

# New Townns Sport Cities



Co-funded by the  
Erasmus+ Programme  
of the European Union



 Milton Keynes  
City Council

GEMEENTE  
NISSEWAARD



**New Towns Sport Cities** is a project funded by the Erasmus+ Sport programme, which is bringing together sport professionals that are coming from 4 European municipalities that will identify, share and promote good sporting practices in order to influence and improve sport policies, especially those targeting audiences which are not familiar with them.

### **The project is centered on 4 main areas**

SPORT AND HEALTH

SPORT AND EQUALITY

SPORT AND SUSTAINABILITY

SPORT AND URBAN PLANNING

### **Partners**

- Communauté d'agglomération Grand Paris Sud (France)
- Milton Keynes City Council (United Kingdom)
- Public Institute for Sport Nova Gorica (Slovenia)
- Municipality of Nissewaard (Netherlands)

### **Why did we create this project?**

All four municipalities taking part in the project share similar features and challenges specific to new towns: a diversified population, vulnerable neighborhoods, the need to become more attractive for younger populations and the urge to adapt urban spaces for daily life needs. The partners decided to work together in order to identify, evaluate and share the existing practices and experiences from different sport initiatives in response to their common needs. We paid special attention to the targeting of audiences that are less inclined to engage in sports: women, disabled people, inhabitants of vulnerable neighborhoods or geographically remote areas and people with sedentary lifestyles.

### **How did we work?**

- Creation of the collaborative digital platform
- Experiences by sharing and study visits during 4 transnational meetings



## MEETING 1 in Milton Keynes SPORT AS A HEALTH FACTOR

The city of Milton Keynes is a young territory created by an act of the British Parliament in 1967. With more than 280,000 inhabitants, it is now the largest new town in England and one of the UK's fastest growing cities. The urban area is largely filled with green spaces, golf courses, parks and numerous lakes. Surrounded by forests and meadows, the city offers a diversity of landscapes that allow its inhabitants to practice both urban and outdoor sports.

The meeting in Milton Keynes was an opportunity for the partners to meet the wide panel of sport stakeholders from Milton Keynes: municipal officers, representatives of clubs and sport associations, local organisations, elected officials... Furthermore, discussions were made on how to make sport a health factor for the inhabitants.

The meeting took place in the context of COVID-19 pandemic, which further influenced reflections on the relationship between sport and health, on how to ensure the access to

physical activity during a lockdown and on how sports organisations had to adapt to the sanitary crisis conditions.

This meeting allowed the Milton Keynes Council to share its findings from European City of Sport 2020 as well as the impact of the activities developed as part of the label on the physical and mental well-being of the inhabitants. This label was an opportunity to promote an active lifestyle among the inhabitants, particularly those who are not used to practicing sports: certain female groups, people with fewer resources, the elderly people, disabled people, ethnic minorities, etc. The label has also created a new dynamic with the city's local sports actors.

The partners also visited the Milton Keynes stadium and the city's sports facilities, including football pitches, a football academy, multi-sports areas and one of the many city stadiums set up to encourage physical activity for young people and children.



## MEETING 2 in Nova Gorica

### URBAN PLANNING IN FAVOR OF SPORT PRACTICE

The Municipality of Nova Gorica is located in the western part of Slovenia, not too far away from the Italian border. With its 280 km<sup>2</sup>, 43 settlements and 31.797 inhabitants, the Municipality of Nova Gorica is the largest town right in the center of the region. It has grown after World War II as a substitute town for Gorizia, which remained on the other side of the border. Now, the two cities live side by side, with no borders separating them, giving them new opportunities to cooperate efficiently.

On the occasion of the meeting in Nova Gorica, the project partners could learn about the inspiring projects implemented by the municipality of Nova Gorica and share their own initiatives and reflections on how to encourage the sports practice through urban planning, by taking into account the natural and architectural specificities of their territories.

Nova Gorica is full of natural areas that are ideal for sport practices such as rivers with currents for kayaking, mountains for hiking and cycling, and large areas for paragliding. The city's strategy is to take advantage of this

natural wealth and to promote accessibility to these environments in order to encourage the practice of sports by the inhabitants as well as developing tourism.

The event was hosted by the Public Institute for Sport Nova Gorica. The activities of this public organisation are focused on the implementation of the national programme on sports in the municipality. The Institute manages, arranges and maintains public sports facilities and carries out expert, organisational, technical and administrative activities in the area of sport in the municipality. The Institute takes care of the maintenance and improvement of conditions of sports facilities as well as the implementation and coordination of sports and recreational programmes for children, youth, adults and elderly people.

The visits to the various sports facilities in Nova Gorica as well as the discovery of Slovenian initiatives to encourage the practice of sports were very instructive and allowed the partners to realise that a sport facility can be designed in different ways with different visions.



## MEETING 3 in Nissewaard

### SPORT AND SUSTAINABLE DEVELOPMENT

Nissewaard is a municipality with a population of 85,000 inhabitants. Created in 2015 as a result of the merger of the municipalities of Spijkenisse and Bernisse, located on the island of Voorne-Putten, in the south of the South Holland province, at southwest of Rotterdam.

The city hosted the series' third edition of transnational meeting of the New Towns Sport Cities project, on the theme of sport and sustainable development. The partners were able to exchange their reflections on how to take into consideration the challenges of sustainable development in sport, whether it is through greener infrastructures, more environmentally friendly practices or public awareness and communication.

The municipality of Nissewaard has an important experience in energy renovation concerning its sports equipments. During presentations

and study visits, the partners had an opportunity to discover the examples of successful energy renovation projects from the perspective of the municipality officers, elected representatives, sport clubs and local actors.

Nissewaard has also shared the learnings from their "Sport Agreement", a multi-stakeholders approach bringing together the state, the municipality and local actors as sport clubs and associations. This agreement fostered exchanges at all levels and stimulated new sports projects and initiatives.

In addition, the sport actors from Nissewaard shared interesting sustainable initiatives such as «Movement route «Fitnisse»», which consists of encouraging residents to use urban furniture and the natural environment to promote sports and take advantage of what is already available.





## MEETING 4 in Grand Paris Sud SPORT AND EQUALITY

The last meeting of the project occurred between the 2nd and the 4th of November 2022 in Grand Paris Sud. This metropolitan area which was created in 2016 and now have 353,998 inhabitants, is located in the southern part of the Ile-de-France Region and brings together 23 municipalities.

The last meeting of the New Towns Sport Cities project gathered sport professionals and municipal officials from partner cities, representatives of associations and clubs as well as other local sport stakeholders to discuss the subject of equality in and through sport. Thus, several topics were discussed: gender equality, sport and disability, access to sport for inhabitants of deprived neighborhoods.

Grand Paris Sud presented its different work areas: access to sport for disabled people, media coverage of women's sports and para-sport, sport and social environment and addressing the issue of «gendered» sports.

The agglomeration, who will be the land of legacy for the 2024 Olympic Games, presented also its overall strategy in terms of sport: Grand Paris Sport, which focuses especially on education and republican inclusion, development of a new sport model around a public-private hybridization, detailed network of facilities and a development strategy for Esport.

