

Minute of the meeting held in the Scottish Parliament.

PRESENT

Margo MacDonald MSP, Humza Yousaf MSP, John Mason MSP, Clare Adamson MSP, Paul Wheelhouse MSP, Peter Warren, Kim Atkinson, Lee Cousins, Daniel Gray, Bob Aitken, Julie Mason, Pam Scott, Hayley Wotherspoon, Simon Turner, Sharon MacDonald, Karen Holme, Kenny Stewart, Paul Zealey, Tim Dent, Duncan Hamilton, Keith Irving, Ian Findlay, Dave Morris, Jeannie Cranfield, Stew Fowlie, Robert Heatly MBE, Lachlan Bruce, Doug Folan, Fiona Dally, Nicola White, Colin Rennie, Billy Singh, Euan Miller, Declan McGinley, David Heggie, David McColgan, Andrew Bain, Michael MacDougall, Jake McLeod, Susan Jackson, Stuart Daly, Gemma Simpson, Jane Moncrieff, Ron Sutherland, Sharon Clough, Jim Gunn, Ian Crawford, David Laing, Margaret Ann Fleming, Ronnie Sloan, Brian Harris, Eddie McConnell, Alan Miller, Hugh Hall, David Carey, Blane Dodds, Stuart Gallagher, Peter Nicolson, Gemma Simpson, Flora Jackson.

APOLOGIES

Jackie Baillie MSP, Graeme Dey MSP, Jamie McGrigor MSP, Tavish Scott MSP, John Park MSP, Oliver Barsby, Campbell Bell, Billy Bell, Dougi Bryce, Gerry Campbell, Jane Campbell Morrison, Patricia Cassidy, John Clayton, Jim Fleeting, John Gillies, Jane Harvey, Karin Jackson, Jenni Lloyd, Stuart MacKenzie, Mark McGeachie, Jim McIntosh, Alan Murray, Maggie Murray, Campbell Ogilvie, Neil Park, Kevin Pringle, Niven Rennie, Jim Stevenson, Heather Stuart, James Stuart, Leon Thomson, Catherine Thomson, Duncan Thorp, Brian Walker, David Webster, Stuart Younie, Scottish Sub Aqua.

Previous Minute:

Matters Arising – None.

Round Table Discussion

Margo opened the meeting by welcoming the guest speaker: Eamonn O'Rourke, Head of Community and Cultural Services, Manchester City Council. She confirmed this topical session would focus on: A Games Sporting Legacy: A view from Manchester 2002.

Overview

The presentation will cover Manchester's experience of bidding and hosting major sporting and cultural events, the importance of their major events strategy and its vital role in contributing to Manchester's ongoing regeneration story.

Key milestones

- Experience of bidding for the Olympic Games, which provided the basis for
- The phenomenal success of the 2002 Commonwealth Games - in sporting, cultural, economic and social benefit terms which in turn provided the foundations for
- Their major events strategy including the Manchester Year of Sport series of events in 2008, the Manchester 2012 programme and the Manchester 2013 Programme.

Their Vision

They wanted Manchester to be in the top flight of world cities. They wanted the city to be able to compete with the very best and at the same time for it to also be a place where all of their residents had ready access to the benefits and opportunities that a successful city creates.

Their Guiding Principles

Their approach to change is reflected in three key principles:

- Firstly, they needed to continually drive the economic competitiveness of the city and its wider city region
- Secondly, they needed to promote social inclusion
- And thirdly, they needed to further develop their civic and partnership structures locally.

2002 Commonwealth Games Legacy

The heart of the Games was Sportcity which provided a unique range of elite and community sports facilities for the area. The principal legacies from the Games were planned pre Games but delivered post Games. The transformational impact on East Manchester was significant with:

- Over £600 million of public investment
- A staggering £2.7 million was generated for every £1 million of public money spent on the Games
- 6,500 full time equivalent jobs were created

Group Contact:

Margo MacDonald MSP

Scottish Parliament, Edinburgh, EH99 1SP

Tel: 0131 348 5714

Fax: 0131 348 6271

E-mail: peter.warren@scottish.parliament.uk

- Over a 10 year period and a known television audience of over a billion people saw a modern, dynamic Manchester - capable of world class event organisation
- Prior to 2002 volunteering in Manchester was in huge decline.

