008, over 1.3 million visitors have used the Pool
- Community swimming clubs
- Cardiff Devils Community Foundation
- Staff recruited locally



Cardiff International Pool

The SWALEC Stadium – Glamorgan Cricket

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- The Glamorgan Partner Schools Scheme is an integral element of the Glamorgan Cricket Club community and outreach programme
- ‘Watch and Play’ scheme
- Girls Academy



The SWALEC Stadium

(Source: <http://www.stadiatech.com/images/glamorgan.PN>)

The Liberty Stadium – Ospreys & Swansea City FC

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- Ospreys Academy / Coaching seminars
- Ticket incentive
- Swansea City Football Club Football in Community, SCORE
- Conferencing and Events:
 - Conferencing
 - Summer Balls
 - Weddings
 - Special Events such as Business, Wedding and Baby & Toddler Shows



The Liberty Stadium

(Source: http://www.eliteaerial-satellite.co.uk/images/Liberty_Stadium_005.jpg)

Summary and Conclusion

- Major sports infrastructure is expensive
 - Community participation is important, particularly if public money is involved
 - Opportunities for Clubs and Groups
 - Employment
 - Local Pride
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