



**DSP**



Hogeschool van  
Amsterdam

# Athletics like never before

Evaluation of the European Athletics Championships  
2016 social spin-off

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in conjunction with Joan Dallinga and Jet van der Werf - Amsterdam University of Applied Sciences

# Athletics like never before

## *Evaluation of the European Athletics Championships 2016 social spin-off*

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### **Photography**

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# 1 Introduction

The European Athletics Championships 2016 took place in Amsterdam between 6 and 10 July 2016. The main reason for holding this event was the ambition to put athletics on the map internationally, nationally and locally, on the pretext of 'Athletics like never before'. The intended social spin-off of the European Athletics Championships 2016 was clear right from the start. The three main themes from the social spin-off action plan for the event clearly illustrate this ambition:

- ⦿ Athletics like never before: a new and contemporary standard will be set for the organisation of an athletics tournament.
- ⦿ Sports and exercise in relation to health and vitality: increasing sports participation is the focus in the build-up, during and after the European Athletics Championships 2016.
- ⦿ Participation in and experience of exercising: The European Athletics Championships 2016 are used to generate enthusiasm in sports.

Through the organisation of this event, the Local Organising Committee of the European Athletics Championships Amsterdam 2016 (further referred to as: LOC), the Royal Dutch Athletics Federation (further referred to as: Athletics Federation) and the municipality of Amsterdam focus on providing a permanent contribution to the health and vitality of Dutch residents by promoting exercise and sports. In the build-up, during and after the European Athletics Championships, within this framework various programmes and projects were set up and activities organised (side events) in order to realise a social spin-off for the following target groups: youth, runners, people with a disability, physical education teachers and (members of) athletics clubs.

The LOC has requested that the DSP-groep, in conjunction with the Amsterdam University of Applied Sciences and based on a thorough monitoring and evaluation, provide a substantiated answer to the question of the social spin-off that has been realised with the European Athletics Championships and the programmes, projects and activities and the factors that have contributed to this.

The central research question in this study is the following:

*What is the social impact of the European Athletics Championships Amsterdam 2016 and which factors have contributed to this?*

## 2 Research methodology

Various factors affect the social effects of sports events, which makes it difficult to carry out a concrete effect evaluation intended to establish a causal link. A plausible link is to be established between the activities that have taken place (the event and the projects and activities prior to, during and after the event) and the effects; the social spin-off.

In addition to the social spin-off, the economic impact of the event has been studied. This study was carried out by the Mulier Institute in conjunction with the Amsterdam University of Applied Sciences. The results of this study will be presented in a separate report.

### 2.1 Eight projects

Six possible subject areas have been included in the Handbook Gaining more from sports events for a social spin-off to focus on ([Meer halen uit sportevenementen](#); DSP-groep, 2012). The social impact of the LOC, the municipality of Amsterdam and the Athletics Federation have specifically targeted and on which the study focuses is the structural increase of sports participation and thus the contribution to the health of the Dutch population. With this focus the organisation has chosen the theme of 'Health and Vitality'.

In December 2014 the LOC, the municipality of Amsterdam and the Athletics Federation formulated the European Athletics Championships Amsterdam 2016 social spin-off action plan. In January 2015 these three parties signed a covenant with the Ministry of Health, Welfare and Sports, thus confirming the collaboration in which each party contributes to the realisation of the European Athletics Championships Amsterdam 2016 ambition to make an unforgettable athletics event take place on the pretext of 'Athletics like never before'.

The increase of sports participation was focused on through eight different projects. Concrete and measurable objectives have been linked to these eight projects (refer to the box on [page 6](#) and [page 7](#)). The LOC was responsible for the organisation of the side events during the European Championships. The municipality of Amsterdam focused mainly on sports activation in the municipality, while the Athletics Federation was responsible for sports activation in the rest of the Netherlands.

### 2.2 Data collection

In order to answer the research question, the study focuses on the extent and the manner in which the objectives of the eight projects in the following box have been met.



### 1. School Athletics

In the build-up to the European Athletics Championships 2016, an introductory offer was implemented in primary schools throughout the Netherlands according to the Athletics Movements method, and in which an introduction to athletics and local clubs was central. The introductory offer took place both during and after school hours. In Amsterdam primary schools were introduced to athletics through the Amsterdam programme. In addition, in Amsterdam attention was devoted to athletics in secondary education.

*Netherlands primary school objective:*

- In 2016 21,000 children will be introduced to athletics through the Athletics Movements programme.

*Amsterdam primary schools objectives:*

- Between 2012 and 2016 an introductory offer including athletics will be available at 80% of primary schools. 26,616 children in 200 schools will be reached.
- The number of after-school courses will increase from 81 in 2012 to 120 in 2016. In 2016 1,823 children will be reached.

*Amsterdam secondary education objectives:*

- Between 2012 and 2016 an introductory offer including athletics will be available at 80% of schools. 5,331 young people in 40 schools will be reached.
- The number of after-school programmes will rise from 9 in 2012 to 40 in 2016. In 2016, 594 young people will be reached.

### 2. Athletics School Champs

During the European Athletics Championships primary school pupils were offered an athletics morning at one of the Amsterdam athletics clubs. In the afternoon activities were held around the Olympic Stadium and the children attended a European Championship event.

*Objective:*

- In 2016, 6,000 to 10,000 Dutch primary school pupils will participate in the competition programme that focuses on an introduction to athletics.

### 3. Club activities

Regional coordinators were appointed for the implementation of Athletics Champs, the new set-up of the competition for juniors in the 6-12 year age group. In addition, club ambassadors were to make sure that the European Athletics Championships 2016 would be embraced locally also by members and non-members. In addition, clubs could profit from the attention the European Championships received by organising (additional) activities.

*Netherlands objectives:*

- In order to make sure for the Athletics Champs to hit home locally, 24 regional coordinators will be appointed.
- In 2016 no fewer than 150 club ambassadors will contribute to the propagation of 'Athletics like never before' on a local level throughout the Netherlands. They will ensure local attention for athletics.
- Over 50% of the affiliated clubs and running groups shows attention for and commitment to the European Championships. Club ambassadors contribute to ticket sales; daily, 4,000 to 5,000 tickets are sold to Athletics Federation members.

*Amsterdam objectives:*

- From 2012 the number of youth and young members of Amsterdam clubs will annually increase by 5% through the school programmes and inflow activities at clubs and neighbourhood/district events. In 2016 the number of members of Amsterdam athletics clubs will increase to 835 pupils and 779 juniors.

### 4. Brooks 10K Champions Run

A 10-kilometre run for recreational and company runners was held through Amsterdam city as part of the European Athletics Championships 2016. Participants could take a training course in order to prepare for this distance.

*Objectives:*

- In 2016, 1,000 runners will participate in the Run to the Start preparatory programme at 30 locations throughout The Netherlands and 1,500 runners will participate through their corporate sports programme.
- 15% of the participants of the preparatory programme will become members of a club or running club.
- 50% of the run participants will attend the European Championships for at least one day.

## **5. Knowledge-sharing**

Trainers and specialist teachers are required to properly introduce children to athletics in school and at clubs. The municipality of Amsterdam provided refresher courses for teachers, and ROC (Regional Education Centre) students were provided with the opportunity to follow an athletics trainer course. In addition, the Athletics Federation had the various effects of exercising studied in the build-up to the European Championships. A third initiative was the set-up of the Young Leaders Forum which focuses on young people who are willing to voluntarily contribute to the promotion of sports and a healthy lifestyle.

*Objectives:*

- In 2016 no fewer than 500 physical education teachers will be trained as child-oriented youth athletics trainers.
- Three intermediate vocational education/Higher Professional Education sports courses make structural use of the Athletics lesson folder.
- Every year 200 additional youth trainers will be trained through educational establishments.
- A successful set-up (participants are satisfied and indicate that they have acquired new knowledge) of various congresses and the Young Leaders Forum.

## **6. IPAC events**

A number of IPAC components was to be integrated in the competition programme to promote sports for people with a disability at European level. In addition, clubs were to collaborate within the framework of popular sports in order to realise a wide selection for these groups in Amsterdam if there is any demand.

*Netherlands objective:*

- The promotion of disability sports at European level is focused on through the integration of various IPAC components in the competition programme.

*Amsterdam objective:*

- In 2016 the provision of athletics by Amsterdam athletics clubs for people with a disability will double in relation to 2012 (2 groups).

## **7. Daily Runs**

On Sunday 6 July, 25,000 Dutch runners could run a half-marathon through Amsterdam city centre in addition to other distances varying from a 1-kilometre run for children to a walking event.

*Objective:*

- The various runs are to ensure participation in and visits to the European Championships and to interest more people in running sports.

## **8. Museum Square**

During the first two days of the European Athletics Championships 2016 (6 and 7 July) the qualifying competitions for men and women for throwing the javelin and discus-throwing were held at the Museum Square.

*Objective:*

- To introduce people who are not very likely to come to the stadium to athletics and enthuse them.

Because of the research budget available and the focus on the aspect of exercising in relation to health, the main point of the research is primarily on the effects of the first four projects: school athletics, Athletics School Champs, club activities and the Brooks 10K Champions Run. These four projects involved both the collection of new data and the analysis of existing information the organisations kept. Interviews were held with schools (School Athletics) and questionnaires were distributed among pupils (School Athletics and Athletics School Champs), club ambassadors (LOC activities) and participants of the Brooks 10K Champions Run in order to retrieve new information. Existing information was listed only as regards the Kennisdeling (Knowledge-sharing), International Para Athletics Challenge (IPAC), Daily Runs and Museum Square projects. In addition, the LOC, the municipality of Amsterdam and the Athletics Federation were interviewed about their experiences with the organisation of the European Athletics Championships and the side events.

Two important data sources can thus be distinguished:

- ② Existing data and registrations that have been kept up-to-date by the LOC, the Athletics Federation and the municipality of Amsterdam. The focus is on quantitative data, such as participation figures of projects and the development of the number of members of athletics clubs.
- ② New information that is primarily focused on determining data in figures. The focus is on quantitative data (surveys) and qualitative information (interviews). Questions such as the following were answered: What were the experiences with the projects? To what extent have these contributed to (potential) sports participation? What were the workable components? What is subject to improvement next time?

## 2.3 Other activities

In addition to the eight projects, the Athletics Federation and the municipality of Amsterdam have put in additional efforts to realise their own objectives in the area of sports participation and health. These efforts also affected the social spin-off and thus the results of the study. For some of the eight projects, a distinction was made between the activities within and outside of Amsterdam. The activities within Amsterdam are part of the Sportstimuleringsprogramma Atletiek (Athletics Sports Promotion Programme) of the municipality of Amsterdam (see box). The report indicates if this is the case. In addition, a large number of other activities were held within the framework of the sports promotion programme, such as the YOU CAN DO IT Athletics Tour (JE KAN HET) for which mobile athletics activities were set up at various locations. This resulted in a total of over 8,000 children being encouraged to exercise. The study also took into account the fact that all of these activities affected the general social spin-off of the European Championships.



Section 4.3 presents a further elaboration of the Athletics Sports Promotion Programme and a few of the results achieved.

## Athletics Sports Promotion Programme

In conjunction with the five Amsterdam athletics clubs, schools, running groups and many other organisations involved, the municipality of Amsterdam focuses on generating enthusiasm for athletics among Amsterdam residents in the build-up, during and after the European Athletics Championships through the Athletics Sports Promotion Programme. The objective of the programme is to introduce as many of Amsterdam residents as possible to athletics, both young and old and with or without a disability in an easily accessible manner, to challenge them to experience various components of athletics and to encourage them to improve their performances, whether in an organised context or not. The sports promotion programme is a means to encourage Amsterdam residents to exercise and ensure that they continue exercising. [Website atletiek.amsterdam](http://atletiek.amsterdam)



### 3 The event

The successful organisation of an international sports event is important, both for the promotion of the city and country and the realisation of an economic and social spin-off. The study shows that the European Athletics Championships 2016 was successful in general. The accessibility of the event (outside of the Olympic Stadium also), the integration of the Paralympic components and Dutch successes are among the many factors that have contributed to this. This chapter provides a concise impression through a list of various experiences and factors for success.



