

Promoting good health and active travel to sports venues & events

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European Healthy Stadia Network

- Healthy Stadia is an NGO with over 15 years experience in the cross-cutting areas of sport, facilities management, public health & research; working to **European footprint**
- Takes **preventative approach** to reducing NCDs
- Provide **guidance & training** for clubs and associations on adoption of health promoting policies & practices at stadia
- Shares examples of good-practice across Network members (including *Croke Park & Aviva Stadium!*)
- Key partnership with **UEFA Social Responsibility** for 2017-2021 cycle & delivery partners at EURO 2016, 2020 & club competition finals

Today's presentation will cover:

- The Healthy Stadia concept and practical application
- Physical inactivity & NCDs
- Active travel planning to sports venues & events
- Case studies of current practice
- Looking forward to UEFA EURO 2020 across Europe



Why Sports Clubs & Stadia?

- Stadia used by millions across Europe: fans, staff, corporate events, volunteers
- Many stadia are located in dense urban areas, often in areas of high deprivation; but strong car culture with fans
- Traditionally provide food and drink of a low nutritional value; sports brands used to market high fat, sugar and salt products (HFSS), gambling services and alcohol
- Many European stadia still allow smoking in open stands
- **BUT... Clubs & their brands have great loyalty amongst supporters & local communities – agents of behaviour change**



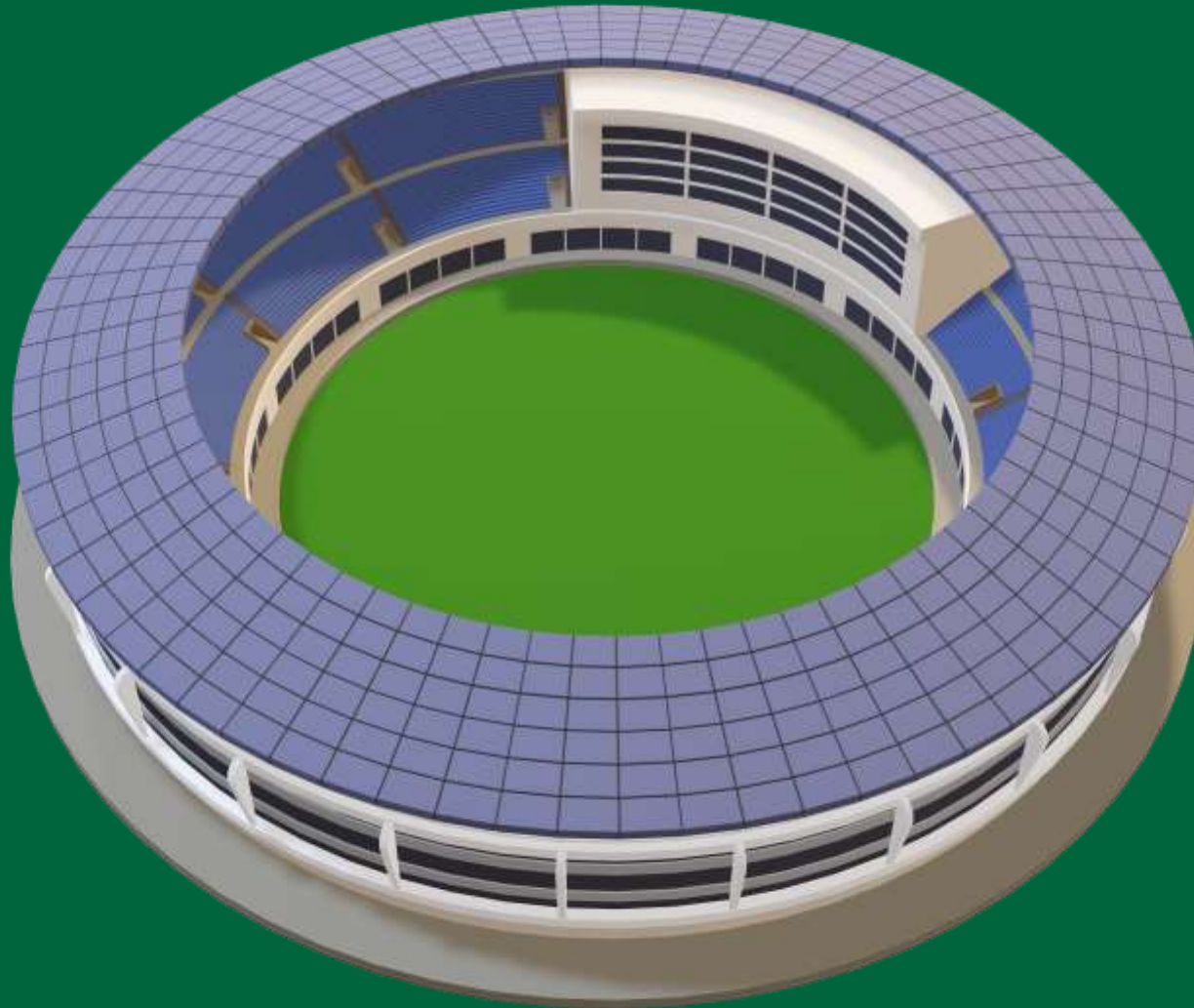
Healthy Stadia are... those which promote the health and wellbeing of visitors, fans, players, employees and the surrounding community...

