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Liverpool EUROPEAN CAPITAL OF CULTURE

Empowering People and Places Through Community Sport

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Liverpool City Council

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“Local Authorities Invest heavily in sport as they have long recognised the benefits to their communities”

“We all welcome the governments greater support for sport”

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Benefits of Sport Well Known

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- Quality of Life
- Self Esteem
- Childhood Obesity
- Community Pride
- Community Safety
- Life Expectancy
- Etc Etc

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Strategic Environment

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- Every Child Matters
- Children and Young Peoples Plan's
- PESSCL
- Regional Sports Board Strategies
- Local Authority own Strategic Priorities
- Local Area Agreements
- 2012 Legacy Strategies

"We just need to get children participating more and each partner can make a difference"

5hrs a Challenge for All Partners

<u>5hrs / Week = Team Effort Required</u>

- Schools
- Youth Services
- County Sports P/ships
- Governing Bodies
- Sports Clubs /Vols
- Private Sector
- Local Authorities

Community Sports Alliances ?

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Local Authorities
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<u>Issues impacting on playing of sport</u>

- Afford to play sport
- Facilities to play sport
- Motivation to play sport
- Opportunity to play sport
- The whole community to play sport

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The Liverpool Experience
Afford to Play

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Free Access to Liverpool Children

- 16 sports centres / swim pools
- Free access all aged 17 & under
- 60,000 Liverpool children
- Council investment £1/2 million/yr
- Increased usage 100% in 3mths

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Facilities to Play

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Alsop Dual Use Sports Centre (opened in May)

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Facilities to Play

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Liverpool 50m Olympic Pool (opening Jan 08)

Liverpool Arena (opening Jan 08)

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Motivation to Play

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Sporting Heroes

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Motivation to Play

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Sports Scholarships

- Liverpool athletes
- Jobs in Liverpool City Council
- Time off work to train
- All departments involved
- Positive role models

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The Liverpool Experience
Opportunities to play

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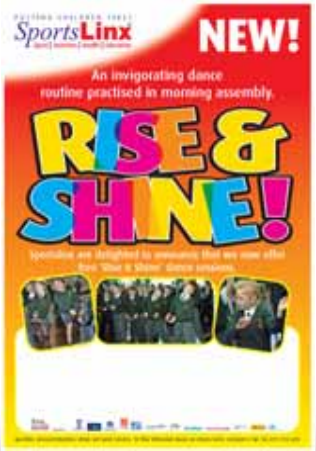
Sports Linx

- Taster days / fitness testing
- After school sports clubs
- Healthy eating
- Active Play
- Family programmes
- Signposting to sports clubs
- 30000 pupils involved



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Participation for All

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Outcomes in Liverpool

- 80% of children achieving 2hr/wk in 06/07
- Childhood obesity down from 20% in 03/04 to 18% in 06/07

SportsLinx
Film