Venue Legacy

- Manchester City Football Club, as the anchor tenant in the City of Manchester stadium, is now drawing over 47,000 spectators to the streets of East Manchester for each of its home games
- In the summer months concerts have enticed over million music fans to the site
- World-class sporting events at Sportcity continue to attract public and media attention and it has been calculated that over 300,000 more visitors each year are now coming to the city as a result of the positive image of the 2002 Games
- The promotion of sports in Manchester was critically linked to facilities at Sportcity. The work of the Council is supported by the payments made for the use of the City of Manchester Stadium by Manchester City Football Club, which generates £4m investment for sports in Manchester each year
- A key legacy was community access to first class, multi-purpose venues. There are now 1 million aquatic users (without decreasing the usage of other swimming centres), with each user only being subsidised by £0.48.

Volunteering Legacy

The Games Volunteering Programme was critical and was a spectacular success:

- 22,000 applied to be volunteers, 10,000 were deployed
- Deprived neighbourhoods were targeted
- The Games Volunteer Programme was established
- 2,000 volunteers were retained for future events
- Adult volunteering has since improved from 3.1% to 4.7% (1hr per week)
- The Manchester Sports Volunteering Bureau established over 2,000 volunteers now trained and deployed in events, sports clubs, and the community activity
- The volunteering programme model was modified from the Sydney Olympics and is now being used by London for 2012
- A key post-Games lesson was the pre-Games data management as it took one and a half years after the Games to overcome issues to access the volunteer contact data to engage these volunteers in future events in the city.

School Sport Legacy

- Prior to 2002 PE & school sport in Manchester were declining:
- Schools forums were created linking with Commonwealth nations
- 700 pupils involved in special project work
- Pupils engaged in ceremonies, schools adopting virtual Commonwealth competitions
- Post Games – over £1m has been invested into school sport in Manchester per year
- Establishment of Passport to Sport Programme
- Extensive Coach Education Programme developed
- School sport today - Leisure Services fully commissioned to deliver school sport which has led to increases in high quality PE and school sport, increases in inter and intra-school competition and schools connected to the Commonwealth venues
- School sport activity is only peaking now within the city, not at Games time. Post Games, over 90% of schools now invest in school programmes themselves following this initial support (as the investment from the Passport to Sport Programme has ended) as they see the value the programme and investment has provided.

Sports Development Legacy

Prior to 2002 sports participation rates were very low. The event was a trigger for a fresh Sports Policy:

- Investment into 11 sports
- Club development targeted
- £100k Sports Commission established
- Venues developed to support Sports Policy objectives
- Budget established for the appointment of Sports Development Officers
- During the Games – strong relationships with National Governing Bodies formed
- Commercial partnerships were developed post Games –
 - £4m Waterfall Fund
 - Sports development structures expanded

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- Relationships established with regeneration agencies
- Sports development today – adult participation has risen from 18% to 23%, 18 sports now adopted, £480k invested in sports development - £2m levered through partnerships
- To achieve this increase in participation the plans need to be wrapped around broader legacy ambitions. The targeted development has included incorporating cross-cutting agendas: health, education and justice
- The population's participation in sport at least three times per week has moved Manchester from the lowest to the highest quartile of cities in the UK.

Event Strategy Legacy

- Prior to 2002 Manchester had no coherent Event Strategy and there was limited expertise and knowledge
- Post Games –
 - Development of an Events Strategy
 - Strong relationships with UK Sport and Sport England
 - Events are Sports Policy led
 - 7 National Championships every year
 - Development of participation events
 - New event format, culminating in the Year of Sport 2008
- Events Today –
 - Awarded Best Sport City in the World,
 - £1.6m ring-fenced per year for sports events (this amount is equivalent to that invested by UK Sport in total to UK events each year)
 - £4.5m levered from our partners
 - Significant economic impact (£30m in 2008)
 - Focus on community benefit
 - 100,000 engaged in mass participation events.