A holistic and integrated approach to developing sports stadia as 'health promoting settings'... plus clubs & NGBs as health-promoting organisations (fans, community, staff)

How are stadia and clubs able to impact positively on public health?



Key lifestyle risk factors contributing to NCDs:



Healthier stadium environments:



Tobacco-free stadia



Healthier catering options



Active travel infrastructure



Alcohol harm reduction measures

Healthier fans & local communities:



Quit smoking
interventions –
Smokefree Squad



Physical activity & obesity
interventions for fans -
EuroFIT

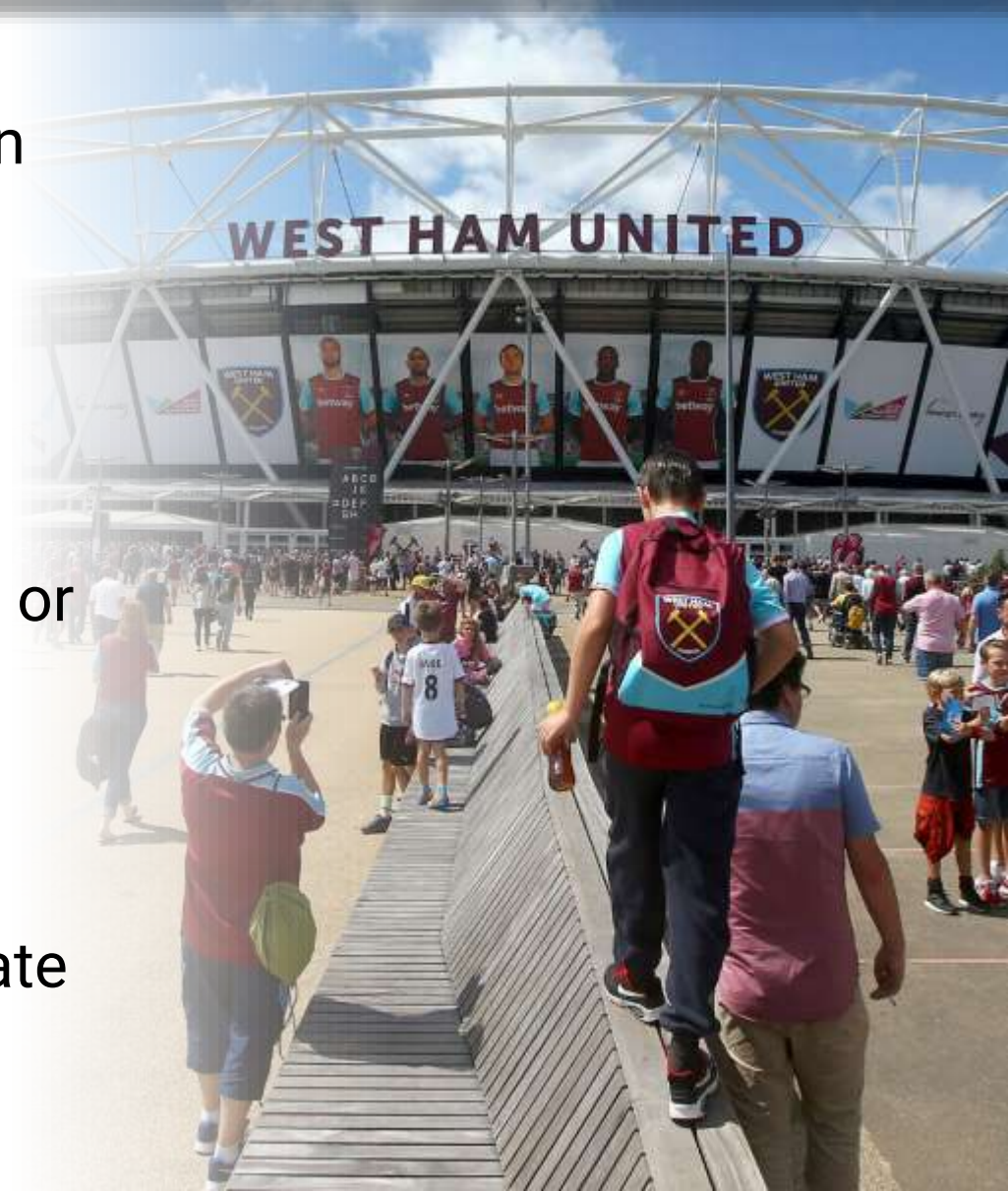


Healthy lifestyle delivery in
schools by clubs - GULP

Physical Activity, Health & Active Travel

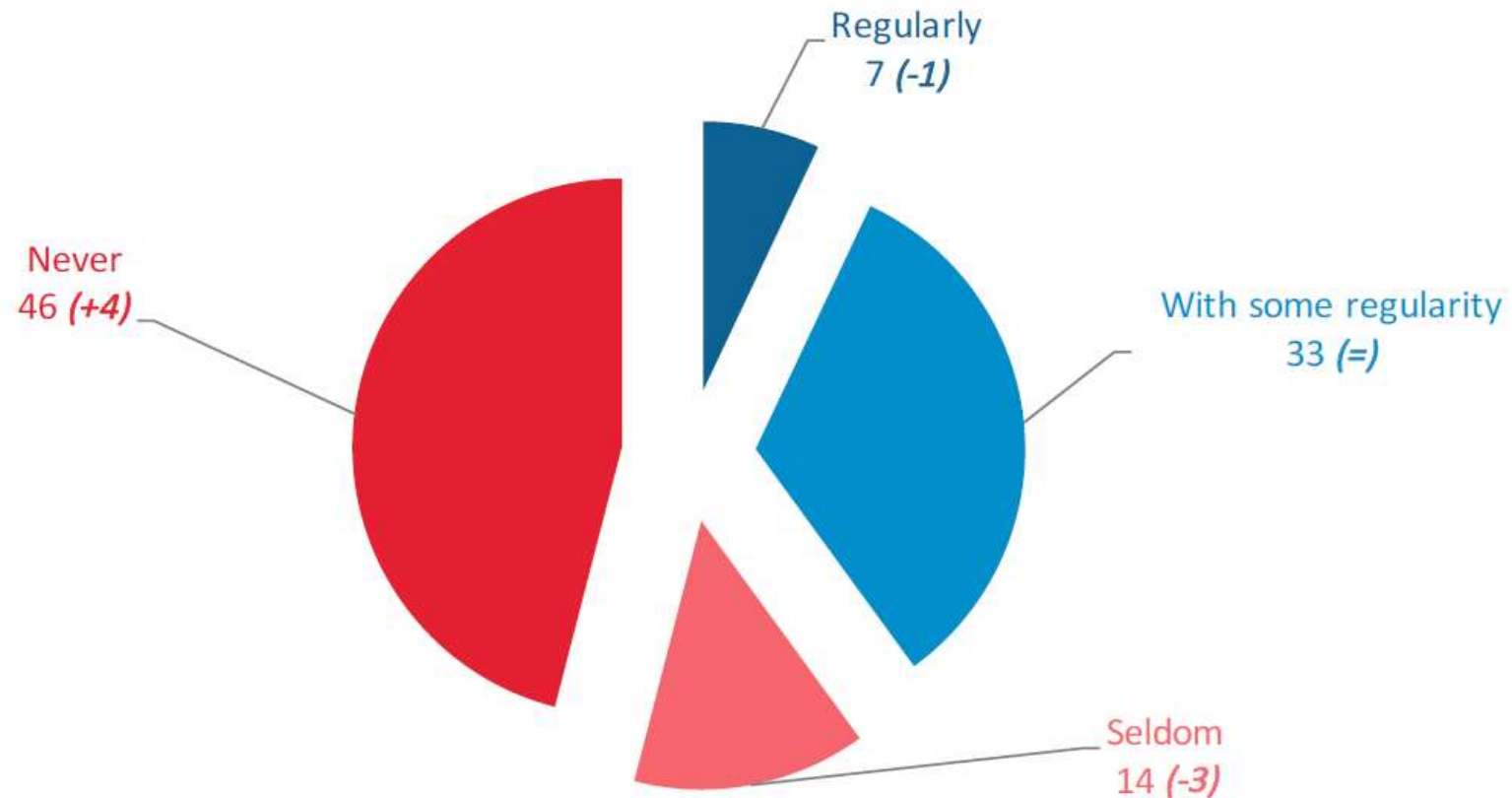