1,474 athletes from 50 countries



126,434 tickets sold



Over 10,000 children present at the European Championships



covered by 35 television channels



11,600,000 television viewers a day



Dutch successes include: 4 times gold, 1 time silver, 2 times bronze

#### Various reactions from people involved:<sup>1</sup>

*'It was a true athletics party. The entire stadium went wild whenever a Dutch athlete took position at the mark and the athletes radiated joy. The gold medals for the Dutch and the packed stadiums were impressive highlights: these days it is difficult for any type of sport to fill up a stadium, and athletics is not even that common in the Netherlands.'*

**Ellen van Langen, European Athletics Championships ambassador**

*'For me the highlight was Saturday when for the first time in history the Paralympians participated in full matches during the event. It was magnificent and contributes to the emancipation of sportsmen and women with a disability.'*

**Eric van der Burg, alderman of sports**

<sup>1</sup> Source: <http://www.parool.nl/sport/-het-olympische-spelengevoel-leeft-in-amsterdam~a4337573/>

*'Many foreign delegations have told me that the European Athletics Championships 2016 was different from other instances, boasting of the nice full stadium, the large number of children present and the high-quality peripheral experience such as the Brooks 10 kilometres, the half-marathon and the symposiums held all over the city.'*

**Hans Lubberding, departing Managing Director of the Olympic Stadium**

## Social media range



1.41M #ech2016  
per hour



12,378,782  
range



1,373,148  
page views

### Various reactions on Twitter:

*Wonderful to see this crowded Olympic Stadium at these magnificent European Athletics Championships! #ECH2016*

**@rjverhoogt58 (René J. Verhoogt), 10 July 2016**

*Beautifully portrayed by @NOSsport, high-quality presentations and perfect promotion for the Netherlands! #EKatletiek*

*#Amsterdam*

**@RemkoStilting (Remko Stilting), 10 July 2016**

*Sweating it out ☀️☀️ during #Brooks10K with @wenpennie, but what a party in Amsterdam! Compliments*

*@Euro\_Champs*

**@mooijalice (Alice), 10 July 2016**

*I love this kind of European Athletics Championships in the Olympic Stadium! The stadium is returned to its former glory!*

*#euroathletics*

**@JochemvdWeg (Jochem van de Weg), 10 July 2016**

*This was a wonderful run which went straight through Amsterdam, and a lovely way to create interest in the European Championships. Thanks #ECH2016 #Brooks10k*

**@KoningsEric (Eric Konings), 10 July 2016**

*These are the last two days as a volunteer for the European Athletics Championships. Time once again has gone far too fast!*

*This is so much fun!*

**@AnnemarietK\_ (Annemarie), 9 July 2016**

*Present at the European Athletics Championships, great ambiance and GO Dafne! #Amsterdam2016*

**@Kirsten\_Streng (Kirsten Strengholt), 8 July 2016**

*Wonderful images and ambiance. #EK atletiek #Amsterdam2016 What a wonderful Olympic Stadium!*

**@JWHakvoort (Jan Hakvoort), 8 July 2016**

## 4 Social spin-off

The fact that the European Athletics Championships 2016 was so successful is a wonderful result but the side events organised by the LOC, the municipality of Amsterdam and the Athletics Federation prior to, during and after the European Athletics Championships were just as important. What is the extent to which these activities ensured a social spin-off? What were the successes and which points of particular interest can be indicated? This chapter describes the main findings of the interviews, surveys and analysis of the existing data and indicates whether the objectives stated have been met.

### 4.1 Collaboration

#### 4.1.1 The municipality, Athletics Federation and LOC

The interviews held with the LOC, the municipality of Amsterdam and the Athletics Federation prove that the collaboration between these two parties generally went well. They considered that there was sufficient mutual consultation before decisions were taken, and there was a clear division of roles. Over the past three years the municipality of Amsterdam and the Athletics Federation have collaborated extensively and constructively, which was less prior to that. With the joint preparations for the European Athletics Championships, a proper LOC was realised for further future collaboration.

Yet the collaboration did not go entirely smoothly. The different interests and private objectives of the parties involved were considered a challenge. In the communication about the social spin-off, the municipality of Amsterdam also strongly focused on their own YOU CAN DO IT campaign and prompting people to exercise, while the LOC and the Athletics Federation would have liked the main event, the European Athletics Championships, to have been the major point of attention at certain times. In addition, the LOC had a double responsibility; the execution of the event and the realisation of a social spin-off. Within the LOC a MT and member of the board with various responsibilities were made responsible for the side events. In addition, one single person was kept free for realising the spin-off, causing the spin-off to be threatened on occasion. If things did not go as planned, the social spin-off suffered before the event.

#### 4.1.2 Clubs

Clubs are generally enthusiastic about the European Athletics Championships and the side events within this framework, and were happy to collaborate. Between 2013 and 2016 the municipality and Athletics Federation separately and jointly organised various meetings with and at clubs in Amsterdam, and the LOC joined in this at various occasions from the start. In addition, consultation took place with the SAA umbrella LOC of the five athletics clubs in Amsterdam.

However, the LOC, the municipality of Amsterdam and the Athletics Federation found themselves confronted with the fact that the options of clubs – as volunteer organisations – are limited. Because of the way they are constructed, they strongly depend on volunteers, which makes the organisation weak and prevents the required steps to be taken. It would have been better for clubs if a clear range of duties and a ready-made provision of activities would have been realised for clubs to use.

Clubs in turn could take on a more proactive attitude in the future by better informing and activating their supporters. Clubs are mainly involved in the daily course of events, which is why in many places neighbourhood sports coaches who took on some of the tasks of clubs were deployed. But whenever a neighbourhood sports coach is active at a club, it seems to the municipality of Amsterdam as if the club (management) feels less responsible. This allows for a neighbourhood sports coach to build something up, but when he/she were to leave, the club would soon find itself back in the situation where it came from. The municipality thus considers ownership and knowledge transfer to be main points of attention.

#### 4.1.3 Schools

The collaboration of the organisation with the schools mainly focused on the School Athletics side event, which, according to the municipality of Amsterdam and the Athletics Federation, went well. A provincial contribution ensured that the provinces of Noord-Holland, Gelderland, Noord-Brabant and Limburg in particular participated in the project. Involvement of schools outside these provinces was far less. Amsterdam has a properly functioning sports promotion programme for both primary and secondary education in which various sports are provided, at disadvantaged schools in particular, as a result of which the challenge is in positioning the athletics programme in relation to the other sports. In addition, emphasis of the programmes is mainly on encouraging children to exercise. The flow to clubs and structural exercising is among the municipality's objectives but often remains behind. Schools are mainly involved in the programme during or after school hours and according to the municipality the relationship with the neighbourhood club often remains neglected. The municipality is targeting this through the neighbourhood sports coach, but clubs mainly operate in the evenings while schools focus on school hours. The gap between this remains.

#### 4.1.4 Commercial parties

According to the LOC, the municipality of Amsterdam and the Athletics Federation collaboration with commercial parties concerning the projects was varied. They valued their rapid reaction times, availability during the day and their pragmatic approach, but commercial parties focused mainly on their assignment and had little interest in the social spin-off. They focused on the most pragmatic approach within the assignment, thus not taking the bigger picture into as much consideration. Because the LOC did not always sufficiently include the objective(s) concerning the social spin-off into the specifications, this could hardly be steered, causing the spin-off to disappear into the background.

In addition, the municipality of Amsterdam indicated that a larger number of commercial parties could have been involved in the European Championships and the side events. The recruitment of commercial parties focused mainly on the connection with the main event. Today corporate social responsibility is among the spearheads of many organisations, allowing for opportunities to create a link to the objectives or the organisation of side events. The municipality thinks that more parties could have contributed, and would have been willing to contribute, if a broader approach had been chosen and contributions would not have been required to be linked to the main event. This might have increased the social spin-off.

## 4.2 The eight projects

### 4.2.1 School Athletics

In the build-up to the European Athletics Championships 2016, an introductory offer was implemented at schools in which the introduction to athletics and local clubs was central. The school athletics project was divided into two parts: the activities in Amsterdam were intended for both primary and secondary education and were organised by the municipality of Amsterdam. The programme came under the Athletics Sports Promotion Programme the municipality brought into existence to promote athletics (refer to the box on page 9 and section 4.3). The Athletics Federation was responsible for activating the rest of the Netherlands through Athletics Movements. This programme was implemented at primary schools only.

#### *The Netherlands*

The Athletics Federation is continuously attempting to encourage clubs to contact schools to ensure that children are introduced to athletics at a young age, because the unfamiliarity with the sports is a threshold that prevents children from joining and participating in an athletics club. Because it was demonstrated that clubs rarely contacted schools, if at all, in 2012 the Athletics Federation developed the Athletics Movements programme, specifically developed for primary school children from 6 to 12 years and which targets improved and increased exercising. It can be deployed by schools and without the involvement of an athletics club trainer if required.

Athletics Movements contributes to the locomotor development of children and in addition a special story line was developed that is geared to the European Athletics Championships 2016. The participants are required to find top athlete 'Eefke' who was lost on the island of Atletica and who has to return to the European Athletics Championships 2016 in Amsterdam in time to defend her titles. The link with the European Championships was made also by using Mascot Adam. The programme lasts 18 weeks and takes place both during and outside of school hours. Children will start with six lessons at school, after which they can opt to register for six classes after school hours. Following that, they can attend six trial lessons at the local athletics club.



People were generally very positive about the lessons at school, but the number of children that registered for the classes after school hours did not entirely meet the expectations. According to the Athletics Federation this could be caused by the distance between a large number of the participating schools and the nearest athletics club. In addition, the lessons at some schools were given by neighbourhood sports coaches and self-employed persons instead of athletic club trainers, which is a pity because children are more likely to go on to an athletics club if they know the club trainer. In the past year, the Athletics Federation put more focus on involving schools nearby the athletics club, which helped improve the flow percentages.



### *Amsterdam*

Amsterdam chose a similar approach that is geared to the existing Amsterdam sports promoting programmes. The municipality provides one to three introductory lessons during school hours for both primary schools and the lower school of secondary education in which children are introduced to various types of athletics (running jumping and throwing). The lessons are given by a neighbourhood sports coach or a certified trainer of an athletics club in conjunction with the school gym teacher. After the lessons, children in primary education can register for 8 to 12 after-school lessons which are given at school under the supervision of a neighbourhood sports coach or an athletics club trainer. Children in secondary education can register for Topscore Amsterdam after the lessons. In conjunction with secondary schools and sports providers, the Topscore programme holds after-school sports activities, such as athletics, at secondary schools in Amsterdam. At the end of each after-school period, an event will take place at the nearest athletics club. Afterwards the children and young people can continue with a special introductory offer of eight lessons at the club for 10 euro in order to promote the transfer to paid club membership.

Because a complete and proper sports promotion programme has been instigated at many schools in Amsterdam, the municipality of Amsterdam focused on the positioning of the athletics programme in the existing one. How can such a programme be made attractive enough for schools? A coordinator was appointed at the municipality four years prior to the European Championships in order to set up a successful programme, and this official will remain active through 2017. According to the municipality it is very special to start with the preparation of the social spin-off for a large international event this early in advance.



## Participants' experiences

A questionnaire was taken among the pupils of two primary schools in, and five outside of Amsterdam to gain insight into their experiences with School Athletics and the possible influence of the programme on athletics and the practising of sports. A total of 330 pupils was reached (n=172 in Amsterdam; n=158 outside of Amsterdam). Table 1 shows the characteristics of these pupils.

Table 1. Characteristics of pupils that participated in the athletics programme (n=287)

| Variable |      | N (%)    |
|----------|------|----------|
| Gender   | Girl | 147 (45) |
|          | Boy  | 180 (55) |
| Group    | 3    | 62 (19)  |
|          | 4    | 83 (25)  |
|          | 5    | 120 (36) |
|          | 7    | 37 (11)  |
|          | 8    | 28 (9)   |

### *Practising of sports*

62% of these children are members of a sports club. Table 2a and 2b indicate the five sports practised most often by girls and boys. At 63%, football is by far the most popular among boys, while activities are more equally divided among girls; most of them practise gymnastics, dancing, football or hockey. Athletics was practised by 5% of the boys and 2% of the girls.

Table 2a. The top 5 of sports practised by boys.

| Sports      | Percentage |
|-------------|------------|
| Football    | 63%        |
| Judo        | 7%         |
| Kick boxing | 6%         |
| Hockey      | 6%         |
| Athletics   | 5%         |

Table 2b. The top 5 of sports practised by girls.

| Sports     | Percentage |
|------------|------------|
| Gymnastics | 22%        |
| Dancing    | 21%        |
| Football   | 16%        |
| Hockey     | 15%        |
| Tennis     | 4%         |

### *Evaluation of the school athletics programme*

About 80% of the children interviewed rated the athletics programme as fun to a lot of fun (refer to figure 1). No significant difference was found between children who were members of the sports club and children who were not. In addition, the evaluation per athletics component was enquired into. The fact that girls were

significantly more often uninterested in vortex, throwing the javelin or sling compared to boys was distinctive (girls 34% and boys 18%,  $\chi^2=9.50$ ,  $p<0.01$ ,  $n=283$ ). In general 89% of the children would like to participate in School Athletics again. This applied to both the children who were members of a sports club and for children who were not.

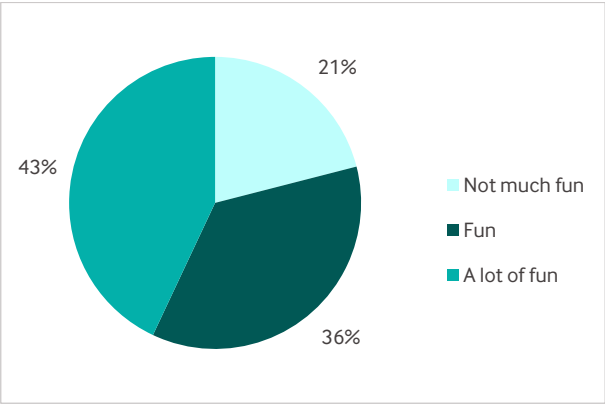


Figure 1. Evaluation of school athletics by primary school pupils.

### *Influence on athletics and sports*

39% of the children who were not yet members of a sports club indicated that they would like to practise athletics (refer to table 3). This was somewhat more (but not significantly more) than the children who were already members of a sports club.

Table 3. Are children interested in practising athletics?

|                          |     | Wants to practise athletics (%) |    |
|--------------------------|-----|---------------------------------|----|
|                          |     | Yes                             | No |
| Member of a sports club? | Yes | 32                              | 68 |
|                          | No  | 39                              | 61 |
| Total                    |     | 35                              | 65 |

The most important reasons for not practising athletics for children who were not yet members of a sports club were that they had no friends who practised athletics or that they had no time:

- 1 I have no friends who practise athletics (33%).
- 2 I don't have the time (28%).
- 3 I do not like the sport (10%).
- 4 My parents/caretakers don't allow me to go (10%).

A significant relation was found between gender and wanting to be a member of an athletics club: 41% of the girls indicated that they would like to practise athletics compared to 27% of the boys ( $\chi^2=7.73$ ,  $p=0.02$ ,  $n=326$ ). These pupils did not yet practise athletics.