Grand Paris Sud shared with the partners its successful practices such as the aquatic fluency plan - an innovative practice developed to prevent children from the risk of drowning. The European partners had also an opportunity to visit local sport facilities, including the "Maisons Sport Santé" (Sport and Health Centers) and tactical urbanism facilities designed to facilitate the practice of sport in the urban environment. Finally, they have been able to discover "Art Du Déplacement": an urban discipline born on the Grand Paris Sud territory.



# DEMENTIA FRIENDLY PHYSICAL ACTIVITY PROGRAMME - MILTON KEYNES

A Physical Activity programme has been established in Milton Keynes to support people living with Dementia to be physically active. Staff and volunteer training in dementia awareness and adaptive activity has been introduced, and new sports and physical activity classes in seated exercise, table tennis, walking football and dance have been provided. Additionally, dementia friendly sporting equipment packs have been provided to members of the community to support them to be active more regularly outside of organised sports sessions. This combination of activities supports improved cognitive function and enjoyment, provides something for carers to do with their client, and promotes MK as a Dementia friendly city.

## OBJECTIVES

- Provide Dementia Awareness training to support facilities, coaches and volunteers to adapt their activity and understand the challenges faced by people with dementia.
- Provide awareness of the benefits of physical activity to resident facing volunteers and professionals, especially those working with people with dementia.
- Plan, adapt and design physical activities, to ensure they are accessible and dementia friendly.
- Create inclusive physical activity opportunities in target areas, through strong partnership working.

## TARGET

- Adults with Dementia in its mild to moderate form.

## GEOGRAPHIC PERIMETER

The aim has been to provide Physical Activity opportunities across the city of Milton Keynes,



therefore we have spread the project to the North, South, and Central estates within MK to ensure accessibility.

## PROMOTION

A steering group, consisting of partners who currently support adults with dementia and community leisure centre management, has been established to shape the programme and help to widely publicise the programme of activity to those with dementia to take part. Partners are all listed below.

The promotion of the training has been to our existing Leisure Centre Manager contacts, and to local community voluntary organisations. Targetted e-mail correspondence has been to best focus for marketing the training.

## FULL DESCRIPTION

In order to support a fully rounded offer for people with dementia to be physically active, we needed to :

1. Upskill voluntary organisations in physical activity delivery – Love to Move Training
2. Build Instructors, Coaches and Leisure Centre staff awareness of what it can be like living with the disease
3. Provision of more sports activity, specifically targetted for this group.
4. Provide equipment for individuals to be active every day if they wished.

**Love to Move Training** – (30 new community deliverers trained) - a chair-based age & dementia friendly gymnastics exercise programme, adapted from research in Japan by The British Gymnastics Foundation. It uses bilaterally

asymmetrical movement patterns which enable the left & right side of the brain to process information independently, thus improving cognitive function, coordination & has increased the ability to undertake daily activities.

Through upskilling the community & voluntary organisations and care setting staff in Love to Move training, this has enabled them to deliver physical activity sessions to their clients in Sheltered Housing & in the community, where they otherwise wouldn't be active. Volunteers are working in hubs to support each other due to being new to coaching.

**Dementia Friends Training** – (5 Leisure Facilities engaged, with 15 staff at each) This is required for Physical Activity providers to deliver appropriate activity for participants with dementia and for staff across Leisure Centre facilities to ensure people with dementia are able to feel welcome and supported within the active environment, removing barriers to this audience becoming active.

**10 New Targetted Sports Activities** – A variety of sporting activities adapted to the needs of the people with dementia were introduced. As a result a variety of sporting activities adapted to the needs of the groups were introduced. This included Table Tennis (using an adapted table with sides), walking football & dance, and golf is on the horizon.

**Activity Bags** – The activity providers for both Love to Move and the Sports sessions have been provided with a bag of equipment, including beanbags, sensory balls of all sizes, and pop-up table tennis bats and balls, among other items. **Total Budget - £35,000 for a one year project.**

## +INFO

### OPERATOR

- Scheme Coordinator: Milton Keynes City Council – Sports Development Assistant.

### PARTNERS

- British Gymnastics Foundation
- Love to Move Activity Course Training
- Alzheimer's Society – Dementia Friends Training Course Training
- Milton Keynes City Council Services - Adult Day Services & Older People Sheltered Housing Schemes
- Community Organisation's – Age UK MK, MK Memory Clubs, Local Leisure Centre Management, Local Sport Coaches and Activity providers.

### CONTACT

**Vicki Clark**  
Sports Development Manager - Sports Department, Milton Keynes City Council  
[+44 1908 253154](tel:+441908253154)  
[Leisure&Community@milton-keynes.gov.uk](mailto:Leisure&Community@milton-keynes.gov.uk)





## FIT VOLLEY

The Combs-la-Ville Volleyball Club proposes Fit Volley to its members, a practice geared towards health and well-being. It is accessible to all and is designed to attract a wide audience. It is a type of physical practice adapted to the capacities and skills of each person in a process of maintaining or improving physio-logic, mental and social skills.

### OBJECTIVES

3 goals adapted to the practitioners' needs:

- Prevention,
- Social,
- Support for maintaining or improving physical fitness.

### TARGETS

- Women, men, teenagers who wish to practice an alternative sport to volleyball where the well-being of each individual is at the heart of the sports project,
- Active, sedentary or inactive,
- Former practitioners, novices.

### GEOGRAPHIC PERIMETER

Fit volleyball is offered throughout France via affiliated clubs. The sessions offered by the Combs-la-Ville Volleyball Club take place in the Grand Paris Sud area and in Seine-et-Marne.

### PROMOTION

Communication is done with the public or with people who accompany the members of the volleyball club. Promotion for this type of session is therefore done largely by word of mouth.

### FULL DESCRIPTION

It is a physical activity that allows you to get back into shape and strengthen your muscles with music, combining fitness and volleyball with a good mood and atmosphere.

#### Level of practice

To start, maintain or resume a group physical activity, attractive and fun, in a safe, adapted and individualized way or collectively, without competition and accompanied by music. Fit Volley, as well as Seated Volley and Soft Volley, are for all ages, all levels and all categories.

**Public's expectations**

Fit Volley is a concept that allows the use of volleyball as a tool, as a means of support. Adapted to all audiences, male or female, young, adult or senior, with or without medical conditions, Fit Volley is designed for health and well-being. This practice combines a fitness part (articular stimulation, gymnastics, muscular reinforcement) and a motor part with or without a ball (balance, agility, technical volleyball gestures). The Fit Volley programme can be included in the Prescri'Forme programme.

**Equipment or facilities needed**

This activity requires specific equipment (light, flexible balls). However, it is practised without a net and can therefore be practised in sports areas as well as in simple living rooms or meeting rooms and even at home. There is no real game situation, so it is an activity suitable for everyone.

**Expected benefits**

Fit Volley, a discipline with multiples benefits:

- Promotes social interaction, mutual aid and sharing,
- Stimulates coordination, balance and skill, Reduces the risk of mortality from cardiovascular disease (-35%),
- Lowers blood sugar and fat levels (cholesterol -5%),
- Helps lose weight in combination with a balanced diet,
- Combats stress, improves morale and self-confidence,
- Helps keep a friendly side to physical practice,
- Preserves muscle strength and flexibility,
- Improves productivity at work (+6 to 9%),
- Increases life expectancy significantly for regular practitioners.

