Item 1

13th April 2023

Glasgow City Council

Wellbeing, Equalities, Communities, Culture and Engagement City Policy Committee

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Glasgow – European Capital of Sport 2023

Purpose of Report:

To inform the Committee of the programme of activity taking place during 2023 whilst Glasgow is the European Capital of Sport

Recommendations:

The Committee is asked to note the contents of the report

Ward No(s): Citywide: ✓

Local member(s) advised: Yes ☐ No ☐ consulted: Yes ☐ No ☐

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1.0. Introduction

1.1. In 2003 Glasgow won the title of European Capital of Sport and since then a number of major European cities have been awarded this title each year. The organisers, European Capitals and Cities of Sports Federation (ACES Europe) approached Glasgow to see if we would be interested in expressing our interest for this award again in 2023. This would mark the 20th anniversary since Glasgow won the award and would also mean that Glasgow would be the first city to receive this award twice. With the support and approval of the Glasgow Events Board the city submitted a successful bid and was awarded European Capital of Sport 2023 on 5 November 2019.

1.2. The city's bid was based around three key themes:

- School Sport
- Community Sport
- Sport for Health

A year-long programme of activities is planned, woven around participation and public health, building not just on the profile and massive scale of the UCI World Cycling Championships, but also via the host of other local, citywide, national and international cultural and sporting events and activities.

1.3. The Vision and Mission for the ECOS year have been identified as:

Vision - Glasgow is recognised as a world leader in harnessing the power of sport and physical activity to change lives for the better.

Mission - To provide meaningful and engaging events, programmes and partnerships that will integrate sport and physical activity solutions across communities, health and social care to significantly improve public health.

It should be noted that this city accolade spans sport and physical activity in its widest possible context and neatly dovetails with the company vision of inspiring people to become engaged and active in a city globally renowned for culture and sport.

Plans for the year are focused on the contribution of active participation in sport and physical activity as ways of supporting positive ageing, building wellbeing and promoting connections within and between diverse communities.

1.4. ACES Europe is a non-profit association based in Brussels assigns every year the recognition of European Capital, City, Community and Town of Sport. Glasgow has been an active member since 2003 and also engages in a joint Working Group on Sport with the Eurocities network. Chaired by the Hague, Glasgow has been active since the working group's inception. Topics are related to local, national and the EU-themes and range from sport and health, Inclusive cities through sport, women and girls' empowerment through sport, active urban planning, sustainable sports, sport and tourism etc.

2.0. Host City Benefits

2.1. Securing the accolade of European Capital of Sport for a second time provides the opportunity for the city to:

- Showcase the existing good work and increase our profile
- Recognition across Europe and bolster our reputation as a world class sporting city
- Use the ECOS spotlight to drive forward our aims and ambitions as a city and provide a springboard for sport
- Integrate sport and physical activity solutions across our communities to improve public health
- Build and develop the ACES European cities international network for the benefit of Glasgow
- Recognising our communities, partners and stakeholders in sport for their work and its positive impact

3.0. Partnership and Collaboration

3.1. Collaboration is integral to the success of the project and a key strategic objective is to raise awareness of the accolade and the profile of sport in the city. In view of this a Partner Information Sharing event took place at the Emirates Arena in January to celebrate the accolade and also provide an opportunity to say 'thank you' to the people and organisations without whom this accolade would not have been possible.

The event offered an insight into how sport is changing lives in Glasgow through school, community, and health-focused initiatives. The audience heard from organisations instrumental in developing and delivering wide ranging sport and physical activity to the people of Glasgow and who have been taking steps to make group level change to the health and wellbeing of communities across the city. Presentations were delivered by Drumchapel Community Sport Hub, basketball Scotland/Easterhouse Community Sport Hub Partnership, Active Schools, Glasgow Education Services.

Correspondence has been sent to all sporting partners in the city encouraging engagement with the brand and activating in line with the accolade.

3.2. An industry engagement event is planned for Thursday 11 May with Glasgow Life Tourism partners under the umbrella banner of European Capital of Sport to raise the profile of one off and regular sporting events in the city.