Finally, 60% of the children indicated that they acquired a taste for exercising after participating in School Athletics. Children who were not yet members of a sports club were commonly less enthusiastic about sports compared to children who were members (53% versus 65%, respectively,  $\chi^2=7.56$ ,  $p=0.02$ ,  $n=326$ ).

## Interviews with contacts

In addition to the survey, four interviews were held with contacts of the schools that participated in the school athletics programme in and outside of Amsterdam. These numbers are too small to draw any conclusions, but the interviews do provide a picture of some opinions schools have about School Athletics. Three of the contacts interviewed were physical education teachers and one a Managing Director of the school in question. Two of the schools participated in Athletics Movements (a 6-week athletics programme in school) and two of the schools in (a part of) the YOU CAN DO IT athletics programme (half a day of athletics combined with stand tickets for the European Championships).

### *Reasons for participating*

Most schools devoted attention to athletics prior to participation, sometimes through games. One school did not yet devote any attention to athletics. Various reasons for participation were indicated, such as introducing children to various types of sports (including sports that cannot normally be provided during the lessons), the relief of teachers and change to the existing programme. Practical reasons were also stated, such as the fact that the Olympic Stadium was located close to the school and the European Championships being held in Amsterdam.

*'I focus on introducing children to as many different things as possible.'*

*'This is a fun and playful way to be involved in athletics.'*

### *Expectations*

The interviewees expected a straightforward athletics lesson programme, but indicated that the games and the story of School Athletics were a nice (and unexpected) addition.

*'I liked the folder we received with different lessons and from which I picked up some things.'*

*'The children were clearly interested and they still remember it after fifteen months, such as the story about the island and throwing coconuts.'*

## Experiences

The various components were evaluated positively, with special appreciation for the certificate with individual results, the fact that everyone could participate and because the programme was adjusted to age, the versatility and instructiveness. One gym teacher, however, did indicate having altered various components somewhat in order to customise it to his personal situation.

*'The components were fun and instructive for the children because the techniques were explained well. Yes, the components were most certainly suitable for children.'*

*'The components were great fun and adapted to age, so everyone was able to do it.'*

Points for improvement included the decrease of long waiting times caused by too many children out on the field, increasing the number of activities and the set-up of the relay. In addition, athletics clubs could provide increased support and they might consider the accessibility of final tournaments or athletics clubs. Because distances are often too great, schools fail to participate in these components.

*'I would love to go to the club with my school, but this is usually difficult to realise.'*

Parents were also very positive about School Athletics. The contacts considered that children are more likely to choose athletics if the classes are given by trainers of the athletics clubs. In addition, according to the interviewees the location of the athletics club plays a role whether children will practise athletics after participating in the programme.

*'You usually choose a sport that is nearby so your parents don't have to take you any more when you get older.'*

## Facts

### The Netherlands

Between 2012 and 2016, a total of 245 schools participated in the Athletics Movements, 14 schools of which were special education schools. 3,548 lessons took place during school hours and 306 after school hours. A total of 17,896 children were reached. At least 40 schools will participate in the programme after the European Championships. It is expected that at least 3,000 children will be reached. The total number of participating children would thus be about 21,000:



## Amsterdam

In Amsterdam a total of 2,772 introductory lessons were given at 194 primary schools between the 2012/2013 and 2015/2016 school years. 29,131 children were reached. A total of 965 introductory lessons were given at 72 secondary schools and 27,594 young people were reached (refer to figure 2a and 2b).

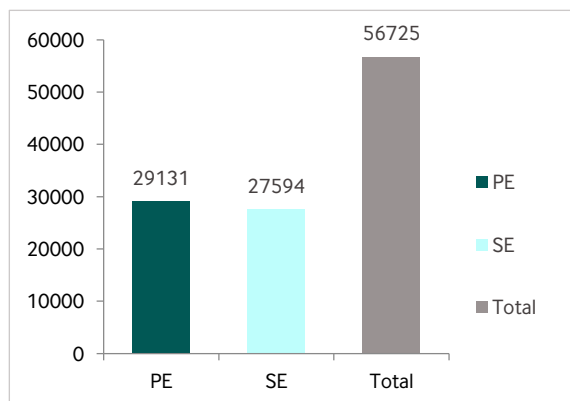


Figure 2a. Number of participating children/young people

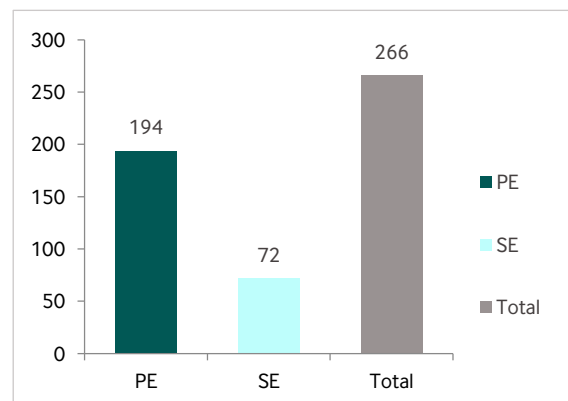


Figure 2b. Number of participating schools

## Amsterdam after-school courses

Between 2012 and school year 2016, a total of 222 primary schools participated in the after-school courses. A total of 517 courses were held for primary education and 8,240 children were reached. In the 2015/2016 school year, 2,025 children were reached through 119 after-school courses (refer to figure 3a).

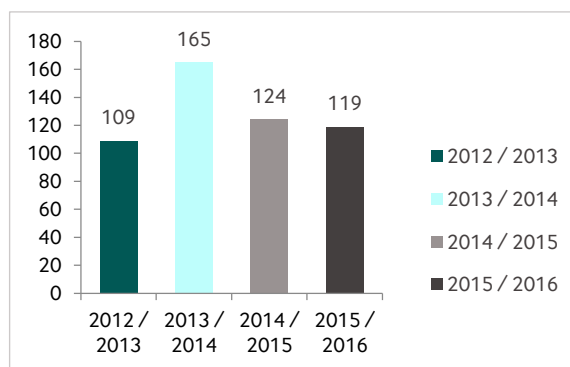


Figure 3a. Number of after-school courses in PE

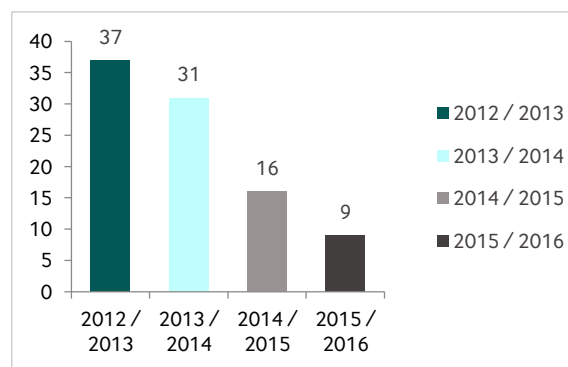


Figure 3b. Number of after-school courses in SE

A total of 93 after-school courses were given in secondary education, with 53 participating schools. 1,435 young people were reached. In the 2015/2016 school year, 150 young people were reached with 9 after-school courses (refer to figure 3b). Between 2012 and 2016, a total of 610 after-school courses was given in Amsterdam, with 275 participating schools/locations and 9,675 children reached<sup>2</sup>.

In addition to the after-school courses of 8 to 12 weeks on average, once-off events were held for primary and secondary education. Between 2012 and 2016, a total of 261 events were held. 223 schools participated and 27,123 children and young people were reached.

<sup>2</sup> The after-school courses are exclusive of the once-off events. Numbers are approximate.



Until the end of 2016 another 143 introductory lessons were given to 2,705 pupils in 33 primary schools. 395 more after-school lessons were held through 33 courses at 33 schools where 515 primary school pupils were reached.



At least three more introductory lessons are scheduled for secondary education for 3 groups of one school. Another 75 young people will be reached. In addition, two after-school courses will be held at two schools with 50 pupils.

## Objectives:

### *Dutch primary schools:*

- 1 In 2016, 21,000 children will be introduced to athletics through the Athletics Movements programme.  
 ✓ The objective is expected to be achieved in late 2016; 17,896 children have been reached and at least 3,000 more are expected to be reached.

### *Amsterdam primary schools:*

- 2 Between 2012 and 2016 an introductory offer including athletics will be available at 80% of primary schools. 26,616 children in 200 schools will be reached.  
 ✓ The objective is expected to be achieved in late 2016; meanwhile 29,131 children on 94 schools have been reached. Another 2,705 pupils at 33 schools are expected to be reached.
- 3 The number of after-school courses is to rise from 81 in 2012 to 120 in 2016. In 2016, 1,823 children will be reached.  
 ✓ The objective has been achieved; 2,025 children have already been reached with 119 after-school courses.

### *Amsterdam secondary education:*

- 4 Between 2012 and 2016 an introductory offer including athletics will be available at 80% of schools. 5,331 young people in 40 schools will be reached.  
 ✓ The objective has been achieved; 27,594 young people have already been reached at 72 schools.
- 5 The number of after-school courses will quadruple from 9 in 2012 to 40 in 2016. In 2016, 594 young people will be reached.  
 ✗ The objective has not been achieved: in the 2015/2016 school year 150 young persons were reached with 9 after-school courses. It is expected that another 50 pupils will be reached with

two more courses. This is not sufficient to achieve the objective: both the number of pupils and the fourfold increase of the number of courses has not been achieved.

## Conclusions and recommendations

- Many children were reached with the School Athletics project, and in addition about 80% of the children interviewed considered the programme to be a positive one. After participating in School Athletics, 41% of the girls indicated that they would like to practise athletics. This percentage was 27% among boys.
- Yet the actual flow from children to athletics clubs proves to be a challenge, which mainly has to do with the relatively large distance between school and the athletics club. In addition, children are more likely to choose athletics if the classes are given by athletics club trainers.
- In order to make the flow to an athletics club a smooth one, it is recommended to have athletics lessons given at schools by trainers from the nearest athletics club. Improved coordination with clubs is required to realise this; discussions with clubs are required about mutual expectations, in addition to concrete agreements about campaigns and the division of tasks.

### 4.2.2 Athletics School Champs

During the European Athletics Championships, within the framework of the Athletics School Champs project primary school pupils were allowed to participate one morning or afternoon at one of the Amsterdam athletics clubs. Activities were held around the Olympic Stadium during the other period and they could attend the European Championships. The children from secondary education attended the European Championships with their school and participated in activities in the Kidszone (Kids' zone) around the stadium.

The Amsterdam Athletics School Championships were held in the build-up to the European Championships (as part of the YOU CAN DO IT campaign) by the municipality of Amsterdam as a pilot for the Athletics School Champs. The LOC was responsible for the organisation of the activities during the European Championships, and SportService Amsterdam took on the organisation at the clubs. The contents of the athletics programme was developed in conjunction with the Athletics Federation and geared to the Athletics Champs youth competition.

## Process description

Following the pilot and the enthusiastic reactions, the objective of the project was increased from 5,000 to 6,000-10,000 children, because the pilot showed that it was possible to hold a double programme at each location. Gradually the organisation of a qualitatively strong programme was opted for that could run smoothly instead of simply achieving the quantitative objective(s). The main reason for this was the logistic relocation of the children from and to the Olympic Stadium, for which 10 coaches were deployed. The streams of traffic around the Olympic Stadium were huge during the European Championships, as a result of

which the location was difficult to reach. In addition, there was space for a limited number of coaches only. A separate bus stop was realised at the Laan der Hesperiden for the Athletics School Champs. According to the municipality of Amsterdam and the LOC, in addition to logistic challenges, the Ramadan and late sending of invitations negatively affected the total number of participants.

A preparation course was added to the Athletics School Champs at a later stage, as a result of which during the European Championships the participating school children learned more about athletics, the Olympics and the Olympic Stadium in their preparation for the school tournament in order to increase the impact. Assignments were developed for year 2/3, 4/5 and year 6/7 of primary school. In addition, a talk package was compiled.

## Project description

Locations:



Sessions:

Wednesday 6 July from 09:00 am - 02:00 pm (start at the athletics club)

Wednesday 6 July from 10:45 am - 03:45 pm (start at the Olympic Stadium)

Thursday 7 July from 08:30 am - 01:30 pm (start at the athletics club)

Thursday 7 July from 10:00 am - 03:00 pm (start at the Olympic Stadium)

Friday 8 July from 09:15 - 02:15 (start at the athletics club)

Children are introduced to the basic skills of athletics. After the warm-up (team relay) the participants could do the next components: sprint, vortex throwing (children's variant of throwing the javelin), medicine ball (children's variant of shot-put) and the long jump. The personal scores of the participants were registered and afterwards the children received a certificate. Official athletics trainers of the Amsterdam athletics clubs and European Athletic Championships volunteers supervised the children. Children attended the European Athletics Championships in the Olympic Stadium and watched the European top athletes in action. In addition, they received fun assignments to do at the stadium.



### *Collaboration with the Johan Cruyff Foundation*

In 2015 the Johan Cruyff Foundation was affiliated with the European Athletics Championships 2016 as a social partner. The foundation describes the objective of the partnership as follows: 'As a social partner, together with the LOC, we focus on introducing as many as possible young people to athletics, which starts at a Schoolplein14. After all, those who start exercising at (the track of) Schoolplein14 have a head start for the future.'

By carrying out video assignments in the build-up to the participation of the Athletics School Champs, three schools could win a Schoolplein 14 (at the value of €8,000,00). Schoolplein14 is an initiative of the Johan Cruyff Foundation, with the objective of challenging and encouraging pupils from primary education to play and practise sports together. According to the Cruyff Foundation many school yards are insufficiently challenging to exercise, and with just a few adaptations school yards can be created where pupils are encouraged more to exercise.



### *Kids' zone(s)*

During the European Championships a kids' zone was designed at the venue grounds near the Olympic Stadium. The kids' zone around the Olympic Stadium was designed in conjunction with the Johan Cruyff Foundation and SPAR (partner of European Athletics), where children were introduced to various athletics components in an accommodating manner.