**+INFO****OPERATORS**

- Le Combs-la-Ville Volleyball Club
- Local club of Grand Paris Sud

**PARTNER**

- FFVB (French Volleyball Federation) – federal organisation

**CONTACT****Nicolas Holl**

Head of High Performance & Projects team – Sports department  
Grand Paris Sud – France  
[n.holl@grandparissud.fr](mailto:n.holl@grandparissud.fr)



# OLD-STARS A NATIONAL PROGRAMME IN A LOCAL SETTING

Old-Stars is a National intervention, provided by 'Het Nationaal Ouderenfonds'. In the programme older men and women (sometimes mixed) play their own sports with rules adjusted to their possibilities (walking).

The programme started with walking football and due to the success other sports followed.

The programme now includes Football, Handball, Basketball, Rugby, Tennis, Korfbal, Water polo, Volleyball, Table tennis, Badminton, Cycling.

In our local sports agreement that was signed by a lot of partners in 2020, the ambition for more inclusivity in the sports that are available in the municipality was included.

In particular, people aged 60 and over were an important group for whom there was a need to create new sport opportunities. Old-Stars fueled this ambition.

## OBJECTIVES

- (Re)activating the target group to get involved in (a) sports(club)
- Enhancing the sense of community and belonging for this group
- (Re)activate this group to contribute to 'clublife' (volunteering)

## TARGET

- Group inactive people aged 60- and over

## GEOGRAPHIC PERIMETER

- Old-Stars as a national programme but is fitted in our local surrounding.

## PROMOTION

The communication process takes place with the audiences through local sportsclubs, community Centres, local media, social media and in communications from the municipality.

## FULL DESCRIPTION

In our local sports agreement that was signed by a lot of partners in 2020, the ambition for more inclusivity in the sports that are available in the municipality was included.

In particular, the group of people aged 60 and over was an important group for whom it was necessary to create new sports opportunities. Old-Stars provided in this ambition. This ambition was adopted by our city council so extra subsidy came available to follow up on the ambition.

The 'Nationaal ouderenfonds' who is the owner of the programme Old-Stars than started by asking local sport clubs to address their inactive older members and test for demand in the target group. The 'nationaal ouderenfonds' provided a starter kit for clubs to start. This consisted of: - action plan - clinic – course for 'trainers' – Marketing tools.

From the municipality a local sportscoach, specially for adjusted sports, boosts and supports clubs to develop this activity.

A part of the success is that people can play the sports that they always played with a group of people they often already know. The participants that were inactive (f.i. just watching the sports or a part of the maintenancegroup), become a full member of the club again and can do what they love to do.

Another success factor is that this adjusted sports are easy to organise. Participants have the time to play the sports on times that other club members can't. A big benefit for the club is that a group of members/old- members that were out of the picture comes back and becomes a new active group and they can organise their sports themselves. This group has time and likes to be helpful in the club.

Participants blossom, the social interaction through sports helps to boost confidence and gives a sense of belonging. It is a great way to keep moving and boost health for this target group.

We start Old-Stars with football, handball and hockey in 2022.

### +INFO

#### OPERATOR

- Nationaal Ouderenfonds

#### PARTNERS

- Stuurgroep Lokaal sportakkoord
- Gemeente Nissewaard
- Local sportsclubs

#### CONTACT

**Ralf Jonker**

Sports development officer  
- Sports Department  
Nissewaard - Netherlands  
[R.jonker@nissewaard.nl](mailto:R.jonker@nissewaard.nl)





# SPORTS FOR ELDERLY

The project IN COMMON SPORTS +: fit, food and fun for elderly!  
Project in Common Sports- intergenerational competition as motivation for sport and healthy lifestyle of senior citizens.

## OBJECTIVES

- Healthy lifestyle
- Motivation for sport
- New life goals

## TARGET

- Seniors 60+

## GEOGRAPHIC PERIMETER

- Goriska Region, Slovenia

## PROMOTION

- JZS Project website
- Partners' websites
- Emails
- Social media (Project IG and FB page, partner's IG and FB pages)
- Media/Press relations

## FULL DESCRIPTION

The study being developed under INCOMMONSPORTS project, whose results will be released in year 2023, and the good practices in the field that ensured a greater dissemination to other territories, led the consortium of

partners to deepen the study already developed and to consolidate the project through new and necessary approaches.

Based on the globally known fact that the world's population is ageing, with implications for all sectors of society, including public health, 7 organisations from 7 EU countries presents the current project with the overall objective of increasing participation in sport and promoting healthy lifestyles among older people at grassroots level, especially in rural areas.

The main challenge is to strengthen and consolidate the factual basis of physical activity programmes for the elderly by adding 3 new areas: to study the impact and to create new adapted sports and traditional games for sports competitions/events and to gather new knowledge about people's attitudes and habits towards health, particularly those related to physical activity and unhealthy diets.

For 3 years, 7 Intellectual Outputs, 14 months of physical exercise sessions and 18 Sports competitions/events for about 500 elders will be developed in the 7 countries where grassroots play an essential role and the healthy older adults are the Key actors and coproducers of the outputs.

In a glimpse, we will deliver a fully integrated turnkey programme "Olympics4all", ready to use, bringing new knowledge, to motivate healthy older adults to stay in sport and induce local, regional and national authorities to implement this project in a standardized way.

## +INFO

### OPERATOR

- Public institute of sports Nova Gorica

### PARTNER

- Sport Clinique Ljubljana

### CONTACT

#### **Darjo Trobec**

Public institute of sports  
Nova Gorica  
[darjo.trobec@sz-ng.si](mailto:darjo.trobec@sz-ng.si)



## ADD ACADEMY EVRY

The “Art Du Déplacement Academy Évry” (The Évry Art of Movement) is the first Art Du Déplacement academy to have officially opened its doors in France in 2008 thanks to the momentum generated by the Yamakasi founders, Laurent Piemontesi, Yann Hnautra, Chau Belle and the support of William Belle. Developed by 4 of the 9 founders of the Yamakasi group, the 4 founders of the Art Du Déplacement (an acrobatic discipline that consists of successively overcoming various urban or natural obstacles, with ease and speed, without the help of any equipment) have developed a real state of mind in order to no longer be subjected to their environment, but rather to relearn/learn to act and interact with it. This relationship with the environment being permanent, they were able to develop a new way of moving, closer to their primary functions, reconnecting with their wild instinctual senses.

### OBJECTIVES

- Social integration
- Work on self-confidence
- Work on fine motor skills
- Develop team spirit
- Be an actor of one’s own safety

### TARGETS

- Children
- Adults
- Teenagers

### PROMOTION

- The practice became known to the general public in 2001 with the movie “Yamakasi”, whose title is taken from the name of the group YAMAKASI. Today the practice is known by videos on social networks or demonstrations filmed and shared virally.

## FULL DESCRIPTION

### Level of practice

- Available to all audiences.

### Public expectations

- To reclaim the urban environment in which one's body will be able to develop in a new way and be close to its environment.
- To develop one's balance, strength and motor skills.
- To be an actor of one's own safety and that of others.
- Meeting people who share the values promoted by the discipline.

### Necessary equipment.s and infrastructure.s

- Training room with mats and climbing structures in order to train in a safe way
- Urban furnitures

### Expected results

- To discover a culture based on sharing.
- Develop respect for psychological and social values (tradition, conformity, safety, kindness, universalism, autonomy, stimulation and success).

Strengthening muscles, agility, mobility and autonomy in practice.

