

MANCHESTER COMMONWEALTH GAMES LEGACY

1. Introduction

This paper sets out to provide precedent material on the provision of public sector funding for legacy from the Manchester Commonwealth Games.

Hopefully it will provide suitable for use within a bid document to recover £150m of diverted lottery funds, which would enable significant investment to build a Glasgow Games Legacy.

2. Manchester's Legacy

The Commonwealth Games Opportunities and Legacy Partnership board was established as a regional board for managing the Legacy of the Games. This Single Regeneration Budget Programme was the most ambitious and far reaching Legacy programme ever to run alongside a major event. I can identify seven specific legacy programmes which supplemented more general regeneration, transport and sports initiatives.

3. Regeneration

New East Manchester Ltd, one of the UK's first Urban Regeneration Companies, was established in 1999 following the 1995 announcement that Manchester had succeeded in its bid to host the 2002 Commonwealth Games. The Company has three main stakeholders who are the core organisations for policy and funding. [Manchester City Council](#) is the local authority for the area in which New East Manchester operates. The [Northwest Regional Development Agency](#) ensures a regional cohesion to the regeneration of east Manchester, whilst [English Partnerships](#) provide access to national government policy and initiatives.

The use of £6.2m of Government Single Regeneration funds matched to a further £12m of other public and private funds, paved the way for the delivery of a unique regional programme aimed at ensuring that businesses and in particular disadvantaged communities benefited from the hosting of the Games in Manchester.

The momentum gained from the investment in regeneration has presented a new image to the commercial world. Over the next 15 years New East Manchester is expected to secure over £2 billion in public and private funding. Investors find a revitalised landscape and business opportunities - without the impetus provided by the Commonwealth Games Opportunities and Legacy Partnership, investment on this scale could not have been secured.

“Everybody is saying: ‘Oh, wouldn’t it be lovely to have regeneration projects that link together and create spin offs’,” says Professor Roberts. “Well, you’ve got it here. Sportcity creates the demand for the further regeneration and improvement of the canal corridor, while the canal gives walking access to Sportcity. It’s a synergy.”

Cambridge Policy Consultants produced a cost and benefits analysis of the 2002 Games.

They assess that there was £225m of public sector regeneration spend associated with the pre-Games and parallel activities.

4. Transport Infrastructure

The Games have accelerated a number of major transport schemes:

- **Inner Relief Road**
The completion of the final link of the inner relief road in Manchester aiming to reduce congestion.
- **Piccadilly Railway Station**
The redevelopment of Piccadilly railway station was completed in time for the Commonwealth Games in 2002. Costing approximately £30 million, the facility now boasts pedestrianised walkways, travelators, shops and food outlets as well as improved amenities for passengers.
- **Central Coach Station**
Manchester Central Coach Station has been completely transformed by a £3.5 million revamp.
- **Manchester Airport**
Construction of £60m ground transport interchange at Manchester Airport.
- **Manchester Transport Interchange**
The development of a £25m multi-modal transport interchange at Shudehill in the city centre. The aim of this initiative is to reduce traffic volume in the city centre. This complex will incorporate both new bus and tram stations along with car parking facilities. The Interchange will also provide links to the free buses that operate in the city centre.
- **Park and Ride**
The rationale behind Park and Ride was to keep as much spectator traffic as possible away from Sportcity, Manchester city centre and Rivington. Car parking was provided at remote locations away from these key centres/venues, but close to the region's motorway network, which allowed spectators to park their cars and then complete their journeys to their ultimate destinations by public transport.

The huge success of city centre transport access of all types during the Commonwealth Games highlighted the potential for Park and Ride schemes during major events and at times of peak demand. This was successfully piloted for Christmas shoppers during December 2003.

- **Ashton Canal Corridor**
A major redevelopment initiative alongside the Ashton canal corridor has taken place to create a safe and attractive walking route and cycleway between Sportcity and Manchester City Centre.

Activity Bus established to take residents to Sportcity, leisure centres, parks and the Aquatics centre. The bus has more than 800 regular users.

The cooperation shown between transport operators along with the enthusiasm of staff and volunteers involved helped the transport services become one of the major success stories of the Games. Partnerships have also been strengthened between GMPTE , and local and regional governing bodies resulting in greater cooperation for major events.

Cambridge Policy Consultants produced a cost and benefits analysis of the 2002 Games.

They assess that the Games brought forward a number of major transport schemes (with a total cost of nearly £800m), and estimate the additional public investment in transport infrastructure to be £125m.

5. Sporting Legacy

- School and Youth Initiatives

The development of the next generation of athletes, to be achieved by working through local schools and providing greater access to coaching, is one of the most important elements of the Games sporting legacy. These are some of the related projects that are underway:

- The City Council Sports Development Team has created an 'in school programme' to provide children with coaching equipment and free transport. So far 95 primary schools have signed up for the scheme.
- The Youth Sports Trust is running a programme called 'TOP Link'. This has already enabled 75,000 primary school children to participate in over 750 events.
- 4,456 young people took part in the 2002 school holiday programmes held at Belle Vue Hockey Centre, the Indoor Athletics Centre and The National Tennis Centre.
- A coaching programme for juniors has been established at the National Tennis Centre.
- Bolton Arena's Sport Education Theatre (SET) now provides resources for sports education and performance development for schools and colleges.
- The National Squash Centre has a city-wide programme to introduce 6000 school children to the sport each year.