The municipality of Amsterdam designed another kids' zone at the Museum Square (Museumplein). This was the location of the athletics tour during the European Championships to allow children to be introduced to various athletics components at the Museum Square.

### *G5 battle*

The G5 battle was held within the Athletics School Champs between schools from the five largest municipalities: Amsterdam, The Hague, Utrecht, Rotterdam and Eindhoven. Since 2014 the G5 has collaborated with NOC\*NSF, the Ministry of Health, Welfare and Sports and the NBTC in the 'power of sports events' network organisation. One of the objectives of the partners in this network organisation is to utilise the power of sports events by setting up side events. During the European Championships, all of the cities sent school children from the cities to the European Championships for a G5 battle.

### *Club collaboration*

The school tournaments were held at the athletics tracks of four clubs. After the European Championships, all clubs in Amsterdam were provided with the opportunity to take over the material packages used from the LOC in order to ensure that they can continue to structurally provide the service. Three of the six clubs made use of this.

## Experiences

The participants of the school tournaments were presented with a questionnaire to measure the experiences with the participation to the Athletics School Champs project, which also tested the extent to which children intend to practise athletics after participating. A total of 582 completed the survey: 47% of which were boys and 53% girls. The greater part were in year 5 (17%), year 6 (35%) or year 7 of primary school (21%), with an average age of 10 years.

94% of the children interviewed indicated that they knew what athletics was prior to the Athletics School Champs. The side event has improved knowledge about this: 82% of the children stated that they are now better informed about what athletics entail. The side event has not improved this for the remaining 18%. 5% of the children surveyed practise athletics, 33% would like to and the other 63% indicated not to be interested in athletics<sup>3</sup>. The main reason is that they are already practise another sport (59%), followed by a lack of time (33%)<sup>4</sup> and a dislike in sports (25%) (refer to table 4a on the next page).

A quarter of the children surveyed has attended an athletics event at some time. About two thirds (66%) liked watching an athletics competition a lot<sup>5</sup>, 23% liked it and 10% not so much. 64% was already a member of a sports club; the most common sports practised are football (32%), hockey (14%), dancing (10%) and swimming (9%) (refer to table 4b on the next page).

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<sup>3</sup> These percentages add up to 101% as a result of rounding off.

<sup>4</sup> Stated more often by girls.

<sup>5</sup> Children who would like to practise athletics in particular.

Table 4a. Reasons not to practise athletics

| Reasons not to practise athletics | %   |
|-----------------------------------|-----|
| Practises another sport           | 59% |
| Lack of time                      | 33% |
| Does not like to practise sports  | 25% |
| Is unable to practise athletics   | 13% |
| No friend in the athletics club   | 11% |
| Not allowed by parents            | 5%  |
| Too expensive                     | 4%  |
| Other                             | 9%  |

Table 4b. Most common sports

| Football     | 32% |
|--------------|-----|
| Hockey       | 13% |
| Dancing      | 10% |
| Swimming     | 9%  |
| Gymnastics   | 7%  |
| Judo         | 4%  |
| Horse-riding | 3%  |
| Tennis       | 3%  |
| Athletics    | 3%  |
| Kick boxing  | 3%  |

There is a significant link between membership of a sports club and the desire to practise athletics. 40% of the children who are not members of a sports club wants to practise athletics compared to 28% of the children who are already members of a sports club (refer to table 5). In addition, a few more of the children who are not members of a sports club do not like athletics; 34% in relation to 21% of the children who are members of a club.

Table 5. Would you like to practise athletics?

|                          |     | Wants to practise athletics |                                 |     |
|--------------------------|-----|-----------------------------|---------------------------------|-----|
|                          |     | Yes                         | No, practises athletics already | No  |
| Member of a sports club? | Yes | 28%                         | 6%                              | 66% |
|                          | No  | 40%                         | 2%                              | 58% |
| Total                    |     | 32%                         | 5%                              | 63% |

41% indicated that the Athletics School Champs have caused them to feel like practising sports, 35% for a bit, 13% does not know and only 10% state that they do not feel like practising sports<sup>6</sup>. There seems to be a 90% reliability of a positive connection between being a member of a sports club and the desire to practise sports (Chi2=4.528, p=0.10, n=558). The side event caused 80% of the children who are members of a sports club to feel like practising sports compared to 72% of the children who are not members of a sports club (refer to table 6).

Table 6. Feel like practising sports?

|                          |     | Feel like practising sports? |             |     |
|--------------------------|-----|------------------------------|-------------|-----|
|                          |     | No                           | Do not know | Yes |
| Member of a sports club? | Yes | 9%                           | 11%         | 80% |
|                          | No  | 12%                          | 16%         | 72% |
| Total                    |     | 10%                          | 13%         | 77% |

<sup>6</sup> These percentages add up to 101% as a result of rounding off.



## Valuation

The opinion about the Athletics School Champs is mainly positive. 95% considers it (a lot of) fun, 47% of which a lot of fun and 48% fun. Just 5% of the children were not so into it. There was a difference in the opinion about the side event and being a member of a sports club with 95% reliability: 96% of the children who are members of a sports club consider the programme to be (very) nice compared to 91% of the children who are not members of a sports club (refer to table 7).

Table 7. How much do you like athletics?

|                          |     | How much do you like athletics? |                   |
|--------------------------|-----|---------------------------------|-------------------|
|                          |     | (A lot of) fun                  | Not that much fun |
| Member of a sports club? | Yes | 96%                             | 4%                |
|                          | No  | 91%                             | 9%                |
| Total                    |     | 94%                             | 6%                |

Sprinting is considered the most fun of athletics components, followed by relays and doing the long jump. Shot-putting is relatively least popular (refer to figure 4). Boys like throwing the javelin significantly better, while relay running scores significantly higher with girls. Children who are members of a sports club like sprinting better ( $p=0.10$ ), while children who are not members like shot-putting better ( $p=0.02$ ). The children do not significantly differ from one another in other components.

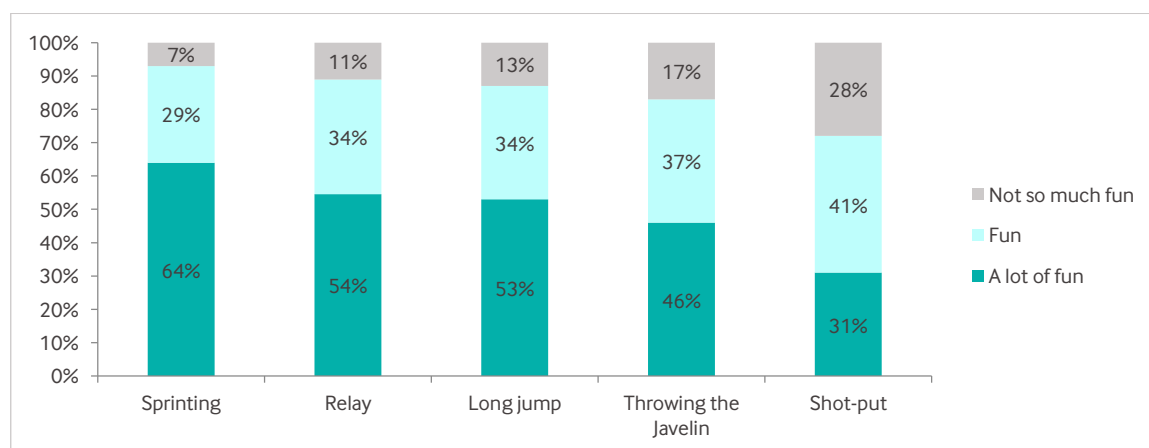


Figure 4. Valuation of the various components.

## Facts

A total of 42 primary schools and 5,305 children participated in the Athletics School Champs during the European Athletics Championships 2016. In addition, 1,963 children from secondary education were reached during the European Championships. 2,901 children participated in the Amsterdam school tournament between 19 April and 9 October 2015. About 52% of the participating schools came from Amsterdam, 23% from Amstelveen, and the remaining 25% from the remainder of The Netherlands (refer to figure 5). The greater part of the schools came with more than one class; three schools even came with over 300 pupils. A total of 5,485 children made use of the curriculum.

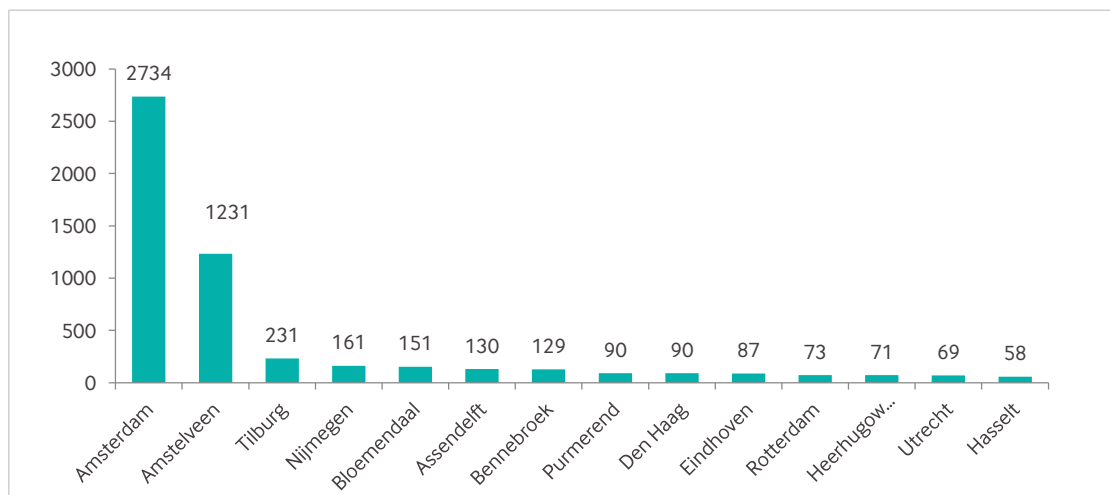


Figure 5. City of the participating schools.

Strikingly the greater part of the schools from Amsterdam who participated in the Athletics School Champs also participated in the School Athletics project. This picture is different for the rest of The Netherlands. Except for four schools in Amstelveen, the schools that participated in the project did not participate in School Athletics. Both the Amsterdam Athletics School Championships and the Athletics School Champs fell under the responsibility of the municipality of Amsterdam. In the rest of The Netherlands, School Athletics (Athletics Movements) fell under the responsibility of the Athletics Federation and Athletics School Champs under that of the LOC. This might be the reason that a less clear link was made between the two projects as regards communication outside of Amsterdam compared to inside of Amsterdam.

### Objectives:

- 🕒 In 2016, 6,000 to 10,000 Dutch primary school pupils will participate in the competition programme focused on an introduction to athletics.
- ✓ The objective has been achieved; 8,206 children from primary education were reached in addition to another 1,936 pupils from secondary education.

### Conclusions and recommendations

- 🕒 The Athletics School Camps and the Amsterdam school tournament reached 8,206 children. Practical impediments included the logistic challenges, the Ramadan and the fact that invitations were sent later than scheduled. Nonetheless, schools came with large groups of children; three schools with as many as over 300 pupils.
- 🕒 95% of the children interviewed evaluated the Athletics School Champs as positive. Children who are members of a sports club in general found the sports and programme more fun than children who are not members.

- ④ A link was found between membership of a sports club and the desire to practise athletics. 40% of the children who were not members of a sports club would like to practise athletics, compared to 28% of the children who are members of a sports club.
- ④ When formulating the objective concerning the reach of the number of children concerning an activity, it is recommended to take logistic capacity, accessibility of a location and possible other competitive events more into account in the future.
- ④ In addition, more thought should be given to the way in which schools are invited and how communication with them takes place. Schools outside of Amsterdam have been insufficiently reached. It is important that coordination in the communication and the various side events are linked as much as possible despite the fact that the responsibility has been divided (within and outside of Amsterdam), or whether there are separate, well-defined side events (School Athletics and Athletics School Champs).
- ④ The preparation course that was set up for the participating schools provided added value.
- ④ The collaboration with the Johan Cruyff Foundation has ensured that an increased number of children were introduced to athletics (without any immediate contribution to an increased number of participants for the school tournaments). The realisation of three Schoolplein 14 projects in The Netherlands contributed to the objective to get more children to exercise.
- ④ The activities the Johan Cruyff Foundation, SPAR and the municipality of Amsterdam provided around the Olympic Stadium and on the Museum Square have contributed to the co-experiencing and co-exercising of attendees during the European Championships.
- ④ The 'power of sports events' network organisation used the realisation of the G5 battle during the European Athletics Championships 2016 as a showcase for further collaboration in the side events theme.
- ④ Making the materials packages available to the participating foundations resulted in the structural deployment of the supply.

### 4.2.3 Club activities

#### *Athletics Champs*

Regional coordinators were appointed for the introduction of Athletic Champs within the framework of the Club activities programme. This is the new form of competition for juniors in the 6-12year age group developed by the Athletics Federation and held by the clubs. The contents of these events are believed to better suit the development and experience of children. Children are active, there are limited waiting times and a competition lasts no longer than three hours. The Athletics Federation believes a logical route is realised by connecting Athletics Movements and Athletics Champs: from athletics at school to athletics at the club. Athletics Movements should take care of recruitment and intake, while Athletics Champs should result in greater retention of juniors in this age group as a result of the improved and child-oriented competition forms.

According to the municipality of Amsterdam, Amsterdam athletics clubs responded positively to the new offer of the Athletics Federation, although according to the municipality the offer was not sufficiently taken up. The municipality also saw a decline in the level of trainers in Amsterdam, and thus in the quality of lessons. The municipality and the Athletics Federation have therefore developed an annual training course with the same basic principles as the original training course of the Athletics Federation but adapted to the Amsterdam situation.