Physical Activity, Health & Active Travel

- WHO guidelines recommend adults aged between 18 – 64 years old should do a minimum of **150 minutes of moderate-intensity aerobic physical activity**
- This is the equivalent of **30 minutes** brisk walking or cycling on at least **5 days a week**
- Children and young people aged 5 – 17 years old should accumulate at least **60 minutes** of moderate to vigorous intensity physical activity daily



2018 Eurobarometer report on physical activity across EU28

QB1 How often do you exercise or play sport?
(% - EU)



(Dec. 2017 - Nov.-Dec. 2013)

Base: All respondents (N=28,031)

Physical Activity, Health & Active Travel

- Physical inactivity is a **major risk factor for non-communicable diseases** such as cardiovascular disease, type 2 diabetes, various forms of cancer as well as mental health and wellbeing
- Lack of physical activity is also one of the critical components that has contributed to the current epidemic of **overweight and obesity**
- The World Health Organisation (WHO) estimates that nearly **600,000 deaths per year** can be attributed to physical inactivity in Europe



Benefits of Encouraging Walking and Cycling to Stadia & Events

- Helps fans and staff achieve recommended levels of physical activity
- Reduces congestion, greenhouse gas emissions and improves air quality around stadia
- Strong opportunities to engage fans through club CRM databases & communications; plus new-build stadia offer planning opportunities
- So how is this looking in practice with sports venues and mega-events?