- Coaching Initiatives

Sport England and the City Council sought to use the Games as a catalyst to enhance coaching facilities, encourage greater participation in sport and improve the performance of Britain's sportsmen and women. Sportcity is now the north west base of the English Institute of Sport, a nationwide network of training facilities and support services.

As part of a more general commitment to provide coaching for schoolchildren, young sportsmen and local residents, the Sportcity complex presently employs full time tennis, athletics and squash development officers and two full time community sports development officers.

It is estimated that Manchester's new facilities will provide 31,500 places on sports development courses per year. Below are some examples of the initiatives that have already been put into action.

- Full time tennis, athletics and squash development officers are employed at Sportcity. The complex also has two full time community sports development officers.

- Sportcity provides coach education and training courses for teachers, school staff and the members of the local community.
- The National Squash Centre is running sports development programmes with beginners and squad training every week for juniors and adults.
- Bolton Arena provides a tennis coaching programme for players at every level of ability.
- Between September 2002 and June 2003 9,396 people took part in coaching sessions at Belle Vue and the National Squash Centre. A further 2,556 people are estimated to have attended coaching sessions at the National Tennis Centre. The centre has introduced a coaching programme for juniors and adults to encourage Manchester residents to take up the sport.
- In June 2004 Manchester Tennis Centre held a free master class for members of the local community as part of the LTA's nationwide Play Tennis campaign. The event featured a series of competitive games and provided the chance for youngsters to get expert guidance from experienced coaches. The day was aimed at all the family with mini tennis available for those aged 4 - 9 and full court tennis for adults and teenagers.

- **Community Usage**

The City Council wanted to leave a sporting legacy that would benefit the whole community, and believed the best way of achieving this was to allow the public extensive access to the new sports venues. For this reason the local community are, event permitting, able to make use of all the facilities at Sportcity every day of the year. The one exception to this is the City of Manchester Stadium, although plans are being developed to devote 100 days per year to community usage, probably involving events such as school football tournaments and adult education programmes.

Venues outside Sportcity have also been made accessible to the general public. It is therefore perfectly possible to go cycling at the Manchester Velodrome, swim in the Aquatics Centre, play tennis at Bolton Arena, or book a hockey pitch at Belle Vue.

- **Sport and Regeneration in East Manchester**

The East Manchester area has been singled out for special attention as part of a wider programme of economic regeneration. A number of schemes have been introduced to upgrade local sports facilities and provide activities and training for local residents. Some examples are listed below:

- Improved new sports areas in the playgrounds of 12 local primary schools.
- Upgraded floodlighting of sports area in 2 local schools.
- Modern outdoor games and sports areas introduced in 7 local parks.
- 121 'after school' sports clubs established in 16 schools with an estimated attendance of 74,450 per annum.
- 16 local schools currently using Sportcity facilities under the School Sport co-ordinator project.

- School holiday programmes introduced and attended by 100 children per day.
- New sports clubs founded (eg. Eastland Citizens FC, East Manchester Tennis Club, and Manchester Basketball Club.)
- 35 new community sessions established at Sport city and run by qualified coaches.
- 210 local residents trained as sports coaches.
- Regular sports activities held during school holidays at local parks and venues.

6. Programme: Post Games Volunteering

In January 2003 a Post Games Volunteer Programme was established. Games Volunteers have responded to requests for support from organisations across the region and continue to perform a number of roles at major events.

In 2005 a monthly newsletter is distributed to over 2000 volunteers on the database taking part in a wide range of events including the Salford Triathlon, the Great Manchester Run and the World Parlympics event. The project was mainstreamed into Manchester City Council in August 2005 with the launch of Manchester Event Volunteers and its own web site, www.mev.org.uk, to supplement the newsletter and reach out to a wider audience.

7. Programme: Passport 2K

Passport 2K provided out of school hour's activities to engage socially excluded young people aged 11-18 across the North West in a range of activities covering six themes: Arts and Culture, Sports and Physical Activity, Commonwealth, Environment, Health and Jobs, Volunteering and Future Opportunities.

The Halton Passport 2K programme, for example, began in 2003 and in its first year local police reported a 35% drop in youth nuisance during the time that activities were provided, by successfully engaging very hard to reach young people from the area and providing them with activities which provided interest, relieved boredom and engaged them in Community life.

Through the Passport scheme, young people have been able to remain involved and engaged, becoming involved in further training and volunteering work in their local communities.

The programme received £1.5m of matched funding.

8. Programme: Commonwealth Curriculum Pack

A programme which used interest in the Commonwealth Games to motivate children at school to develop their information and communication technology (ICT) skills through the development of a web site.