#### *Club ambassadors*

In addition, the objective of the Club activities project was that in 2016 no fewer than 150 club ambassadors were to take care of the local focus on athletics. They were also to ensure that the European Athletics Championships 2016 would be locally embraced. The objective was a more direct communication with the club members through the ambassador, leaving the traditional line of communication from union to clubs through the club secretary. They were appointed mainly in clubs that provide track and field. The club ambassador functioned as the spider in the web with regard to activities focused on the European Championships and was deployed for club activities within the framework of the European Championships, the promotion of the European Championships, attendance to the European Championships, the recruitment of volunteers, etc. In addition to the deployment of club ambassadors, clubs were expected to utilise the attention brought on by the European Athletics Championships 2016 by holding activities of their own.

In the build-up to the European Championships the Athletics Federation held six meetings for club ambassadors to share experiences and find inspiration. These substantive meetings were held during main events, such as the Netherlands Athletics Championships and the national athletics congress. On average about 50 to 60 ambassadors attended per session. Topics included: providing ticket campaigns for clubs, providing volunteers to the European Championships organisation, drawing attention to the school tournament, 'loading' the mascot and using social media around the European Championships. In addition, the organisation of 'Athletics like never before' activities at a local level were discussed with clubs, with pole vaulting at the market square in Rotterdam as good practice.



### *National open day*

On 7 May 2016, the National Open Day for athletics clubs was held; exactly 60 days prior to the start of the European Athletics Championships 2016 in Amsterdam. All of the participating athletics clubs opened their doors and young members were allowed to bring their friends. The objective of this Open Day was the promotion of both the European Athletics Championships in Amsterdam and athletics at a local level. The Athletics Federation supported the clubs in the organisation of the Open Day using schedules and communication materials.

## Experiences

A questionnaire was distributed among club ambassadors in order to find out what clubs did to enthuse members about the European Championships and the extent to which they sufficiently focused the recruitment and retention of members. 41 club ambassadors completed the questionnaire, 5% of whom were from Amsterdam, 10% from the vicinity of Amsterdam and 85% from the rest of The Netherlands.

### *Members*

The club ambassadors deployed various means to inform members of the club and make them enthusiastic about the European Athletics Championships 2016. The most common means were:

- ② Participating in the Club campaign.
- ② Participating in side events.
- ② Attending the European Championships with the club.
- ② Holding European Championships-related activities at the club.
- ② Recruiting/providing volunteers for the European Championships.
- ② Communicating through private means, such as the club magazine, social media, newsletters and the website.
- ② Distributing flyers, posters and other information.

About 46% of the ambassadors succeeded in enthusing members about the 2016 European Athletics Championships. This was not successful in 15% of the cases. The other 39% is neutral or does not know. The following reasons were stated why ambassadors failed to make members enthusiastic: the passive attitude of members, insufficient steering from the committee, school and work commitments, and the relatively large distance to the Olympic Stadium. The reasons why this succeeded in other cases is because a concrete activity was held, such as attending the European Championships or because members functioned as volunteers.

### *Non-members*

The campaigns relating to enthusing non-members also vary. Examples of the most common campaigns include:

- ② Holding an open day.
- ② Participating in the school programme/giving lessons in schools.

- Communicating through private means, such as the club magazine, social media, newsletters and the website.
- Communicating through flyers, posters and local media.

According to the ambassadors about 10% of the clubs succeeded in making non-members enthusiastic about athletics. 44% state that the club failed to do this and the other ambassadors are neutral or do not know. Reasons for this failure were that the club undertook insufficient action, it is difficult to reach potential members and the busy school programme in June and July. Then there were clubs that intended to try and collaborate with other clubs but did not succeed because of a lack of time among colleagues of the other club. In the cases where this did succeed, it could be attributed to recruitment campaigns that yielded new members or a large turnout at the open day.

### Club activities

According to the ambassadors, many clubs focused mainly on promotion/recruitment, offered tickets to the European Athletics Championships, and in relatively many cases held activities for members at the club.

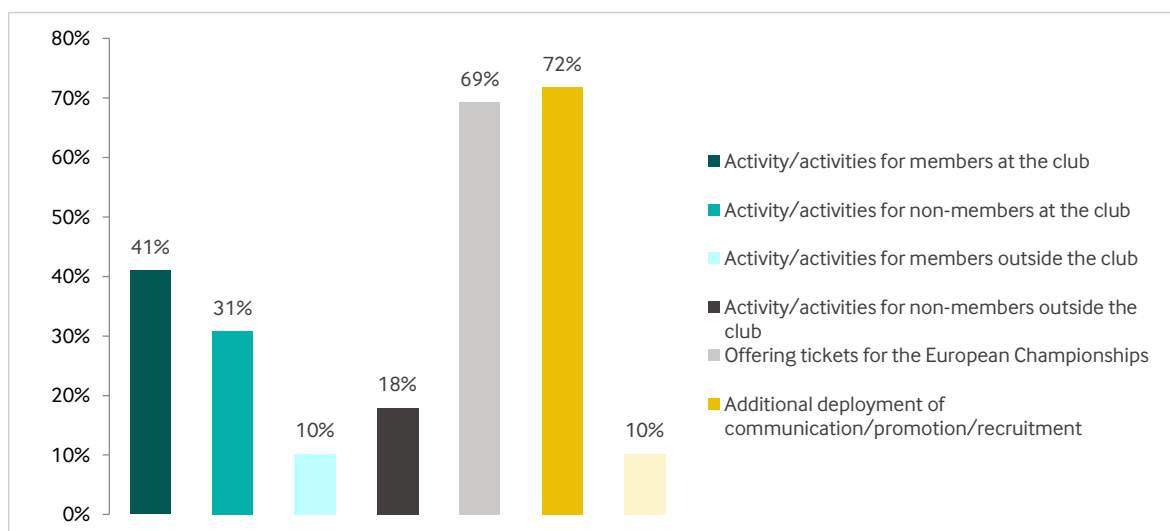


Figure 6. Activities held by clubs.

49% of the ambassadors believe that their athletics club was sufficiently involved in the European Athletics Championships 2016; 28% believe that this was not the case and 23% were neutral. When asked what clubs could do more for a next main sports event in the area of the recruitment and retention of members, the following suggestions were stated:

- Seeking increased publicity outside of the athletics club.
- Involving primary schools to a larger extent.
- Starting recruitment at an earlier stage.
- Watching the European Championships at the club as a group.
- Making more budget available for recruitment.
- Removing the threshold to become a member through discounts or free items.
- The committee needs to have greater focus on the options of an event.



What else can the organisation of an event do? The spread of national competitions and more national attention were stated in addition to communicating with clubs at an earlier stage, the decrease of rules for implementing of side events, the provision of standard communication materials and the personal approach of members through the Athletics Federation.

#### *Member retention and recruitment*

69% of the ambassadors believe that their athletics club is doing enough to retain members. 10% think this is not the case and 21% are neutral. 56% think that the athletics club is doing enough to recruit new members, and 15% think that this is insufficient. 29% are neutral about this.

*What, according to the club ambassadors, do clubs do to retain members?*

- 🕒 Creating a good atmosphere.
- 🕒 Holding activities for volunteers and members and actively involving them.
- 🕒 Providing challenging and versatile training sessions with properly educated trainers.

*What, according to the club ambassadors, do clubs do to facilitate a possible increase in the number of members?*

- 🕒 Recruiting new youth trainers.
- 🕒 Maintaining the quality of trainers.

#### *Effectiveness of the activities*

19% of the club ambassadors believe that the activities of clubs in the build-up, during and after the European Championships have contributed to the increase in the number of members, 35% of the ambassadors believe that these activities have contributed to the retention of the number of members. According to 32% of the ambassadors, the European Championships have contributed to the growth in members and 30% believe that the European Championships have contributed to the retention of the number of members.

## Facts

Meanwhile 141 club ambassadors are active in The Netherlands. In addition, regional coordinators have been appointed in 19 of 24 regions; currently this function is open in five regions and a new coordinator is recruited. Figure 7a shows that between 2012 and 2015 the number of juniors in the 6-12 year age group has increased by 21% (from 15,299 to 18,521). The number of juniors in the 12-18 year age group has also increased; by 11%. In Amsterdam the number of juniors in the 6-12 year age group has increased by 48% to 1,002 members. The number of juniors in the 12-18 year age group has increased by 32% to 813 (refer to figure 7b).

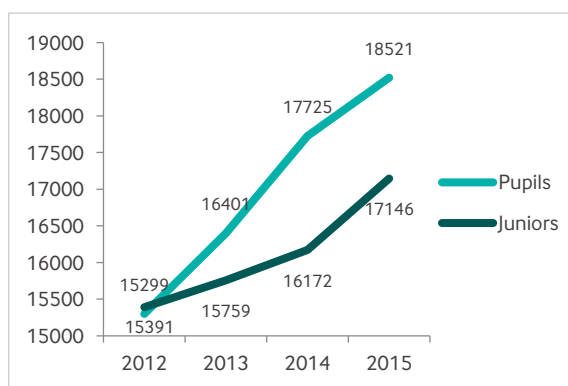


Figure 7a. 2012 – 2015 member numbers (national)

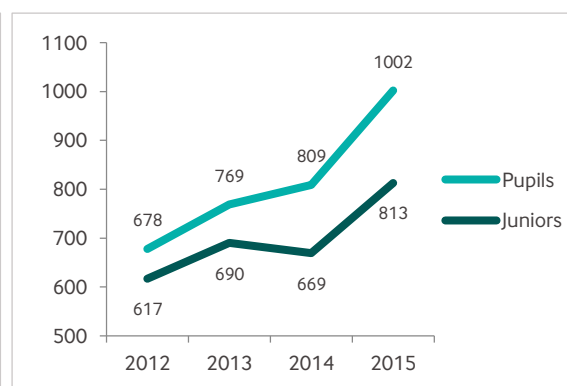


Figure 7b. 2012 – 2015 member numbers (Amsterdam)

During the Verenigingsactie (Club Campaign) in October 2015 most tickets were sold in the province of Noord-Holland (21%), followed by Noord-Brabant (21%) and Zuid-Holland (20%). The least tickets were sold in Overijssel (none), Drenthe (1%) and Zeeland (2%). Most tickets sold were evening and day tickets (refer to figure 8). A total of 62 different clubs ordered tickets.

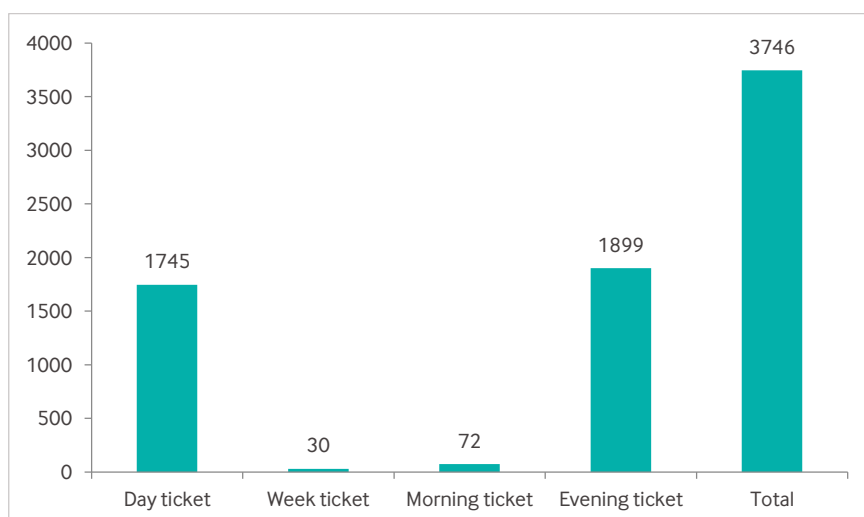




Figure 8. Number of tickets sold during the Club Campaign, divided into type of ticket.

## Objectives:

### Objectives in The Netherlands:






- 🕒 24 regional coordinators will be appointed to locally embed Athletics Champs.
  - ✓ The objective has been achieved; recruitment campaigns were set up in all 24 regions in order to appoint a coordinator. The coordinators have already been appointed in 19 regions and in five regions the function was expected to be filled prior to the end of 2016.
- 🕒 In 2016 no fewer than 150 club ambassadors will contribute to the propagation of 'Athletics like never before' at a local level throughout The Netherlands. They will ensure local attention for athletics.
  - ✓ It is expected that the objective will be achieved by the end of 2016; meanwhile 141 club ambassadors are active and more ambassadors are recruited.

-  Over 50% of the affiliated clubs and running groups will devote attention to and are committed to the European Championships. Club ambassadors contribute to ticket sales; daily, 4,000 to 5,000 tickets are sold to Athletics Federation members.
-  The objective was not measured. A total of 126,434 tickets were sold for the European Championships, but the number of tickets sold to Athletics Federation members was not registered. A total of 3,746 tickets were sold during the club campaigns prior to the start of the ticket sales. In addition, thousands of other Athletics Federation members came to the European Championships separately. These attendances were not registered because people were not asked whether they were a member of an athletics club when buying a ticket.