Case Study



KAA GENT

— STAMNUMMER 7 —

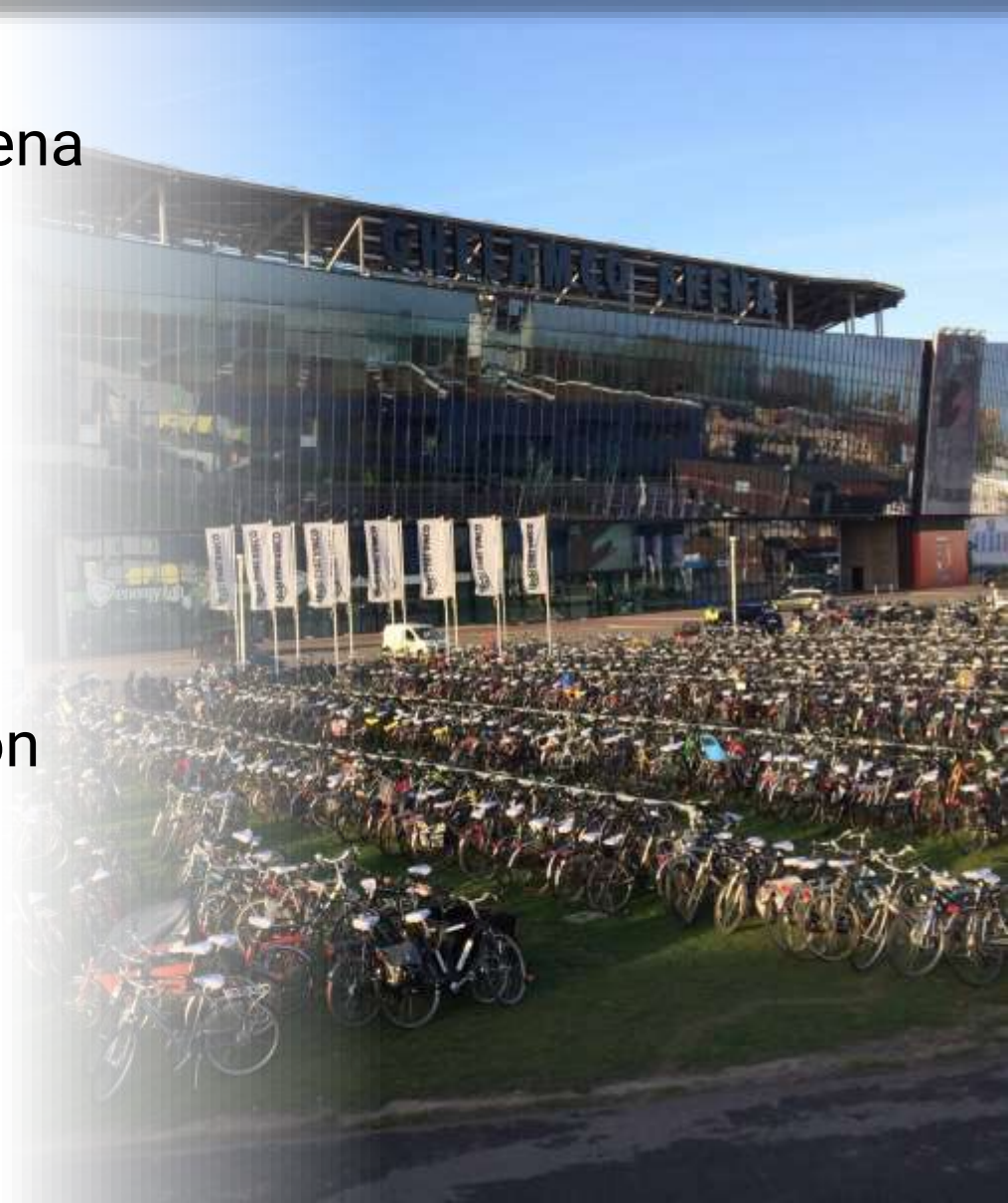
#VeloBuffalo



KAA Gent + Ghelamco Arena



- KAA Gent based at 20,000 capacity Ghelamco Arena (average attendance 18,500)
- 2838 permanent cycle locking stalls
- 600 mobile stalls
- An average of 2000 KAA Gent supporters using bicycles each match during the course of a season
- +15% of KAA Gent supporters travel to Ghelamco arena on their bicycle, significantly reducing congestion



How have KAA Gent achieved this?