The Commonwealth Curriculum Pack website was launched in 2001. It has 14 individual curriculum activities, information on 10 Commonwealth Games sports developed in partnership with National Governing Bodies and 3 specially commissioned 3D games— Netball, Hammer Throw and Squash.

For the re-launch of the site, in 2003, a Legacy DVD was distributed to schools in the North West.

The Legacy DVD contains six thought provoking and inspirational films which provide stimulus for discussion and research across a range of curriculum areas including, PE, History, Geography and Citizenship.

Delivered by Johnny Vegas, the programme brings home the achievement, memories and emotions felt right across the Commonwealth. Along with teaching materials the DVD forms the basis of an excellent teaching resource.

9. Programme: Prosperity North West (Commonwealth Economic Benefits)

Aimed to maximise economic opportunities from the Commonwealth Games, utilising the Games as a promotional asset for trade and investment.

The central focus of the programme was the Games time Business Club (www.nwbusinessclub.com) to which all businesses across the region (as well as nationally and internationally) were encouraged to join. Such was its success that for the past six years it has continued to be one of the largest online business communities in the North West.

The Northwest Business Club provides a potent mix of on and offline services to encourage business growth, promotion, innovation, interaction and knowledge sharing. It brings together businesses of all sizes as well as providing up to the minute business information on everything from grants, technology, awards, international trade and the latest news.

£3.74m of public funds were spent on projects under this programme.

According to a cost and benefits analysis completed by Cambridge Policy Consultants, the impacts of the Games on Manchester still compare favourably with reported impacts from other international sporting events held in the UK, supporting 10 FTE jobs for each £1m of public investment. Their estimate of the total number of employment opportunities generated by the Games is 20,000 jobs - including temporary jobs and jobs lasting over 10 years; equivalent to 6,300 FTE jobs over the next 10 years. They estimate that 2,050 jobs will have been created before the Games, 250 during the Games, with a further 4,000 arising from developments 3-5 years post-Games.

The Manchester Games are on a par with the rate of return for economic benefits achieved by the host cities of the last four Olympic Games - in Seoul, Barcelona, Atlanta and Sydney, generating some £2.7m additional value added for every £1m of public investment.

10. Programme: Games Xchange

Games Xchange is an information-based legacy programme, which used the branding englandsnorthwest to promote Manchester and the North West as a tourist and economic destination before, during and after the event.

The Games Xchange programme included promotion, research and archiving, with a view to creating a lasting resource for future generations.

The following newly established regional resources resulted from this initiative:

- The gameslegacy.com web site was launched in November 2003 to showcase the Games and its continuing legacy.
- 'englandsnorthwest' visitor centre – the first regional information centre, opened in Portland Street Manchester from May-December 2002 to promote the region to the additional visitors generated by the Games. The centre took an innovative approach to tourism and event promotion with an award-winning exhibition on the region providing a backdrop to an audience of over 70,000 people within a seven-month period.
- www.englandsnorthwest.com was launched in March 2002 to profile the North West region as a dynamic place to live, visit or invest. It has received over 2 millions hits since then and continues to provide information on the region to visitors, the media and potential investors. It has recently developed a comprehensive image bank offering free high-resolution images, which can be downloaded from its site.
- A Records Management team was appointed to archive the records of M2002 from March-December 2002.
- The Cultureshock's Artists-in-Residence scheme was supported by Games Xchange and continues to showcase elements of their work throughout this web site.

An independent consultancy providing an interim report in July 2003 reported examples of the tourism benefits of the Games as:

- Tourism spending by games participants and visitors to the region estimated at £29 million.
- Additional Tourist Information Centre facilities provided for the Games recorded nearly ¼ million walk-in visitors.
- Since March 2002, 2.5 million visits have been made to englandsnorthwest.com.
- The Games has contributed to Manchester Airport's predicted passenger growth of 7.5% for 2003.
- A world class range of Sporting facilities for the region.
- 30 million people are now expected to consider Manchester as a business or tourism destination as a result of hosting the Games.

The Games Xchange SRB Programme concluded in March 2005 with the project mainstreamed through Manchester Libraries and Theatres.

11. Programme: Healthier Communities

The North West Commonwealth Games Opportunities and Legacy Partnership successfully sought Single Regeneration Funding to set up the NW Healthier Communities programme in 1999/2000.

This programme provided training, development and support to community health programmes across the region. It provided help for community groups with bidding for funding, facilitating networks of projects, and provided a pool of 'Tool Kit' trainers.

£0.82m of public funds were spent on projects under this programme, including £60k from Sport England (potentially Lottery funding).

12. Programme: Let's Celebrate

This programme uses processional and celebratory arts (e.g. carnival and mela) to build the capacity of South Asian, African and African Caribbean Communities in the North West.

Celebrations like these provide a focus for year round community development, creating employment, encouraging tourism and building the capacity of communities to act as their own agents for change. 'Let's Celebrate' funding will enable applicants to purchase training for people resident within their local community comprising a mixture of accredited and non-accredited training. Funds will enable community groups to employ artists and trainers, and purchase materials to assist in developing the quality of their celebratory or processional event.