#### *Objectives in Amsterdam:*

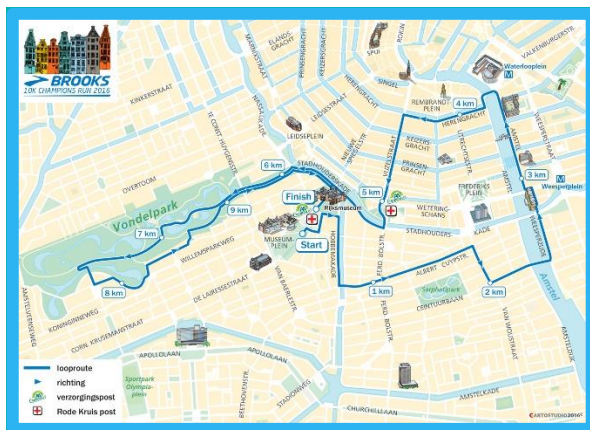
-  As from 2012, the number of youth and young members of Amsterdam clubs will annually increase by 5% through school programmes, intake activities at clubs and neighbourhood/district events. In 2016 the number of members of Amsterdam athletics clubs will increase to 835 juniors in the 6-12 year age group and 779 juniors in the 12-18 year age group.
-  The objective has been achieved. The number of juniors in the 6-12 year age group has increased to 1,002 members and the number of juniors in the 12-18 year age group to 813 members.

## Conclusions and recommendations

-  Meanwhile 141 club ambassadors are active in The Netherlands. In addition, regional coordinators have been appointed in 19 of 24 regions; the function is open in five regions and a new coordinator is currently being recruited.
-  There are substantial differences between clubs with respect to engagement in the European Championships, the efforts to recruit members and the efforts made to retain members. 49% of the ambassadors believe that their athletics club was sufficiently involved in the European Athletics Championships 2016; 46% of the ambassadors succeeded in making members enthusiastic about the European Championships. According to the ambassadors, 10% of the athletics clubs succeeded in making non-members enthusiastic about athletics.
-  Between 2012 and 2015 the number of juniors in the 6-12 year age group has increased by 21% to 18,521 members. The number of juniors in the 12-18 year age group has also increased; by 11%. In Amsterdam the number of juniors in the 6-12 year age group has increased by 48% to 1,002 members and the number of juniors in the 12-18 year age group by 32% to 813.
-  Clubs could show greater recognition to the options a main sports event presents. The Athletics Federation and municipalities could provide clubs with better support in organising activities by supplying standard (communications) packages, facilitating contacts with schools and holding meetings with clubs at an earlier stage and make clear agreements.
-  The Athletics Federations made a good start by supporting the recruitment of trainers and volunteers. It is advisable to continue this support in the future.

#### 4.2.4 Brooks 10K Champions Run

The Brooks 10K Champions Run, a 10-kilometre run for recreational and company runners, was held as part of the European Athletics Championships 2016. It took place immediately following the official half-marathon (and on the same course) as part of the European Athletics Championships 2016. After the start on the Museum Square the participants ran across the canals, through the Vondelpark and via the Albert Cuyp market. The run also took in well-known Amsterdam venues, such as the Hermitage, the Royal Concertgebouw and the National Gallery. Everyone could register for the run: both inexperienced and advanced runners and running groups and company teams.



The number of registrations for the run was disappointing. The objective was set at 20,000 participants, but the organisation struggled to get 14,000 actual participants. Ultimately 14,031 people registered for the run, 12,279 runners actually started and 12,017 finished. The LOC indicated various possible reasons for this disappointing number of participants, one of these being the price to participate being too high (€29.50). A second reason was that the communication towards the general public started too late, and many people already had their running calendar set when the LOC started communication. Finally the special fact that the European Championship course traversed Amsterdam received too little emphasis.

In addition to the Brooks 10K Champions Run, in preparation for this distance a 12-week preparatory programme was rolled out for intermediate and advanced runners, and an 18-week programme for (absolute) beginners. The entries for this (95) were also disappointing. Sometime during the programme course, the LOC chose to provide the preparatory courses through running shops instead of the Athletics Federation. In addition to a disappointing number of participants, the organisation considers it a pity that these shops no longer provided activities after the preparatory course and the run. No collaboration with clubs was established, for instance by providing participant e-mail addresses, as a result of which there was no subsequent provision for a potentially important target group of athletics clubs, while the period following the European Championships is extremely important for the social spin-off in the long term.

## Experiences

A digital questionnaire was distributed among the Brooks 10K Champions Run participants in order to obtain insight into their experiences, preparation and any practise of sports during the period following the run. A total of 3,393 respondents completed the questionnaire fully or in part. 52% of them were male and 48 % female, with an average age of 43 years, varying from 16 – 76 years. One fifth of the respondents attended the European Athletics Championships (with an average of 1.6 days), 70% of whom for 1 day, 17% for 2 days and 7% for as many as 5 days. 99% of the participating respondents finished the run. 1% was unable to finish because of the heat and injuries. 11% participated in the Business run, 34% of whom through the municipality of Amsterdam.

### *The motivation to participate*

The main reason for participating in the Brooks 10K Champions Run was the route through Amsterdam city centre and the ambiance around the run. Less important were the course of the official European Half-Marathon Championships, running a good time, the fun of running in a group and the fact that the run was held within the framework of the European Athletics Championships 2016 (refer to figure 9).

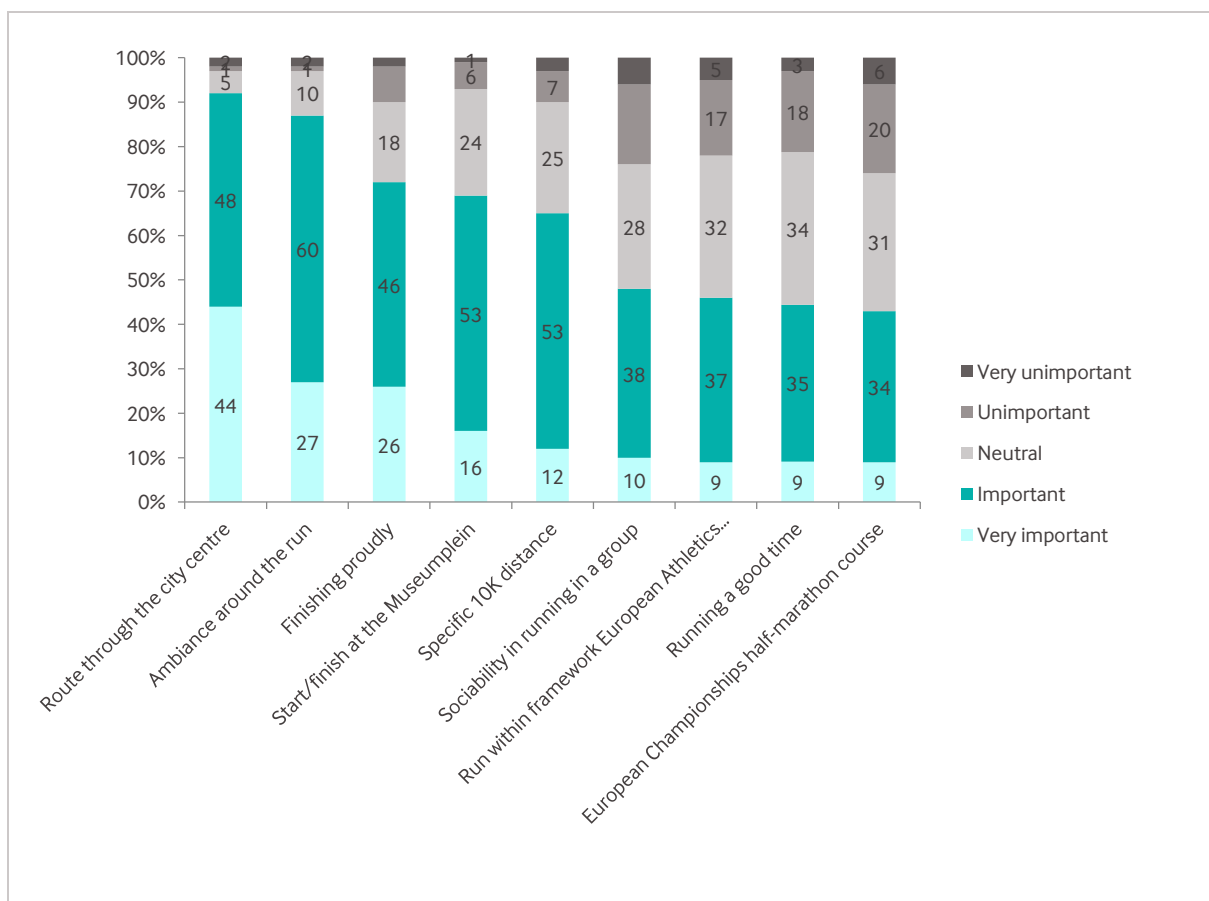


Figure 9. The motivation to participate in the Brooks 10K Champions Run

### Satisfaction about the run

95% considered the Brooks 10K Champions Run to be (a lot of) fun. The participants were most satisfied with the course through Amsterdam city centre, the specific distance of 10 kilometres and the atmosphere around the run. They were least satisfied with the sociability in running in a group and running a good time (refer to figure 10).

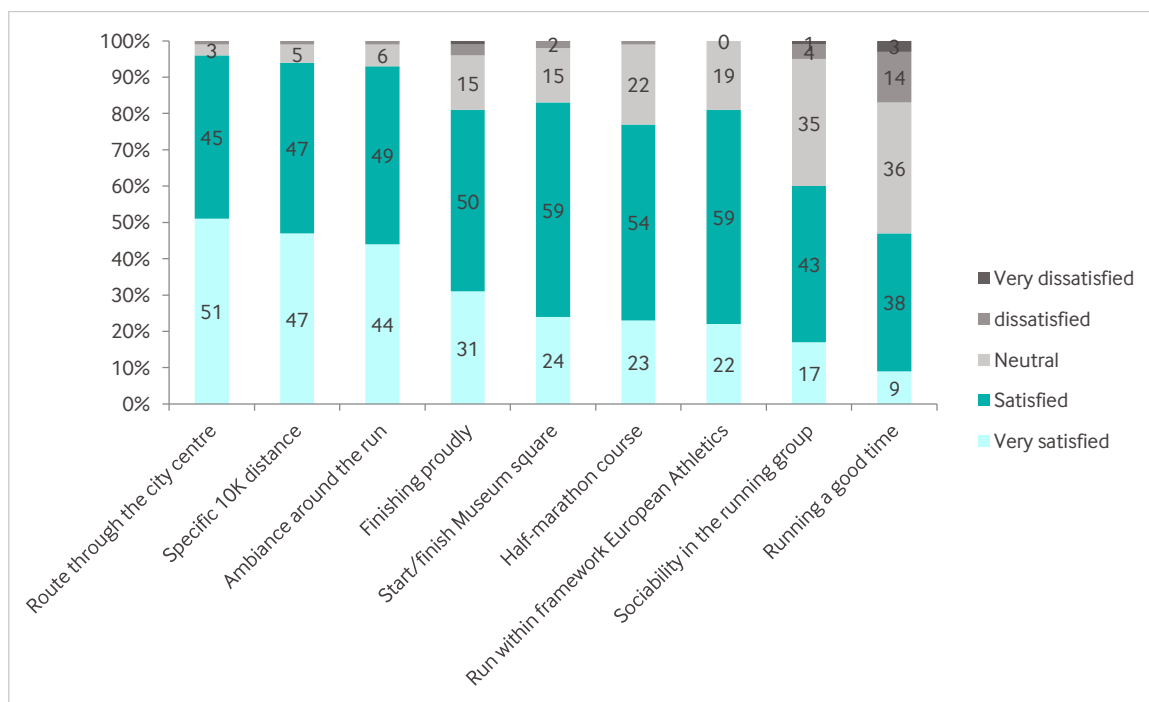


Figure 10. Satisfaction about participating in the Brooks 10K Champions Run

The participants were most satisfied with the aspects that were most important in their motivation to participate: the route through Amsterdam city centre, the specific 10-kilometre distance and the ambiance surrounding the run. They were least satisfied with the less important aspects: the sociability involved in running in a group and running a good time (refer to figure 11).

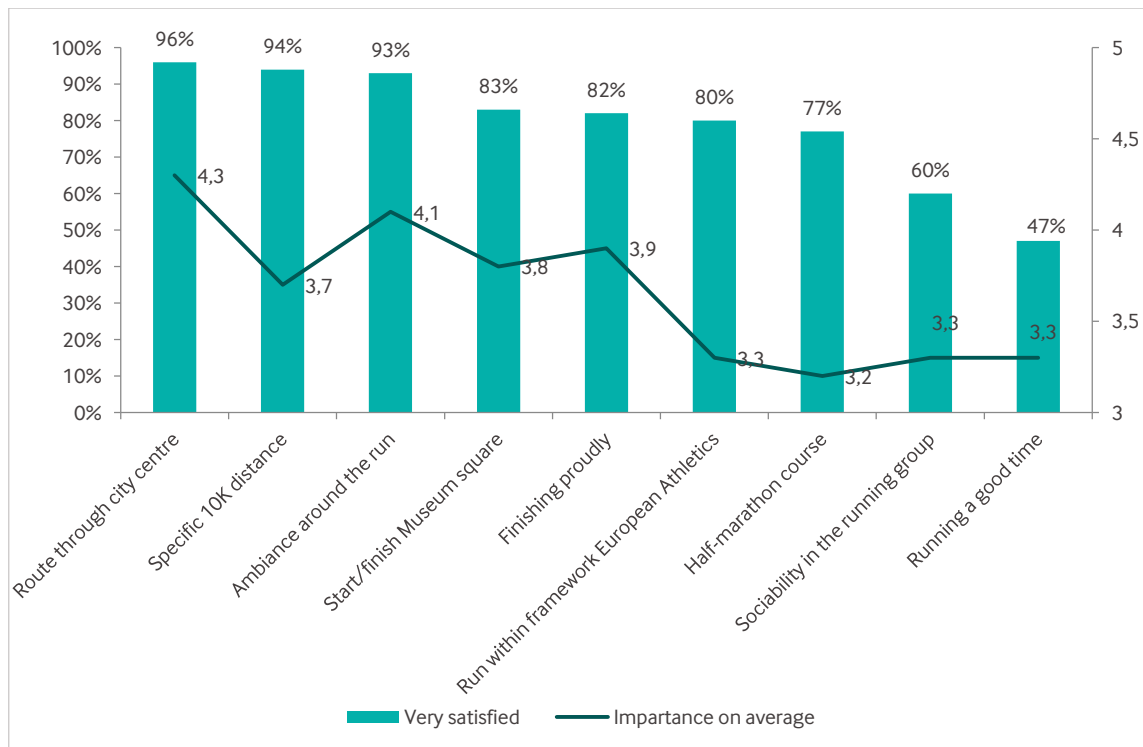


Figure 11. Motivation and satisfaction with participation

#### *Preparation for the Brooks 10K Champions Run*

Before participants started training, a quarter of the participants (26%) ran 5 to 10 km a week and one third 10 to 20 km a week. 40% of the respondents increased their training volume in their preparation for the Brooks 10K Champions Run in relation to the period before. The rest of the runners (59%) kept their weekly number of kilometres steady.