Summary of Outcomes since the Games

- £127m investment into new sports facilities
- Venues accessible for Sports development and events
- Community access
- Replacement of aging building stock
- Equipment allocated across Manchester and across the UK
- 1 million visits to the Aquatics Centre
- 4.5 million visits to Sportcity annually
- Manchester has increased adult volunteering by 1.5%
- Manchester has increased adult participation by 5%
- The priority is getting individuals involved in sporting activities in a sustainable way.

Lessons Learned from the Games

- Using the Games as a tool to drive priorities
- Mechanism for partners to seize opportunities (what they put in is what they get out)
- Importance of clear legacy aims
- Creation of a brand (organisational and modern)
- Value of change being brought to Manchester City Council rather than driven by it
- Use of ambassadors (eg Darren Campbell)
- Utilising the tremendous buzz created by the Games.

Margo thanked Eamonn for his presentation and, in opening the questions asked, if Manchester was a multi-sports city prior to the Games, or if the Games initiated this. Eamonn confirmed that this used to be the case at a community level and the Commonwealth Games helped to re-invigorate and re-create this. The city's previous sporting reputation was about elite sport but, post Games, this is also now recognised at community level too.

Paul Wheelhouse MSP asked what impact the Games had on the North West region of England as a whole and what lessons had been learned at a regional level. Eamonn confirmed that the principal benefits were for the City of Manchester, who had been the primary investor in the Games. However, strong partnerships had been developed with other areas, in relation to their specific interests, to establish how best to further the benefits from the Games. For example volunteering within Bolton and the hosting of triathlon and other events in Salford; engaging with communities and those regions that invested time and demonstrated a commitment to supporting the Games.

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Humza Yousaf MSP asked how the Games had engaged volunteers from more deprived backgrounds and from areas where participation was not so high. Eamonn confirmed that the legacy programme had been agreed in advance as a cross-regional legacy programme, including training and support which was integral to ensuring that opportunities were available for all to volunteer, while recognising the benefits this would provide to individuals and communities post Games. Manchester colleges were funded from regeneration budgets to train volunteers. The Organising Committee developed a strategy for engaging volunteers from diverse groups, which was driven by Manchester City Council.

Eamonn expanded on the impact that the Games had on changing lifestyles and participation levels within the city. More young people were getting involved as this was more accessible due to the structures which were a legacy from the Games. The Games resulted in a change in lifestyles, including an increase in active travel as well as participation in sport. The most challenging group within this were adults who had not previously participated in sport; the focus in this area was around generating an interest and knowledge about how to get involved in sport. The Health Service were engaged in promoting healthy lifestyles, supported by the NHS in targeting obesity, individuals with a disability, and other individuals where an increase in participation could help to initiate a positive change in their lives. Young people who were at risk of crime were also targeted – using sport as a vehicle for change. These multi-strands were about investing in communities and cultural change, through investing in sport. Ongoing budget pressures have led to a 28% budget cut for the department. However, service delivery will continue to be prioritised. Partners continue to meet expectations and deliver outcomes through partnership working with National Governing Bodies, International Federations and commercial partners; if everyone is contributing it makes it difficult for Manchester City Council to cut funding because the whole programme would cease and this would have a negative impact on the other partners too. Investment from Manchester City Council levers increased investment and increased social outcomes. Eamonn confirmed the importance of leadership throughout the process and in delivering the legacy; consistent leadership, a confidence as to the vision and a commitment to policy development.

Eamonn informed the Group that the utilisation of the velodrome was now meeting their expectations, but that this had taken time. It is now the busiest velodrome in the world and boasts the best community programmes too. A joint board exists between the UK's three velodromes in developing a velodrome strategy to ensure that their work is complimentary and is not about competing against each other but it's about working together and developing events.

John Mason MSP asked about the accessibility of local facilities in relation to cost. Eamonn stated that every club has free access to sports facilities to generate club events, which are reflected in the city's events strategy. Cost is not a barrier in Manchester. The access programme commenced at the beginning of the facilities programme which defined club access – including junior clubs – to create a pathway of development for clubs. This was negotiated at the venue development and pre-contract stages as it was recognised that club and junior club access to these facilities was vital.

Margo thanked Eamonn as the guest speaker and all those for attending for a lively and positive discussion.

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