### +INFO

#### OPERATOR

- Add Academy Evry

#### PARTNER

- Grand Paris Sud

#### CONTACT

##### Nicolas Holl

Head of High Performance & Projects team – Sports department  
Grand Paris Sud - France  
[n.holl@grandparissud.fr](mailto:n.holl@grandparissud.fr)





# MILTON KEYNES MK SKATE CASE STUDY

Thanks to its unique architecture, Milton Keynes saw a flourishing skateboarding culture from the early 1980s and by the 1990s was arguably the UK skate capital and is still popular today. The project is a case study in uncovering and collecting oral histories and objects from private collections from the last 40 years. Working with Archive organisations, the project catalogued and preserved sporting heritage items and documents of value to this story, ensuring that they are protected for generations to come.

MK Skate programme worked across all three disciplines of arts, sports and heritage and was designed with young people in mind, with communities of skateboarders.

## OBJECTIVES

3 objectives adapted to the diversity of practitioners:

- Capturing the unique sporting heritage of unique use of public realm in Milton Keynes.
- Making the heritage available to current and future generations of users and the public.
- Giving young people wellbeing opportunities to engage in socially beneficial events and activities.

## TARGETS

- Past and current skateboarders, their families, urban street sports participants. Sports enthusiasts.
- Young people and others living in Milton Keynes today.
- Users of heritage and archives.

## GEOGRAPHIC PERIMETER

MK Skate covered the Milton Keynes area and skaters who come from other towns to participate here. The project focused on the city centre where skateboarding was most practiced.

## PROMOTION

The communication process included press releases, social media, word of mouth between participants, publications of flyers and a book and a final exhibition with the city centre's main Shopping Centre.

## FULL DESCRIPTION

From the early 1980s and by the 1990s Milton Keynes was arguably the UK skate capital. Photographers like Wig Worland were part of the MK skate scene, the Buszy (MK bus station) was featured in R.A.D. (Read and Destroy) magazine and had a pair of skate trainers named after it.

MK Skate is a composite art/heritage project which creatively drew out and celebrated this rich skate heritage, with a particular focus on the Buszy. Project aims were:

- Explore the history of skateboarding in MK through oral, digital and photographic stories.
- Preserve any possible collections/archive from this time.
- Generate a story/collection for the new gallery at MK Museum.
- Inspire a new generation of skaters, giving pride in place.

Work in a cross generation and inclusive way. Outcomes coincided with the major Festival of Creative Urban Living in September/October 2019 and were determined by project participants. They included a public art commissioned painting, an exhibition which took place within a shop unit in the main Shopping Centre and underpasses throughout the city centre, the final output was a book – MK Skate

the history of skateboarding in Milton Keynes. Project managers worked closely with community participants to shape the project and outcomes. The project gave all participants an overview of UK skate heritage and MK's role in it.

The project is a case study in uncovering and collecting oral histories and objects from private collections from the last 40 years. The project catalogued and preserved sporting heritage items and documents, ensuring that they are protected for generations to come.

A community engagement process reached out to MK's first generation skaters to re-group and bring with them their items, their photos and their memories. It explored with them, and the current generation of skaters (core age 16 – 25), the history of MK's architecture, building better understanding of its public realm, how the City works and how MK became an early skate capital. The process was cross generational, with a particular focus on Dads and their children and included female skaters and participants in what is perceived to be a male orientated sport.

The steering group worked with social enterprises, who were already using skateboarding to reach out to disenfranchised youth, to help shape the project to ensure it built social capital, creative and heritage skills, and confidence. This process, will help participants define, shape and deliver actual outcomes - an exhibition, a film and art commission. Famous first-generation MK skaters were invited back to act as role models and to tell their part of the story. The most famous of these, Wig Worland, is a photographer and his work formed part of the exhibition.

### +INFO

#### OPERATORS

- Milton Keynes City Council – Culture Team, Public Art Specialist
- MK Skate Steering Group

#### PARTNERS

- Communities of skateboarders, local social enterprises
- Funded by Milton Keynes Council and the National Lottery Heritage Fund

#### CONTACT

**Louise Izod**

Public Art Specialist,  
Culture Team

[Louise.Izod@milton-keynes.gov.uk](mailto:Louise.Izod@milton-keynes.gov.uk)  
[+441908253273](tel:+441908253273)



# URBAN PLANNING IN FAVOR OF SPORTS

The new Dutch Environment act is an integrated long-term vision for the entire physical living environment on its territory providing an opportunity for Urban planning in favor of sports in Nissewaard. The new environmental vision is a mandatory instrument for central government, the province and the municipality.

This environmental vision replaces area-wide structural visions, some parts of the nature vision, traffic and transport plans, strategic parts of national and provincial water plans and environmental policy plans.

Health protection is anchored in the Environment Act; not health promotion. For this, the level of ambition on a municipal scale will have to be determined locally.

This provided an opportunity. We made sure to sit at the table to help shape the plans for the future layout of Nissewaard from a sports perspective.

## OBJECTIVE

- We want the living environment to constantly invite to move and exercise

## TARGET

- All groups

## GEOGRAPHIC PERIMETER

- Local

## FULL DESCRIPTION

The aim of putting sports and health onto the agenda is working towards our goals surrounding the creation a living environment that triggers people to get moving.

Therefore we want to create an environment with facilities (places) in the public space where people play, move, do sports, meet, and move

around. An environment in which users are encouraged (e.g. through help and activities) to actively move, play and do sports.

As a municipality we provide for of a range of activities that are linked to the facilities, so that the facility is used sustainably. Of course, the municipality is responsible for maintaining the facilities so we take care of an environment that is clean, whole, safe, challenging and accessible (furnished).

The programme will be created following on commitment (urgency) on the part of the user(s) and through collaboration between public and private parties.

The benefits we target with this programme are:

- Reduce obesity
- Promote general physical health
- Promote general mental health
- Stimulate children's motor development
- Decrease in car use and increase in walking and cycling
- Reduce loneliness in the elderly
- Improve social cohesion (generations meet)
- Value of homes rises
- More involvement of residents
- Better image of the neighborhoods

#### +INFO

### CONTACT

**Ralf Jonker**

Sports development officer

Sports Department

Nissewaard - Netherlands

[R.jonker@nissewaard.nl](mailto:R.jonker@nissewaard.nl)



# URBAN PLANNING IN FAVOR OF SPORTS IN NOVA GORICA

Urban planning in Nova Gorica is a long-term plan (approx. 10 years) to renovate and improve local sports infrastructure. The main goal is to make it more green and more accessible for different parties.

Safe and green space, in which everyone contributes to the welfare of the city and the quality of living for all by practising sustainable mobility habits

## OBJECTIVE

- Sports in sustainable urban strategy

## TARGETS

- People between 5-90 years old
- Local habitants
- Families
- Recreational athletes
- Professional athletes and sports associations
- Tourists

## GEOGRAPHIC PERIMETER

- Municipality of Nova Gorica

## PROMOTION

- MONG website
- Media/Press relations

## FULL DESCRIPTION

Accessible recreational and leisure areas are the basis for further developing the healthy lifestyle of all generations (from the youngest to the adults and elderly) and thus strengthen health and vitality.

The aim is to enable access to sports and recreation for all residents, by providing urban sports space, with additional arrangements and contents to simultaneously strengthen the conditions for the development of sports tourism as a promising economic activity.