European Capital of Sport is included within the tourism industry monthly newsletter as a standing item and the ECOS toolkit has been shared with hotels and businesses.

Positive discussions have taken place with the Scottish Football Association with regards to opportunities for collaboration during their 150th Anniversary year including a National Week of football with a European Capital of Sport Day.

4.0. ECOS Events during 2023

4.1. Conferences

Further to the existing portfolio, there are signature events which have been developed in line with our hosting of the accolade and in accordance with the city's priorities. A "Race and Racism in Sport" conference will take place at the Emirates Arena on 2 and 3 May which will look to highlight challenges and issues that restrict diverse communities from accessing and experiencing sport and physical activity.

Representatives from Glasgow recently presented at a health conference in Martorell, Spain through European Capital of Sport about the city's Live Well project which was of great interest to European partners who were keen to understand more about the city's approach.

The city will host a conference in September focusing on Glasgow's strategy for sport and physical activity.

4.2. Athletics

Further to the successful co-hosting of 2018 European Championships, Glasgow were invited to compete in an age group athletics event for young people in Berlin in November 2022 as part of a 5 cities challenge. The Emirates Arena will play host venue for this year's competition as Glasgow welcomes young athletes from Berlin, Helsinki, Brussels and Paris ahead of the World Athletics Indoor Championships next March.

5.0. ECOS Grant Fund

5.1. A European Capital of Sport fund has been created to inspire more local people to get active through sport and physical activity in communities across the city by supporting the establishment of new sessions aimed at underrepresented groups and community events to promote the local opportunities.

Phase 1 of the fund resulted in fifty-seven community organisations from across Glasgow being supported to encourage more Glaswegians to get active in sport and physical activity throughout the year.

Projects include new walking and jogging programmes for women, boxing scholarship opportunities to reduce barriers for young people and golf coaching sessions for blind participants amongst a host of other exciting new projects.

Phase 2 of the fund opened on 1 April 2023. Further information can be found at: https://www.glasgowlife.org.uk/sport/funding/ecos-2023-funding-award

6.0. Marketing and Communications

6.1. An integrated marketing and communications plan has been developed with the key aims of raising the profile of sport in Glasgow and awareness of the accolade. A website has been developed to provide further information and act as a key engagement tool for the project:

https://www.glasgowlife.org.uk/sport/european-capital-of-sport-2023

The curated social media approach is based around the overarching monthly themes with ongoing monthly case studies and digital content. From a branding perspective, all sport and library venues have branded stickers for placement, focusing on a digital first approach.

6.2. There are ongoing discussions with GO Radio regarding development of ECOS themed podcast series, and a number of planning sessions have been held looking at 4-6 episodes hosted by a Glasgow Club Fitness Co-ordinator.

For further details on how to get involved and to download a European Capital of Sport themed toolkit:
https://www.glasgowlife.org.uk/sport/european-capital-of-sport-2023/case-studies

7.0. Policy and Resource Implications

Resource Implications:

Financial:	There are no new financial implications
Legal:	There are no new legal implications
Personnel:	There are no new personnel implications
Procurement:	There are no new procurement implications
Council Strategic Plan:	Grand Challenge 1, Mission 3 Improve health and wellbeing of local communities Grand Challenge 1, Mission 4 Support Glasgow to be a city that is active and culturally vibrant Grand Challenge 2, Mission 3 Raise attainment amongst Glasgow's children and young people

Equality and Socio-Economic Impacts:	
Does the proposal support the Council's Equality Outcomes 2021-25? Please specify.	N/A
What are the potential equality impacts as a result of this report?	Positive impact through providing opportunity to participate in sport and physical activity
Please highlight if the policy/proposal will help address socio-economic disadvantage.	N/A
Climate Impacts:	
Does the proposal support any Climate Plan actions? Please specify:	N/A
What are the potential climate impacts as a result of this proposal?	N/A
Will the proposal contribute to Glasgow's net zero carbon target?	N/A
Privacy and Data Protection Impacts:	
Are there any potential data protection impacts as a result of this report	No
If Yes, please confirm that a Data Protection Impact Assessment (DPIA) has been carried out	

8.0 Recommendations

The Committee is asked to note the contents of the report