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
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?


Base: All respondents (N=28,031)
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

#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
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 CO$_2$ 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
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