### +INFO

#### OPERATORS

- Municipality of Nova Gorica
- Public institute of sports Nova Gorica

#### PARTNER

- Local associations and tourist centres

#### CONTACT

**Mateja Zoratti**

Municipality of Nova Gorica

[mateja.zoratti@nova-gorica.si](mailto:mateja.zoratti@nova-gorica.si)



## HEALTH ROWING

The Fédération Française d'aviron (French Rowing Federation) labels "Aviron santé" (health rowing) clubs that offer physical and sports activities for people suffering from certain health problems. In the Grand Paris Sud territory, thanks to the intervention of a health rowing coach, the rowing club of Le Coudray-Montceaux offers various sessions adapted to the needs of everyone.

This monitoring is divided into 3 distinct sessions:

1. Rowing on a rowing machine (indoor)
2. Rowing in a collective boat
3. Rowing in an individual boat

The aim of these 3 sessions is to allow a progressive return to sport as well as a return to autonomy and self-confidence. The Coudray-Montceaux rowing club also allows sedentary individuals to participate in club outings in order to rediscover the pleasure of social ties.

### OBJECTIVES

- To propose a physical and sport activity adapted to the needs of everyone.
- Overcome illnesses.
- To regain self-confidence.
- To leave the sedentary lifestyle behind by participating in the club's outings.

### TARGETS

- Sedentary people.
- People suffering from long-term illnesses (diabetes, cancer ...).
- Any person wishing to delay the age of a potential pathology.

### GEOGRAPHIC PERIMETER

Health rowing is practiced everywhere in France within "Sport Santé" (Health Sport) certified clubs, 3 of which are located in the Grand Paris Sud area. The list of clubs is available on the FFAviron website.

## PROMOTION

Communication for health rowing is mainly done through the Fédération Française d’Aviron (French Rowing Federation), but also through social media and clubs with the “Aviron Santé” label.

## FULL DESCRIPTION

### Level of practice

Health rowing is available to all types of people, regardless of their age, or if they are beginners or experienced. The programme can be adapted to suit each individual case in order to optimize progress for all.

### Public expectations

The aim of health rowing is to allow those who practice this sport to gradually regain their autonomy, to prevent cardiovascular pathologies or to regain a social life by getting out of their sedentary lifestyle.

### Necessary equipment.s and infrastructure.s

The practice of rowing requires many resources in terms of equipment and infrastructure such as:

- A rowing boat
- Oars
- A rowing machine (indoor training)
- A life jacket
- A calm body of water

### Expected results

The benefits of health rowing are as much physical as psychological and socio-educational.

#### On a physical level, rowing helps to:

- Limit osteo-articular and musculotendinous traumas;
- Mobilize all muscle groups (upper and lower limbs, torso);
- Stimulate the organs involved in sight, hearing and touch;
- Improve physical condition by developing the cardiovascular and energy systems;
- Improve psychomotricity: balance, coordination, synchronization, orientation, etc.

#### On a psychological and socio-educational level, rowing helps to:

- End isolation through a collective practice;
- Fight against sedentary lifestyle by carrying out personal projects;
- Find a healthy and balanced lifestyle.

## +INFO

### OPERATOR

- Aviron of Coudray-Monceaux

### PARTNERS

- La MAIF
- Mooven
- La ligue contre le cancer  
Comité de l’Essonne

## CONTACT

### Nicolas Holl

Head of High Performance & Projects team – Sports department  
Grand Paris Sud - France  
[n.holl@grandparissud.fr](mailto:n.holl@grandparissud.fr)





# SPORTS – HEALTH FOR KIDS “ŠPORTNA 5KA”

The project represents a 5-day professionally managed school vacation for children, coloured by a variety of activities, in which, interwoven with educational and entertaining content, the main role is naturally played by sport and exercise. These are affordable weekly courses, rich in sports workshops, where, while getting to know and actively participating in a wide variety of disciplines, we encourage exercise as a high-quality and healthy way of life, which is also based on a balanced healthy diet and proper regeneration and respect as the main guide of behaviour in the role an athlete.

## OBJECTIVES

- Active vacations
- Educational and entertaining interaction with sports
- Healthy way of life
- Behaviour guide

## TARGET

- Kids from 6 to 15 years

## GEOGRAPHIC PERIMETER

- Municipality of Nova Gorica

## PROMOTION

- JZŠ website
- Flyers/banners
- emails

## FULL DESCRIPTION

“Športna5ka” is intended for children from 6 to 15 years of age, regardless of prior knowledge of individual sports. During 5 days of active vacations, kids are presented with:

- local sports clubs and their activities,
- first steps in various sports,
- local green urban activities options,
- cycling trips

**+INFO**

**OPERATOR**

- Public institute of sports  
Nova Gorica

**PARTNER**

- Local sports clubs

**CONTACT**

**Meta Bavčar**

Public institute of sports  
Nova Gorica  
[meta.suligoj@sz-ng.si](mailto:meta.suligoj@sz-ng.si)



# SUSTAINABLE SPORT FACILITIES IN NISSEWAARD

In 2018 the Nissewaard City Council formed a sustainability ambition. This was caused by new rules and regulations by the national government. Because of new developments in technique combined with the sustainability needs of our sport clubs, we had to take action.

With these objectives, we wanted to focus on future proof sports facilities. This led to better energy efficiency, which ultimately lowers costs and creates more sustainable clubs.

The overall ambition of Nissewaard is to stimulate energy savings.

## OBJECTIVES

- To save energy
- Making as many sports facilities sustainable as possible in Nissewaard.
- Ensuring that sport clubs lower their costs and therefore have more money for their main goal: providing sports!

## TARGET

All sport clubs either have their own facilities/clubhouses or a rented one.

## GEOGRAPHIC PERIMETER

The objectives are being rolled out within the municipal boundaries of the municipality of Nissewaard.

## PROMOTION

We used the following direct approach:

- Inform – Which possibilities do you have as a club?
- Motivate – Why is it important?
- Help – Volunteers at clubs don't always have the knowledge to know where to start
- Proactive role – Sustainability is not the core business of a club
- The real estate department also made use of the network and knowledge of the sport development managers.

## FULL DESCRIPTION

In 2018, the Nissewaard City Council came with a sustainability ambition. This was caused by new rules and regulations by the national government. Because of new developments in technique combined with the sustainability needs of our sport clubs, we had to take action. We wanted to focus on future proof sports facilities. This led to better energy efficiency, which ultimately lowers costs and creates more sustainable clubs.

To receive support from our sport clubs we used a direct approach. Our real estate sustainability specialists used the network and knowledge of the sport development managers to get in touch with the right people within the sport clubs.

The first challenge was to change our conventional pitch lighting to LED lighting. The second step was to install solar panels on the roofs of the clubhouses. These were the most efficient options we could implement.

After completing the framework for the project, we still had a big step to take. This was how we could finance the project. We started with a business case. The outcomes were:

- external financing
- loans provided by the local council
- council proposal
- subsidies

With this financial package, we set out a tender for LED lighting and solar panels. For LED lighting, we looked at the following aspects.