- **Primary impetus:** move to out of town new-build area in 2013
- Major opportunity to **restrict all non-essential car transport** & change mobility culture amongst fans
- **Investment:** cycle lane routing to stadium & initial 1,500 spaces
- **Communications push:** 'Cycling Buffalos' campaign launched with huge social media push promoting cycling ahead of opening new stadium – Mayor & players on YouTube channels
- **Whole club approach:** Operations & Safety Manager / Mobility Manager / Community Manager
- **Whole city approach:** Ghent Bikers Foundation / KAA Supporters Federation / Local public transport providers / City Council



Active Travel Guidance

Guidance document for venue managers & tournament operators; 4 case studies from partner clubs/venues published to date. Guidance covers:

- Rationale & benefits of developing active travel plans
- Developing safe walking & cycling routes to venues
- Positioning of cycle locking facilities & clear signage
- Working with local & national partner organisations
- Promoting active travel as *first choice* option through marketing & fan communications channels



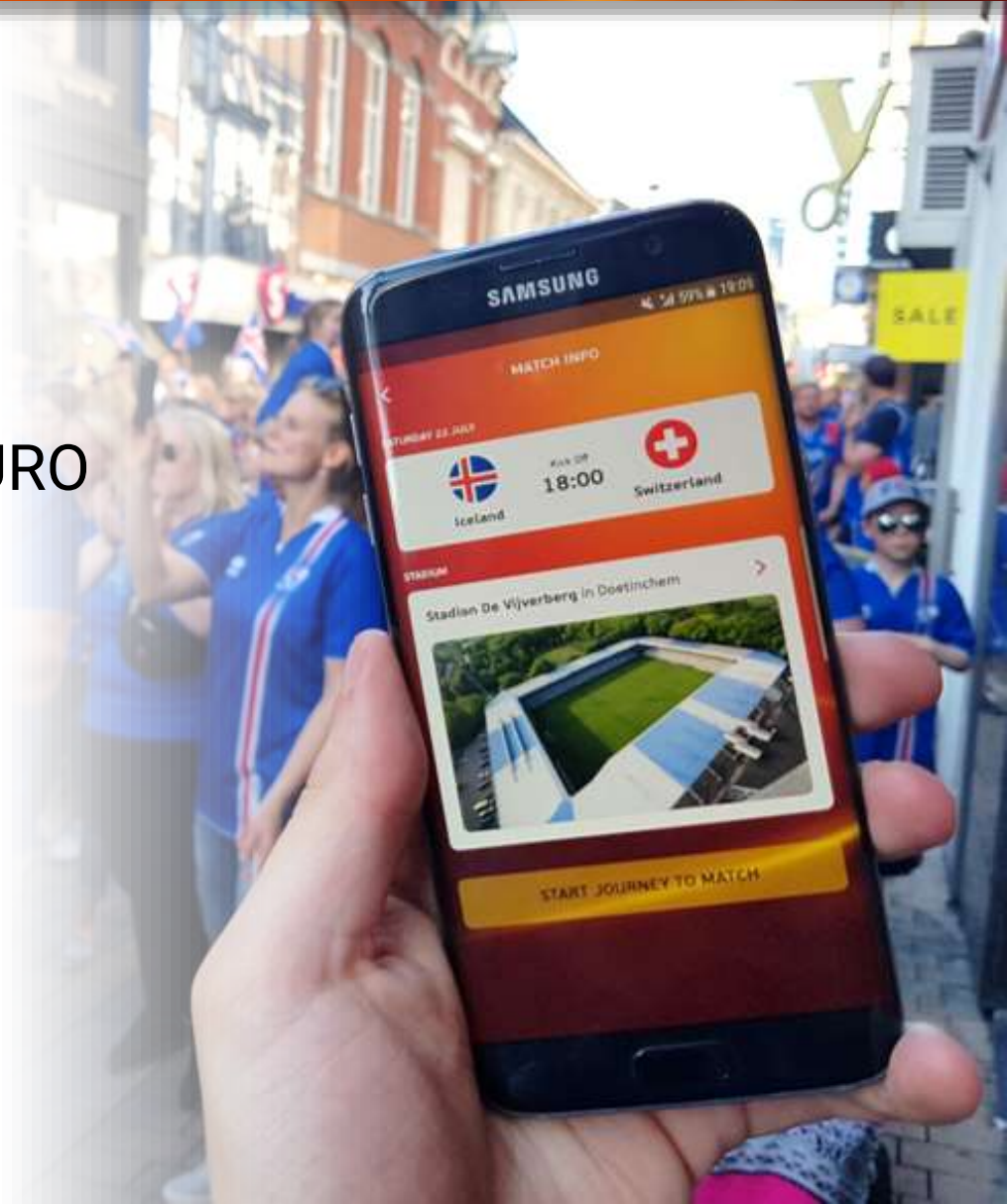


UEFA
WOMEN'S
EURO 2017
THE NETHERLANDS

Active Match App

Active Match App

- Commissioned by UEFA to develop and pilot an active travel programme promoting walking and cycling to the 7 host venues at UEFA Women's EURO 2017 in the Netherlands
- The programme was based on a smartphone App that used GPS technology to track walking and cycling journeys to venues on a matchday



Active Match App

- **Tools:** The App provided mapping, route planning and information on cycle parking for fans and staff
- **Incentives:** Supporters travelling to host venues on foot or by bike were entered into a competition to win tournament final tickets and match balls
- **Data:** Individual and aggregate data relating to Km covered, calories burned and CO₂ emissions saved by walking and cycling journeys recorded



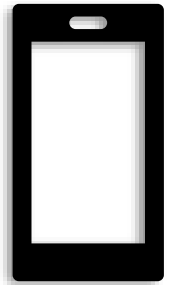
Active Match App

- The Active Match App was promoted to fans through: **UEFA website, Women's EURO 2017 website, ticketing portal and via social media**