62% of the participants did not take a separate training period for the Brooks 10K Champions Run (they train throughout the year), 14% trained 1 to 5 weeks and 11% trained hardly or not at all. Most participants trained individually (40%), did not specifically prepare themselves (19%), run in a group at an athletics club/running group (13%) or in a group with friends (8%).

#### *Experience with the preparatory programme*

1% of the respondents prepared through a preparatory programme Run to the Start (company sports programme); 94% were satisfied to very satisfied with this. According to the participants the preparatory programme mainly ensured variation in running, sufficient breaks and structure in the preparation. This programme was less adapted to the level of participants and less focused at technically improved or faster running.

#### *After the Brooks 10K Champions Run*

60% of the participants intends to keep running the same number of kilometres after the Brooks 10K Champions Run; one third of them intend to increase their distance. 43% intends/are sure to practise sports more, 19% do not know and 39% do not intend to practise sports more<sup>7</sup>.



One third of the participants is a member of an athletics club/running group. The remaining 11% will surely/probably become a member of an athletics club/running group, 27% does not know and 63% probably not<sup>7</sup>.

## Facts



14,031 participants in  
the run



95 participants in the  
preparatory programme

## Objectives:

- 🕒 In 2016, 1,000 runners will participate in the Run to the Start preparatory programme at 30 locations throughout The Netherlands and 1,500 runners will participate through their corporate sports programme.
  - ✗ The objective has not been achieved; a total of 95 runners participated in the preparatory programme.
- 🕒 15% of the participants of the preparatory programme will move on to clubs or running clubs.
  - ❓ Not measured.
- 🕒 50% of the participants of the recreational run will attend the European Championships for at least one day.
  - ✗ The objective has not been achieved; one fifth of the runners who completed the survey about the run attended the European Athletics Championships.

## Conclusions and recommendations

- 🕒 The number of registrations for Brooks 10K Champions Run was disappointing: 14,031 runners registered for the run, 12,279 runners started and 12,017 finished. Possible causes include that participation was too expensive, that communication set in too late and that the fact that the course went straight across Amsterdam was insufficiently emphasised. The latter cause may be of importance, because studies show that the main motivation for participation in the run was the fact that the route traversed Amsterdam city centre. In addition, the number of entries for the preparatory programme of the run (95) was disappointing.
- 🕒 95% considered the Brooks 10K Champions Run to be (a lot of) fun. In addition, 94% of the participants of the preparatory programme were satisfied to very satisfied about it. One third of the participants of the run is a member of an athletics club or running group. 11% of the other group will

<sup>7</sup> These percentages add up to 101% as a result of rounding off.

surely/probably become a member of an athletics club/running group, 27% does not know and 63% probably not. These figures show that some of the participants to the run comprise a potential target group for athletics clubs.

- ③ The Athletics Federation did not ultimately play a role in preparing the participants to the Brooks 10K run through their existing run-to-the-start programme. The European Athletics Championships decided to carry out the courses in conjunction with BROOKS. Because the project was organised by a commercial party and no clear agreements were made beforehand concerning the registration of participants, the Athletics Federation and the municipality of Amsterdam does not have information about his group. As a result, no focused continuation can be given to the project; a lost opportunity.
- ③ The use of existing programmes and networks of the sports association involved is recommended for a next event. It is likely that this would have resulted in more participation in the preparatory programmes. This means that this type of project is preferably carried out by the sports association or a municipality, or that better agreements are made beforehand with commercial parties concerning the exchange of participant information and the organisation of subsequent campaigns.

#### 4.2.5 Knowledge-sharing

Various projects were realised prior to and during the European Athletics Championships 2016 in order to increase knowledge-sharing. These projects were related to:

- ③ Refresher courses for technical sports trainers and specialist teachers;
- ③ Congresses and seminars;
- ③ Young Leaders Forum.

##### *Refresher courses for technical sports trainers and specialist teachers*

Trainers and specialist teachers are required to properly introduce children to athletics in schools and at clubs. The municipality of Amsterdam provides refresher courses for teachers and ROC (Regional Education Centre) students are provided with the opportunity to follow an athletics trainer course. In addition, the 'Hoe werf je jeugdtrainers?' (How to recruit youth trainers) tool kit was developed.

Athletics clubs are regularly confronted with a lack of trainers, youth trainers in particular. In the past, clubs had more demand for support in training trainers, but in recent years the demand has increasingly shifted to the recruitment of suitable (youth) trainers. Clubs proved insufficiently capable of making more people enthusiastic about becoming a youth trainer. The Athletics Federation has developed the 'tool kit' to better support clubs in recruiting youth trainers. This tool kit consists of communication and campaign tools that are to help clubs recruit new trainers.

In addition, the Athletics Federation requires athletics club trainers and managers and physical education teachers to take refresher courses. In the build-up to the European Athletics Championships, the physical education teachers of the five largest municipalities in The Netherlands received Athletics Movements and Athletics Champs training courses. Between 2012-2016 three teacher training courses were held in Amsterdam for physical education specialist teachers in primary and secondary education. In addition,

agreements were made with the two largest sports education intermediate vocational training institutions in Amsterdam concerning the supervision and training of ROC students to become athletic teachers.

### *Congresses and seminars*

Various knowledge-sharing meetings were held prior to and during the European Championships, most of which took place at the VU University Amsterdam. During the European Athletics Championships, 29 seminars and congresses were held at the VU. The themes that were discussed varied greatly, from meetings for volunteers and refresher courses for trainers to meetings about sports for people with a disability.

- 🕒 During the build-up to the European Championships the Athletics Federation had the various effects of practising sports studied, such as for youth and in running. A congress about these topics was held during the European Championships.
- 🕒 During the build-up to the European Athletics Championships, the Amsterdam Institute of Sport Science (AISS) and the VU University Amsterdam held five scientific public lectures. During this series of lectures various and current themes were discussed.

Below is an overview of the congresses and seminars that took place during the European Championships.

| Date      | Title                                   | Number of participants | Organiser                          |
|-----------|---|------------------------|------------------------------------|
| 3-4 July  | Medical congress                        | 70                     | European Athletics                 |
| 5 July    | Technical Meeting                       | 150                    | LOC                                |
| 6-10 July | Young Leaders Forum                     | 80                     | European Athletics & LOC           |
| 6 July    | Teacher/trainer refresher course        | 100                    | Athletics Federation               |
| 7 July    | Sports events effects congress          | 160                    | Athletics Federation               |
| 7 July    | NOC*NSF connecting through sports)      | 140                    | NOC*NSF                            |
| 7 July    | Cluster 50+ meeting                     | 20                     | Athletics Federation               |
| 7 July    | Antea Polytan                           | 60                     | Polytan                            |
| 8 July    | Spin-off top-class sports events        | 120                    | NOC*NSF                            |
| 8 July    | Partners/sponsor meeting                | 35                     | Athletics Federation               |
| 8 July    | Trainer and teacher meeting             | 25                     | Athletics Federation               |
| 8 July    | Yakult Start to Run meeting             | 125                    | Athletics Federation               |
| 8 July    | Running sports consultation             | 20                     | Athletics Federation               |
| 8 July    | Congress for running events             | 65                     | Athletics Federation               |
| 8 July    | JOGG                                    | 120                    | Young people with a healthy weight |
| 9 July    | Paralympic seminar                      | 50                     | Athletics Federation               |
| 9 July    | OIM Orthopaedics                        | 75                     | OIM                                |
| 10 July   | Course measurers – Athletics Federation | 20                     | Athletics Federation               |

### *Young Leaders Forum*

A third initiative was the organisation of the Young Leaders Forum which focuses on young people from the 50 participating European countries who are willing to voluntarily contribute to the promotion of sports and a healthy lifestyle in society. The European Athletic Association has a Young Leaders Community, a platform for active young people who are interested in developing their skills relating to work and life skills and who are willing to provide services to the community. Every two years the community focuses on the UNESCO Young Leaders Forum which is held during the European Athletics Championships and 62 young people of which are invited by the participating associations.

During the European Championships the Young Leaders followed a five-day programme with various central themes, such as leadership, communication and project management. Inspiring speakers were invited, among whom was Sir Sebastian Coe (Chairman of the IAAF).



The organisation is generally satisfied with the number of entries for the various meetings. The national meeting for gym teachers prior to the European Championships proved to be the main challenge, which was caused on the one hand by the fact that the Athletics Federation had no direct contact with the gym teachers; instead, reaching these people went through third parties. In addition, the willingness among gym teachers to come to Amsterdam on a free Wednesday afternoon was limited.

### **Facts**

Between 2012 and 2016 over 300 trainers were trained to be (child-oriented) youth athletics trainers. These training courses took place at over 20 locations (with an average of 15 participants). In addition to this 'complete course', refresher courses were held for people who already were a trainer. Between 2012 and 2016 child-oriented approach was taught to circa 500 trainers through 36 refresher courses.

A total of 325 physical education teachers attended a 'child-oriented athletics' refresher or training course. The local training courses drew about 220 participants (100 in Amsterdam, 30 in Rotterdam, 30 in The Hague, 30 in Utrecht, 30 in Eindhoven) and the national training course combined with a visit to the Olympic Stadium drew 105 participants.

The number of participants per meeting is indicated below. The average valuation is provided where available:



*Child-oriented  
athletics national  
training*  
105 participants



*Youth and exercising  
congress*  
93 participants  
Graded with a 7.0



*Congress on effects of  
exercising on psyche*  
67 participants  
Graded with an 8.1



*Disability sports  
congress*  
50 participants



*Young Leaders Forum*  
62 athletes from 46  
countries

## Objectives:

- 🕒 In 2016 no less than 500 physical education teachers will be trained as child-oriented youth athletics trainers.
  - ✓ The objective has been achieved: over 300 trainers were trained to be (child-oriented) youth trainers and child-oriented approach was taught to circa 500 trainers.
- 🕒 Three intermediate vocational education/Higher Professional Education sports courses make structural use of the Athletics lesson folder.
  - ? Not measured. The impression is that the lesson folder was received well and is used in education, however no firm agreements have been made with educational establishments concerning the structural use of the lesson folder.
- 🕒 Every year 200 additional youth trainers will be trained through educational establishments.
  - ✓ The objective has been achieved; a total of 325 physical education teachers took a 'child-oriented athletics' training course.
- 🕒 A successful set-up (participants are satisfied and indicate that they have acquired new knowledge) of various congresses and the Young Leaders Forum.
  - ✓ The objective has been achieved: the congresses that have been evaluated were graded with a 7.0 or higher.

## Conclusions and recommendations

- 🕒 From 2012-2016 over 300 trainers were trained to be (child-oriented) youth athletics trainers. Between 2012 and 2016 child-oriented approach was taught to circa 500 trainers through 36 refresher courses. A total of 325 physical education teachers attended a 'child-oriented athletics' training course.
- 🕒 A good start was made with training trainers and teachers and this line must be continued over the next years. In addition, it is recommended to continue monitoring and, if required, steering the quality of the training courses and the extent to which clubs succeed in recruiting and retaining high-quality trainers.

### 4.2.6 International Para Athletics Challenge

Various Paralympic athletics components were integrated in the European Championships competition programme to promote and advance the integration of sports for people with a disability at a European

level. Dutch celebrity athletes competed against other European athletes and in addition clubs collaborated within the framework of popular sports in order to realise a broad variety for these groups in Amsterdam whenever there is a demand for this. This was realised by increasing the accessibility of the activities and events for these target groups and through the support of Sportservice in setting up a provision for this target group, for which special attention was devoted to the training of sufficiently qualified trainers to train this target group.

The organisation believes that integrating disability sports in the regular sports programme is in keeping with the motto of 'Athletics like never before'. A total of eight IPAC components were included in the programme: one took place at the Museum Square and the other seven in the Olympic Stadium. In addition, on 10 July a mini European Athletics Championship for children with a disability took place in the Olympic Stadium. For this mini European Championship the children received blades measured by the OIM to allow them to compete in a proper manner.

Relating to the IPAC, the municipality of Amsterdam also focused on popular sports. The visibility of the IPAC components during the European Championships ensured awareness, but the municipality also wanted the target group to be able to practise at an athletics club after the European Championships. The municipality played a mediating role in this, the main question being: 'What is the need?' to prevent too high a degree of supply-driven work. The municipality of Amsterdam would have liked more IPAC components included in the side events, such as a run for disabled people. They believe that currently the IPAC is too strongly linked to the main event and does too little to encourage the target groups that are not yet practising sports through the popular sports programme.