- new techniques in, old ones out
- better and brighter light
- energy efficient
- cost saving
- less maintenance
- use of a smart app (we all love apps)

In addition, for the solar panels we found the following aspects most important:

- generate your own power
- cost saving
- set the right example towards your members
- make clubs more future proof

### The main challenges

We had to organise the clubs and our own organisation. There were the financial implications and after the initial phase we did with the sport clubs, we soon noticed that there were many different challenges within each club. Apart from the challenges COVID gave us, we had to get in touch with the right people within the clubs. Besides, we had to find the right parties for the delivery, installation and technical advice for the implementation of sustainable products.

### What did we learn (besides patience)?

It really takes time. You have to make sure you find the right partners, do your homework and expect the unexpected. To implement such a big project you also have to be flexible. Especially when you work with volunteers. Know who you are dealing with (this can also be a positive thing). Volunteers have a whole other schedule, so you have to adapt to that.

### The results are promising:

- Almost 500 solar panels and 225 LED fixtures were installed at 10 clubs
- €60.000 in savings on electricity for 12 clubs on a yearly basis
- CO<sub>2</sub>-reduction of 162.500 kg on a yearly basis

### What is next?

The project is almost finished and we move on to the next phase which is to set up all the financial parameters with the clubs.

For the future our goal is to make club specific measurements instead of one measure for all clubs.

## +INFO

### OPERATOR

- All the sport clubs we helped.

## PARTNERS

- For our LED lights we used Oostendorp Nederland (they work internationally to)
- For our Solar panels we worked with a local supplier named Imholz zonnepanelen.

## CONTACTS

**Bas Lamfers**

[b.lamfers@nissewaard.nl](mailto:b.lamfers@nissewaard.nl)

**Lex Strijbos**

[a.strijbos@nissewaard.nl](mailto:a.strijbos@nissewaard.nl)





# WALKING FOR HEALTH MILTON KEYNES

Walking for Health is a strongly established, sustainable, MK wide walking programme. It consists of 15 different walking groups, led by a network of 80 trained volunteers, and managed by MK City Council Local Authority. Walks are all free to attend and take place in parks and open spaces across the city and cater for adults of all fitness levels, helping all kinds of people to lead a more active lifestyle. Attendance is on average 5000 visits every 3 months.

## OBJECTIVES

- To attract significant numbers of inactive people to help the least active people get more active,
- To help previously active people, who can no longer sustain their activity levels, to step down without becoming inactive,
- To help tackle high levels of isolation and loneliness in older adults,
- To provide a sustainable sport for health programme.

## TARGETS

- Adults who are inactive, living sedentary lifestyles who need to become more active,
- Audiences with specific long term health conditions which they need support managing.

delivered within Milton Keynes, spread out widely across the city.

## PROMOTION

Initially the City Council shared literature about the walks to local health and community partner, doctors surgery's and library's, on park notice boards and in local shops. Now the scheme is sustainable, word of mouth helps to grow the participants.

## GEOGRAPHIC PERIMETER

Walking for Health is a national programme, offered across England, with the support of Ramblers UK, and specifically, in this case,

## FULL DESCRIPTION

A programme of 15 weekly walks have been established, all starting from different locations across the city. All groups are led by volunteers who have shown an interest in starting a local walking group.

Groups vary in size from 10 participants to 150 participants. The smaller groups will meet in the same place every week and walk a circular route, which varies weekly. The larger groups meet together before and after but split into several different groups whilst walking, moving at different paces and lengths, ranging from 30 minutes to 1hr 15mins. Although walking pace varies, a typical health walks group will move at 3-4km or 2-2½ miles an hour on a flat route, ensuring they are walking at a brisk pace.

The walks are open to all adults, regardless of their level of fitness, but they're designed for people who are inactive or suffering from a long-term health condition, acting either as a step up to increased fitness, or as a step down for those whose level of fitness has declined due to age or illness. The walks are provided completely free to participants, with only staff time required to manage the programme and train the volunteers on how to be an effective walk leader.

The volunteer leaders are friendly and welcoming to all walkers, they are able to manage the group, ensuring all relevant paperwork and processes are followed to make them safe for all to attend. All walking routes are risk assessed prior to the walk, volunteers are allocated on a 1:10 ratio to support the group, and registers and registration forms are kept

for all participants. Incidents on health walks are extremely rare, but as a public service, it's important that we have insurance to protect our volunteers.

Reasons for delivering Walking for Health Programmes:

1. It provides walkers with an opportunity for socialising and meeting new people, improving their mental health, and ensuring they continue to attend,
2. provides all participants and volunteers with physical benefits to their health, such as improved heart and lung function, improved circulation, and supports the lowering of high blood pressure, ultimately helping to reduce the risk of serious health conditions,
3. is popular with over 55s and women (groups with lower-than-average levels of physical activity),
4. walking is one of the safest outdoor activities and accessible to most people,
5. is easy to start slowly and build up gradually to walking briskly (the closest thing to perfect exercise)
6. encourages people to take part on a regular basis,
7. is highly cost effective to manage and deliver,
8. is flexible and easily adapted to different settings,
9. provides thousands of volunteering opportunities – a benefit to the wider community, increasing citizenship and helping people to improve lives,
10. opportunity to discover more of your local area and spend time outdoors.

### +INFO

#### OPERATORS

- Scheme Coordinator & Trainer to upskill the volunteers : MK City Council – Sports Development Coordinator.
- Volunteers : 13 Group Leaders who manage the individual walking groups, who are supported by an additional 67 front, middle and back markers to manage the group as they walk.

#### PARTNERS

- Milton Keynes City Council – Local Authority
- The Parks Trust – A charity partner responsible for caring for Milton Keynes' parks, woods and lakes

#### CONTACT

**Vicki Clark**

Sports Development Manager - Sports Department, Milton Keynes City Council

+44 1908 253154

[Leisure&Community](mailto:Leisure&Community@milton-keynes.gov.uk)

[@milton-keynes.gov.uk](mailto:Leisure&Community@milton-keynes.gov.uk)



# ASSOCIATION FOR REHABILITATION USING EQUESTRIAN SPORTS

The A.R.S.E. is an association affiliated to the Fédération française du sport adapté (French Adapted Sports Federation). The A.R.S.E. was initially intended to serve as a professional rehabilitation centre for students with psychological or physical disabilities.

Since then, A.R.S.E. has been dedicated to equestrian activities for people with physical, mental, sensory or social difficulties. This activity, resulting from research and implementation of rehabilitation methods with sportive, educational, re-educational and/or therapeutic vocations, provides teaching oriented towards horse care, equine mediation, horse and combined driving.

## OBJECTIVES

- To offer people with mental or psychological disabilities the opportunity to experience the thrill of sport in an environment dedicated to their enjoyment while guaranteeing their safety
- Social integration
- To improve their self-confidence
- Prevention against loss of autonomy
- Work on motor skills
- To be able to carry out a physical activity adapted to their disability

## TARGETS

- Children and adults with physical, psychological, mental, sensory or social difficulties
- Elderly people
- Individuals
- Collectivities



## GEOGRAPHIC PERIMETER

The activity can be practised anywhere in France, in clubs bearing the “Equi Handi Club” label. You can find all the approved clubs on the website of the Fédération française du sport adapté.

## PROMOTION

Communication mainly through the Fédération française de sport adapté but also through social media, their website and the town hall of Saintry-sur-Seine.

## FULL DESCRIPTION

### Level of practice

Rehabilitation through land based sports is accessible to all types of people, regardless of age, either beginners or advanced, who require rehabilitation or specific support following a disability or trauma.