- Healthy Stadia also worked in conjunction with the tournament's **fan zones and host cities** to encourage fans participating in the fan walks to download and use the App





Results



1788

Number of downloads
(Android & iOS)



2122

Total distance travelled
(km)



80370

Total calories burned
(kcal)



255

Kilograms of CO₂
emissions saved by
walking & cycling



TM

UEFA

EURO2020



Sustainable & Active Mobility at EURO 2020

- Active travel part of **bidding criteria** for host cities & venues
- Healthy Stadia has provided benchmarking & recommendations ahead of event in 2020

Some elements of Active Match App integrated UEFA's main EURO 2020 App to include:

- **Mobility companion** with route planning for walking & cycling, plus responsive mapping
- **Stadium guides** with information & location of cycle parking



Public & Active Transport at EURO 2020



- 11/ 12 Host Cities have committed to **free public transport** on matchdays, discouraging the use of private vehicles & taxis
- Host Cities such as Copenhagen, Amsterdam & Dublin are promoting **cycling and walking** for fans travelling in the cities during the tournament and on matchdays
- Installation of **temporary cycle locking facilities** at venues to meet demand.



Walking Routes & Fan Marches

- All Host Cities will have a stadium walking routes, of which 6/12 will start from the city centre.
- 7/12 Host Cities have also proposed a Fan March route.
- As part of the commitment to a greener event and to encourage active living, the Host Cities will **actively promote fan marches**
- **Additional activities** to include; DJs, Street Art and Live Performances to enhance fan experience.



Take homes:

- Sports venues & tournaments starting to take active travel more seriously – physical activity, congestion, air quality, social responsibility
- Significant opportunities to integrate cycling infrastructure & change mobility culture with **planning for new build stadia**
- Many mega-events now include promotion of active travel in **bidding criteria** for host venues
- **Clubs & stadia lack expertise** – Healthy Stadia guidance free to download & opportunities for both health & cycling NGOs



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