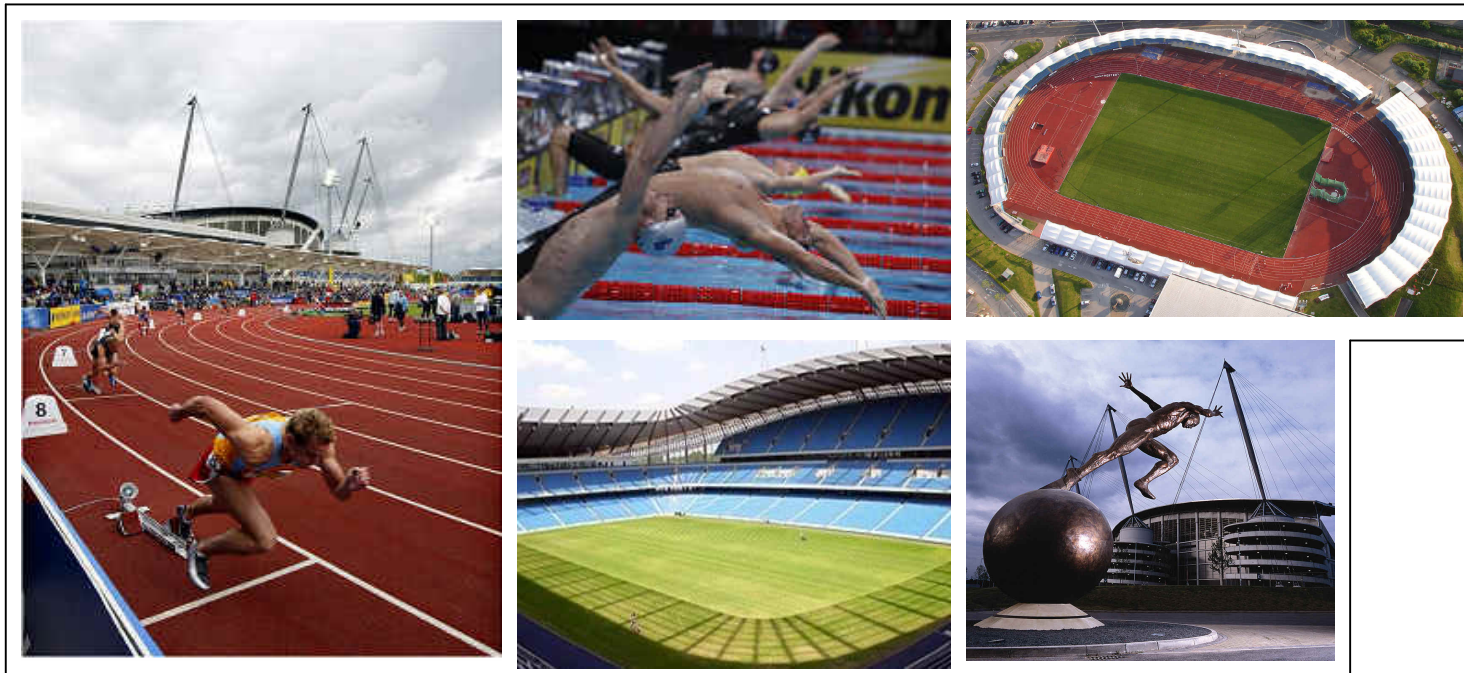


Building upon the 2002 Commonwealth Games

Eamonn O'Rourke

Head of Leisure Services

Manchester City Council



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The Commonwealth Games 2002

The impact: Some headline statistics

- £600m public investment
- 6300 full time jobs
- £22m additional revenue to local businesses
- 300,000 extra visitors to the city
- Manchester is now the UK's second most popular tourism destination, 2.5 million overnight visitors in 2008 (Source: VisitEngland)



The Commonwealth Games 2002

Behind the statistics:

- 1) Major events
- 2) Community sport development
- 3) Catalysed the area's regeneration programme, 'New East Manchester'

Other benefits are less tangible:

- Inspiring a new generation of top-level athletes
- Raising the city's global profile
- Diversifying the city's economic and cultural base



1) Major events

- 2008 Manchester World of Sport:
 - Six major events
 - 320,000 sport-specific visitors
 - £28m+ net economic benefit



- An increasingly competitive global market for hosting major events makes Manchester more innovative, e.g. 'Duel in the Pool', 'Skyride', 'Great City Games'.
- Ongoing partnerships with governing bodies, e.g. British Cycling
- The region's football heritage is a strategic asset on our doorstep. Eight out of the nation's 20 Premiership Clubs are in the Northwest. Opportunities for tourism, Olympic football, World Cup hosting status.



2) Community sport development

- Since 2002, a network of sport development staff support a community model of sport in the city. This also links into:
 - Crime prevention
 - Health promotion
 - Educational attainment
 - Development of new skills and better employability
- Result: Over 50 sustainable *junior* clubs across Manchester
- Pathway from grassroots to elite athlete performance
- There is always a need to balance community use with elite training use *and* event use of our CG2002 facilities
- 2008: Manchester established a Sport and Leisure Trust



3) Regeneration and East Manchester

- New East Manchester is the organisation established to intensively regenerate this part of the city. Its headline objectives are:
 - Raise educational attainment and skill levels. Prior to NEM, the GCSE (high school) pass rate was 19%. It is now 60%. The aim is to surpass the national average (67%) by 2013.
 - Build over 20,000 new homes and improve existing neighbourhoods
 - Restructure the economy of the area, support high-tech knowledge-based industries
 - Proactively encourage and support inward investment
 - Sportcity
 - 'Central Park' business park; 1.4m sq.ft. Central Park aims to create 10,000 new jobs in education, commerce, light industry and enterprise sectors.
 - Intensive environmental improvement programme throughout the area
- Looking ahead: Metrolink, further Sportcity development, National BMX Centre.



London 2012 Olympic and Paralympic Games

A range of opportunities for Manchester:

- Olympic Football at Old Trafford, about eight events minimum
- Torch relay
- Training camps
- Volunteers
- Supply chain



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Training camps – why Manchester?

- Location: Two hours from London (2012) or Glasgow (2014)
- Great facilities
- International airport with over 200 direct destinations
- Our ‘partnership model’ consists of Northwest Development Agency, Manchester City Council, Marketing Manchester, local hotels, etc.
- We deliver all the support services with one designated point of contact. This connects very well with the city’s extensive event and conference experience.
- First Olympic training camp (Swimming Australia) was held in Manchester in July 2009



Benefits to Manchester and the region

- 'Regionalises' the Games
- Promotional opportunities:
 - School and club visits
 - Conferences and seminars
 - Business events
- Economic impact: Swimming Australia = £1m
- More opportunities for events
- Possible official accreditation centre in Manchester
- [Video](#)



Contact:

Eamonn O'Rourke
Head of Leisure Services
Manchester City Council
e.orourke@manchester.gov.uk

Ian McCormack
2012 Coordinator
Leisure Services
Manchester City Council
i.mccormack@manchester.gov.uk



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