### Public expectations

The aim is to allow people to gradually regain their autonomy, to rediscover a social link, to prevent any loss of autonomy, to develop a bond with the animal, to gain self-confidence, to surpass themselves, to work on balance, orientation and motor skills.

### Necessary equipment.s and infrastructure.s

The practice of adapted equestrian activities requires many resources in terms of equipment and infrastructure such as:

- Pony-game equipment (yellow stakes, cups, bottles, flags)
- Combined driving cones
- Balls and toys
- Adapted saddles and harnesses
- Lift chairs
- Horse-drawn vehicle

### Expected results

The benefits of adapted equestrian activities are as much physical as psychological and socio-educational.

#### On a physical level

- To achieve adapted rehabilitation by practising an equestrian sport
- To improve physical condition
- To improve psychomotricity: balance, coordination, synchronisation, orientation
- To prevent loss of autonomy
- To work on motor skills

#### On a psychological and socio-educational level

- To end isolation through a collective practice;
- To fight against sedentary lifestyles by carrying out personal projects;
- To find a healthy and balanced lifestyle.

## +INFO

### OPERATOR

- L'A.R.S.E. of Saintry-sur-Seine

### PARTNERS

- Municipal teams of Saintry and Morsang
- Travailleurs médico-sociaux

## CONTACT

### Nicolas Holl

Responsable service Haut Niveau & Projets – direction des sports  
Grand Paris Sud - France  
[n.holl@grandparissud.fr](mailto:n.holl@grandparissud.fr)





# ARIADNE'S THREAD FOR YOUTH DEVIANCE

The Ariadne project aims to promote volleyball as a tool to reduce youth marginality and deviance, issues that increasingly affect young Europeans.

## OBJECTIVES

Encourage social inclusion and equal opportunities in sport.

- Preventative
- Curative

## TARGETS

- Young people between 14-18 years old
- Families
- Teachers/schools
- Trainers/Local volleyball associations

## GEOGRAPHIC PERIMETER

- Volleyball event and workshops are delivered in Goriška region through schools and, volleyball clubs.

## PROMOTION

- Project website
- Partners' websites
- Emails
- Social media (Project IG and FB page, partner's IG and FB pages)
- Media/Press relations

## FULL DESCRIPTION

The Ariadne project aims to promote volleyball as a tool to reduce youth marginality and deviance, issues that increasingly affect young Europeans. The main target group are high school students between 14-18 years old but also their families, teachers, and sport trainers. The project foresees a bottom-up approach with students and the presence of experts in youth deviance: volleyball games will be organized in schools with the supervision of the experts, then the students will be asked to write essays with personal reflections on marginality and youth deviance. Essays are a good way to evaluate the project impact. The experts will then be able to evaluate both the behaviour during the matches and the writings of the students, reporting the most serious cases to parents and teachers in respect of privacy. The project will also consider the role of families, schools, and trainers. Seminars will be useful to raise

awareness among these target groups.

Partners will also participate in the European Sport Week by organising volleyball tournaments for students and, on the final day, a volleyball game in the town square hosting some professional volleyball players who will play together with the students.

The communication strategy is built upon some relevant aspects: the presence of volleyball professional players, by the celebration with volleyball games of the National Days against Bullying and Violence and the European initiative 1DayMore4Volleyball.

**+INFO**

**OPERATOR**

- Public institute of sports Nova Gorica

**PARTNERS**

- Volleyball club Gorica
- Youth center Nova Gorica

**CONTACT**

**Ines Vidič**

Public institute of sports  
Nova Gorica

[projects@sz-ng.si](mailto:projects@sz-ng.si)



# SPORTS AND GENDER EQUALITY IN NISSEWAARD

Until 2018 there was minimal attention on inclusivity in our municipality. Our main focus was on social cultural work and our poverty policy. In 2018 a new coalition was formed which included a new policy for an inclusive community. Several actions and objectives were set, like becoming a rainbow municipality and developing an educational tool to create awareness among schools, social cultural- and sport clubs. But our best practice on this subject is our High Five methodology where we really can make a difference on making Nissewaard an inclusive society.

## OBJECTIVE

How can we contribute to the well-being of all our residents and make a safe and inclusive environment?

## TARGETS

All our residents:

- Young and old
- Male or female
- Rich or poor

No matter their beliefs or their preferences.

## GEOGRAPHIC PERIMETER

For all our residents in the municipal boundaries of the municipality of Nissewaard but also with partners from around Nissewaard.

## PROMOTION

For our High Five methodology we use different kinds of promotion:

At first we promote it by living it daily within the municipality and our community.

The Combination Officers of Nissewaard commit themselves every day to be in contact with the residents, schools, associations, sport (leisure) providers, social organisations and companies of Nissewaard.

There, we try to promote the movement. Not by preaching it, but by listening to the needs of our residents.

We use the High Five network to fulfill those

needs and together we make society a little bit more beautiful. Inclusion is a big part of High Five.

To strengthen the brand of High Five we also use :

- High Five rewards
- different types of High Five gadgets
- our own social media account (apart from the Nissewaard municipality socials)
- High Five video's (like the Mums of De Akkers)
- and we organise different kinds of High Five events.

## FULL DESCRIPTION

### High Five

How can we as a municipality contribute to the well-being (broad prosperity) of our residents? That starts with creating a pleasant living environment. One in which residents, schools, associations, sport (leisure) providers, social organisations and companies are in close contact with each other.

That's what we can do with High Five. We connect all these parties to create a social network.

### Why High Five?

A high five motivates and gives you a positive feeling. And most importantly: you never give a high five alone. You always do it together!

The 'five' also refers to the five themes that together provide a complete offer in the field of physical, social and mental health of residents:

- movement
- sustainability
- development
- social
- and societal well-being.

### What is High Five?

With High Five we bring residents, schools, associations and companies within the municipality of Nissewaard together. This is important, because it creates a social network that

contributes to the general well-being of our residents.

By stimulating initiatives of residents and connecting people with each other, we are working together to build a municipality with active and involved residents. People get to know each other and become more self-reliant.

### The purpose of High Five

Establishing structural cooperation within the framework of physical, social and mental health between society (whether organised or not) and with the municipality, for the benefit of a strong (healthy) society with active and involved residents.

### Combination Officers

Within the municipality of Nissewaard, a team of 22 Combination Officers is active in neighbourhoods, schools and associations. The Combination Officers are active in the policy fields of sport, culture, nature and the environment and social-cultural. The main objective of the Combination Officers is to contribute to the development of the inhabitants and their environment.

### High Five Tiles

When an organisation makes a social contribution within the municipality, a High Five tile is being placed. These tiles now adorn the walls of about 200 clubs, schools and other buildings. It makes the organisations a part of the High Five community!

By putting in extra effort on one or more themes, an organisation can earn stickers that are awarded every year. On the basis of this, participating organisations receive additional incentives, for example in the form of a promotion with one of the aldermen.

HIGH FIVE in Nissewaard means : everybody can participate HERE!

Within this conclusion we strive to the highest form of equality and inclusion in our municipality.

## +INFO

### PARTNERS

- All our residents
- Schools
- Companies
- Sport clubs

### CONTACT

**Ralf Jonker**

[r.jonker@nissewaard.nl](mailto:r.jonker@nissewaard.nl)

[highfivenederland.nl](http://highfivenederland.nl)





## WOMEN'S ADULT RECREATIONAL FOOTBALL - MILTON KEYNES

As a legacy project to the UEFA Women's EURO 2022 European Championships in Milton Keynes, partners came together to create an attractive and sustainable programme of women only Football participation activities. The aim was to inspire women to improve their lives through recreational football, to break down barriers, change perceptions and show that football is for everyone, regardless of age or gender! A variety of different, new and adapted, female only, football opportunities was planned, funded, and managed by a dedicated project officer. Across 16 months the project encouraged 564 new female participants, of an average age of 40 to 60 years, to try football. One off taster sessions, 10 week courses, and ongoing weekly sessions are being delivered by local coaches and volunteers, in local sporting and community venues, and adapted in a way to encourage and engage all women into football; creating a new local community of women's football.

### OBJECTIVES

- Provide **EQUAL** access for women to play football, by creating more varied and accessible playing opportunities for females;
- Provide **INCLUSIVE**, safe and welcoming environments for every woman to play competitive or recreational grassroots football, irrespective of ability, disability, age or ambition;
- Create a **DIVERSE** workforce of coaches, referees and local leaders delivering and organising football for their communities, to help women grow the game;
- Use football to encourage more women to adopt and maintain a healthier lifestyle;
- To be ready to accommodate those inspired by WEURO2022 to provide and participate in football.

## TARGETS

- Women over 18 years of age who are new to football,
- Aim to gain 26% participation from ethnically diverse communities,
- Focus projects on supporting under-represented communities in sport.

## GEOGRAPHIC PERIMETER

This was a Milton Keynes city-wide project, aimed at providing football related activities across all urban parts of the city: North, South, East, West and Central Milton Keynes.

The project concept was similarly replicated across all 9 UK Host Cities of the WEURO2022 tournament. Funding for the programme was provided nationally by Sport England (Government body responsible for Sport).

## PROMOTION

The project was heavily promoted nationally, regionally and across the city using the following methods:

1. A5 booklet, to share the UEFA Women's EURO 2022 Legacy programme aims and objectives - circulated to local sports clubs and community partners;
2. Launch press release, with a photo shoot, shared to all local media partner agencies - reaching the wide South East and East of England regions;
3. Regular Newsletters
4. Regular Social media posts, e-alerts, posters and website content
5. Sports Club and Community Group presentation information evenings;
6. Marketing opportunities such as 'Bring a Friend Week' were used to encourage attendance;
7. Activities during the tournament to raise awareness and get people giving it a go.

## FULL DESCRIPTION

Due to the historical ban of women playing football, many women aged 30+ would not have had the opportunity to play football at school

or clubs. Additionally, few opportunities have been available for females to play Football in Milton Keynes. Therefore, it was quickly highlighted this gap needed to be filled in order to make football opportunity available, for equal access to both men and women.

Through brainstorming a programme of football opportunity was developed, with targets. Programme funding was allocated across the variety of activity, to ensure delivery could be established in local venues, by a local coaches.

Female only taster sessions, pilot 10-week courses, and regular weekly club sessions were established across the following different disciplines, to help persuade women to try a new football activity suitable for them, with no fitness or football experience required:

**Over 30's Recreational Football** – run by an over 30's women, for over 30's women, with support of club coaches. Learn the skills and play the game of football in a relaxed friendly club environment.

**Touchline Mums** – for all Mums to do something for themselves, have fun, and play casual football.

**Women's Walking Football** – for women aged 55+ as an introduction to Walking Football, with support of volunteers from local aging charity 'Age UK Milton Keynes'.

**Flexi 9s** – turn up and play, targeting younger age groups - fun and flexible way for females aged 16+ to play recreational football, without regular commitment.

**Soccercise** – a fitness adaptation of football, indoors, using a ball and exercising to music.

**Fit Fans Extra** – for females aged 35-65yrs looking to lose weight, get fitter and lead a more active lifestyle.

**Women's Pan-disability session** – for females aged 16+ who wish to participate in an inclusive environment where activities can be adapted to their needs and ability level – for disabled women.

### **Dementia Friendly Walking Football**

– for women living with dementia, and their female carer or family member.

### **Muslim Women Football**

– for Muslim Women aged 16+ who want to play football in an inclusive environment.

### **Small sided football tournaments**

– to introduce the competition element of the game to those new to it, small sided competitions were planned between Touchline Mum's, Over 30's group and Flexi 9's.

The above were delivered by a combination of MKDons Sport and Educational Trust coaches (linked to the MK Dons Football Club), local community football club coaches, and physical activity delivery partners.

Furthermore, to help enable these activities to become sustainable, a **Female Coach Leadership Programme** was created.

### Outcomes achieved via the project:

- 564 new female participants have tried football since the programme started, with an average age of 47 years old. 30% of participants were from the least deprived estates of MK. 19% of the women were registered as inactive (doing less than 30minutes per week of activity) and 17% were from ethnically diverse communities.
- Women regularly participating in Women only football activity
- Increase in women competing in friendly competition - Women's Recreational Mini League
- Touchline Mum's success, now taking place in 4 grassroots football clubs.

Soccersize successfully being delivered in a local Children Centre

Over 25 different community partners engaged in the opportunities available through the programme.

Targetted programme available to suit specific cultural and long term health condition needs. A team of 10 new coaches to support the programme and local club female football.

A community of local Female Football

## **+INFO**

### **OPERATOR**

- Scheme Coordinator : MK Dons Sport and Education Trust – Women's Adult Recreation Officer.

### **PARTNERS**

*Project development support :*

- Milton Keynes City Council – Local Authority
- Berks and Bucks Football association – County Authority for Football
- The Football Association – National Governing Body for Football

*National funding support :*

- Sport England

### **CONTACT**

**Vicki Clark**

Sports Development Manager - Sports Department, Milton Keynes City Council  
[+44 1908 253154](tel:+441908253154)

[Leisure&Community@milton-keynes.gov.uk](mailto:Leisure&Community@milton-keynes.gov.uk)

- 1 **Milton Keynes City Council**  
www.milton-keynes.gov.uk
- 2 **Public Institute for Sport Nova Gorica**  
www.sz-ng.si
- 3 **Municipality of Nissewaard**  
www.nissewaard.nl/home.htm
- 4 **Communauté d'agglomération Grand Paris Sud**  
www.grandparissud.fr



**+INFO**

**In English:** [www.grandparissud.fr/lagglomeration/en-action/relations-internationales/new-towns-sport-cities-les-bonnes-pratiques-sportives-vues-deurope/new-towns-sport-cities-good-sport-practices-from-the-european-perspective](http://www.grandparissud.fr/lagglomeration/en-action/relations-internationales/new-towns-sport-cities-les-bonnes-pratiques-sportives-vues-deurope/new-towns-sport-cities-good-sport-practices-from-the-european-perspective)

**In French:** [www.grandparissud.fr/lagglomeration/en-action/relations-internationales/new-towns-sport-cities-les-bonnes-pratiques-sportives-vues-deurope](http://www.grandparissud.fr/lagglomeration/en-action/relations-internationales/new-towns-sport-cities-les-bonnes-pratiques-sportives-vues-deurope)

Cyprus

Co-funded by the  
Erasmus+ Programme  
of the European Union