## Facts

### *PAC activities during the European Athletics Championships 2016:*

- 6 July** Museum Square
- Men's discus throwing
- 9 July** Olympic Stadium
- Women's 100 metres – T34 (lower limb spasticity)
  - Men's 100 metres – T34 (lower limb spasticity)
  - The long jump for men - T20, T42/T44 (T20: athletes with an intellectual disability. T42: (double or single) above knee amputation. T44: below knee amputation.)
  - Men's 800 metres – T54 (paralysis of both sides of the lower part of the body, with normal trunk function)
  - Men's 100 metres – T37 (hemiplegia)
  - Women's 1,500 metres – T53, T54 (T53: paralysis of both sides of the lower part of the body, with no or limited trunk function. T54: paralysis of both sides of the lower part of the body, with normal trunk function)
  - Women's 200 metres – T43/44 (amputation of the lower leg)

### *Amsterdam popular sports:*

In Amsterdam the following supply has meanwhile been realised for people with a disability:

- A athletics at ATOS: athletics for people with an intellectual and sometimes locomotor disability.
- G athletics at Phanos: athletics for children with great learning difficulties.
- Koplopers at Phanos: a running group for people with a psychiatric background.
- Prosthesis group Phanos: a (running) training for people wearing a prosthesis (or other aid).
- Running Blind: running and hiking groups for people with a visual impairment.
- Only Friends: sports, including athletics, for children and young people with a physical or intellectual disability or a chronic disease.

## Objectives:

Netherlands objective:

- The event focuses on the advancement of disability sports on a European level through the integration of various IPAC components in the competition programme.
- ✓ The objective has been achieved; the integration of the IPAC components in the regular competition programme was realised, thus increasing the visibility of IPAC components.

Amsterdam objective:

- In 2016 the provision of athletics by Amsterdam athletics clubs for people with a disability will double in relation to 2012 (2 groups).
- ✓ The objective has been achieved; meanwhile athletics clubs in Amsterdam have realised six different projects for people with a disability.

## Conclusions and recommendations

- ③ The visibility of disability sports has increased by the integration of the Paralympic athletics components in the European Athletics Championships, and thus progress has been made in integration.
- ③ The municipality of Amsterdam has succeeded in more than doubling the number of facilities for people with a disability at Amsterdam athletic clubs.
- ③ It is recommended for subsequent sports events that the integration of the IPAC components do not solely focus on the event itself, but instead on popular sports as well, such as the organisation of a run for people with a disability.
- ③ In addition, the Athletics Federation and the municipality of Amsterdam might join forces to encourage other municipalities and athletics clubs to put in more effort for disability sports to ensure that the number of places where people with a disability can practise sports will increase over the next years.

### 4.2.7 Daily Runs

During the European Athletics Championships various runs were staged for various target groups.

- 6  
July

Kids' run

During the European Championships the Olympia Square (Olympiaplein) was transformed into a mini European Championships for children. Participation was open to children aged 4 through 12 years. The course around the Olympia Square was about 800 metres; a 200-metre run was held for the youngest children while their parents could run along with their children.
- 9  
July

Walking Amsterdam

Three 15-kilometre routes were covered through Amsterdam that came together in the Vondelpark and from where all routes followed the same way to the Olympic Stadium.
- 10  
July

Brooks 10K Champions Run

15,000 runners could participate in the 10-kilometre run through Amsterdam centre. A student run and business run are linked to the Brooks 10K Run.

#### *Johan Cruyff Foundation*

Through their registration for the Brooks 10K Champions Run participants have supported the Johan Cruyff Foundation – social partner of the European Athletics Championships 2016. The Cruyff Foundation gets youth to exercise, and children improve their health through sports and games, learn how to get along with



one another and develop themselves. Every week the Cruyff Foundation spurs over 100,000 children worldwide into action through 200 Cruyff Courts, over 200 primary schools with a Schoolplein<sup>14</sup> and through the support of sports projects and activities for children with a disability.

### *Le Champion*

The execution of the Daily Runs project fell under the responsibility of Le Champion because this market party has ample experience with this. Le Champion was to stage various runs, in conjunction with other partners if desired. Brooks, for instance, adopted the Brooks 10K Champions Run as a name giver. The idea was for a run to be held every day for a different target group.

The recruiting of participants for the Brooks 10K Champions Run was difficult and much attention was devoted to this, as a result of which the organisation of the other runs receded into the background. The organisation made a conscious choice in this. It was decided shortly prior to the European Championships to stage a walking event, a kids run and student run.

### Facts



### Objectives:

- 🕒 The various runs are to ensure participation in and visits to the European Championships and to interest more people in running sports.
- ❓ The objective has not been quantified or measured. In addition, the objective was to hold a run every day, but this did not succeed.

### Conclusions and recommendations

- 🕒 The idea was for a run to take place every day, but because no clear agreements were made about the runs that were to take place, the organisation remained too voluntary. Because of the disappointing results of the Brooks 10K, other runs rapidly disappeared into the background.
- 🕒 It is recommended to start looking more actively for the right parties to organise the run at an early stage. Make sure that non-committal attitudes are constrained as the main event draws nearer, because chances are that time is spent on other things.
- 🕒 In addition, make sure that measurable objectives are formulated and that a clearly executable activity is linked to this objective. 'How do we make sure that participants of the run will be more interested in running?' And: 'Which subsequent campaigns can be linked to this?'

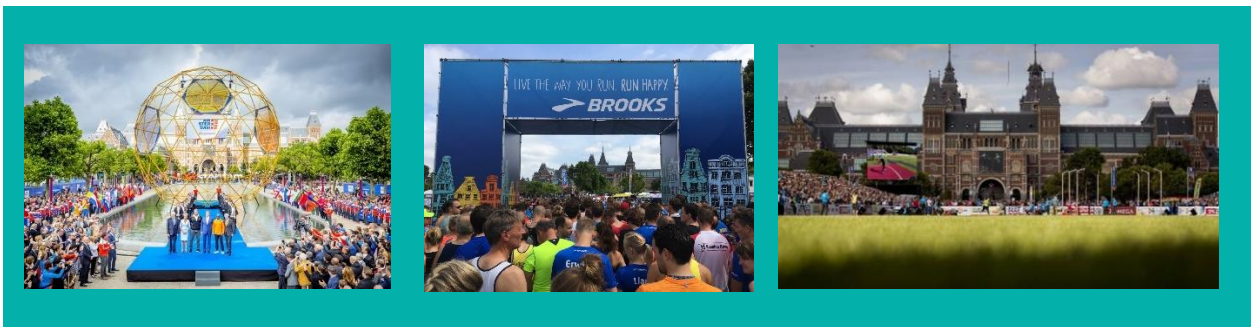
- It is recommended to ensure sufficient personnel capacity for communication in relation to the side events, in particular for projects where the recruitment of participants is of essential importance for success.

#### 4.2.8 Museum Square

On 5 July the official opening of the European Athletics Championships 2016 took place at the Museum Square in the presence of His Royal Highness King Willem-Alexander and the Minister of Health, Welfare and Sports. The opening press conference was held in the Stedelijk Museum prior to the opening.

During the first two days of the European Athletics Championships 2016 (6 and 7 July) the qualifying competitions for men and women for throwing the javelin and discus-throwing were held at the Museum Square. The fact that components were held at the Museum Square ensured that athletics was introduced to those who are less likely to come to the Stadium. The event at the Museum Square was made as accessible as possible so everyone could come and watch. The video screens in the Olympic Stadium and on the Museum Square were linked, allowing a connection between both competition venues. On Sunday 10 July the Museum Square was the backdrop of the start and the finish of the European Championships half-marathon and the Brooks 10K Champions Run.

In addition to the various activities around the Olympic Stadium, various clinics took place at the Museum Square and children were introduced to athletics. As regards the project plan, the Museum Square project was further expanded by linking the runs to the square and providing the YOU CAN DO IT campaign room at the square with the YOU CAN DO IT bus.



## Facts

- 5**  
July Opening of the European Athletics Championships 2016  
300 guests, 1,000 visitors
- 6**  
July Throwing the javelin and discus-throwing qualifications (including IPAC components).
- 7**  
July Throwing the javelin and discus-throwing qualifications (including IPAC components).
- 10**  
July European Championships half-marathon, followed by the Brooks 10K Champions Run.

## Objectives:

- 🕒 To introduce people who are not very likely to come to the stadium to athletics and enthuse them.
  - ? The objective has not been quantified. During the European Championships a total of 12,100 visitors came to the Museum Square to watch the activities.

## Conclusions and recommendations

- 🕒 Sixty percent of the visitors to the event visited the Olympic Stadium only; seventeen percent visited the Museum Square only and almost one quarter visited both locations. Sixteen percent of the visitors went to both locations on one day, mainly on Thursday.
- 🕒 The activities at the Museum Square have contributed to the visibility of athletics. It may be assumed that the activities held at the Museum Square resulted in that people who are not very likely to come to the stadium came into contact with the sport. It has not been measured whether visitors to the Museum Square have actually become enthusiastic about athletics.
- 🕒 The activities held at the Museum Square have raised public awareness of the European Athletics Championships and have contributed to the promotion of the city of Amsterdam as an event venue.
- 🕒 It is recommended to encourage clubs to be present at the activities whenever a similar event is held in the future, because these events allow clubs to show what they have to offer in an accessible manner.
- 🕒 In addition, clubs, the Athletics Federation and the municipality could join forces to stage an annual athletics event which is accessible for all target groups.

## 4.3 Athletics Sports Promotion Programme

The Athletics Sports Promotion Programme started in Amsterdam on 1 September 2013 and shall end on 31 July 2017, with the mission to enthuse all Amsterdam residents about athletics in the build-up to, during

and after the European Athletic Championships 2016. In order to achieve the objectives and results of this municipal programme, 17 projects have been realised to introduce Amsterdam residents to athletics in various areas and domains and to encourage them to actively join in athletics activities to incite more of them to practise athletics on a structural basis. Many of these activities and projects could be recognised through the expressions of the YOU CAN DO IT campaign, one of the components of the municipal programme.

Six of eight projects from the European Athletics Championships 2016 project plan were geared to the Athletics Sports Promotion Programme of the municipality of Amsterdam and were (in part) held together. The organisation of school athletics in Amsterdam came entirely under the responsibility of the municipality of Amsterdam, the Athletics School Champs were staged jointly and the knowledge-sharing, club activities, IPC events and Museum Square also involved collaboration with a contribution from the Athletics Sports Promotion Programme.

Following are some of the other projects of the municipality of Amsterdam, including the results:

### YOU CAN DO IT Athletics Tour

Everyone – whether young or old and whether wearing gym shoes or pumps – was welcome to try athletics in a fun and accessible way with the YOU CAN DO IT Athletics Tour. From March 2016 until the European Athletics Championships a special YOU CAN DO IT promotion bus was on tour through Amsterdam, featuring a pop-up athletics track. Both the European Championships and athletics were promoted.

- 🕒 Components: shot-putting, high-jumping, throwing the javelin, sprinting and hurdling.
- 🕒 Present at 15 schools, during 17 events and at 21 squares or shopping centres.
- 🕒 An average of 150 visitors a day (mainly children).
- 🕒 A total of over 8,000 participants were moved to action with the YOU CAN DO IT Athletics tour.

### Spectaculars

YOU CAN DO IT is an encouragement to experience athletics, which is done in a playful manner using spectaculars. As from 100 days before the European Athletics Championships distinctive and temporary athletic challenges were found in the streets at various locations throughout the city.

- 🕒 There were 7 special rubbish-bins for waste to be thrown in, 8 sprinting tracks, 5 shot-putting courts and 2 broad jump tracks.
- 🕒 These 22 spectaculars were put up in all Amsterdam districts. The spectacular athletics components could be found in public spaces accessible to Amsterdam residents and provided with instructions.
- 🕒 In addition 80 'green graffiti' were placed throughout Amsterdam, as well as five 3D drawings that fired imagination.

## Running routes

A new method has been developed in Amsterdam for uniform signposting and the construction of new, existing and future running routes. As a legacy of the Athletics sports promotion programme, 5 new running routes have been laid out according to this new method:

- ③ Flevopark.
- ③ Westerpark Noord.
- ③ Westerpark Zuid.
- ③ Marine Terrein.
- ③ Martin Luther King park.

## atletiek.amsterdam portal

Everything and anyone involved in running in Amsterdam comes/come together at the [www.atletiek.amsterdam](http://www.atletiek.amsterdam) platform, a meeting place for Amsterdam (potential) athletes, runners and event, training and running group providers. It is also the ultimate tool to map the interests of Amsterdam residents in the area of exercising and to realise a suitable provision of activities. The portal has been on-line since September 2015.

- ③ The site has drawn over 15,000 visitors.
- ③ The newsletter reaches over 1,300 interested persons.

For more information about, and the results of the Athletics Sports Promotion Programme, please refer to the Eindrapportage Sportstimuleringsprogramma Atletiek (Athletics Sports Promotion Programme Final Report) of the municipality of Amsterdam.

## 4.4 The period following the European Championships

### 4.4.1 Campaigns:

In order to make the social spin-off succeed in the long run, the period prior to and during the event is important as well as the period after it. The Athletics Federation intends various activities the association has set up to return after 2016, and the plan is to have the national open day of clubs held again in 2017, 2018 and 2019, with the objective to increase the visibility of clubs at a local level. The sports association also focuses on encouraging the deployment of club ambassadors. There were 141 ambassadors at the time of the European Championships. Ambassadors are the spotlight club pawns: they know what is going on at clubs. The Athletics Federation intends to make structural use of this.

Over the next years, the municipality of Amsterdam will continue to actively devote itself to athletics. Its intention is to have the Amsterdam School Athletics Championships take place on an annual basis. The trainer course and refresher course programmes remain; the municipality is hoping that the need for their contribution will gradually decrease and that clubs will ultimately pick this up independently. As a result of investment, the municipality has made it possible to continue some of the eight projects in a cost-neutral

manner and continue developing them. The challenge, however, is to show other parties such as clubs the added value in the long term, so that they will take care of part of it themselves. In addition to the eight projects, the municipality also invests in the clubs. All accommodations have been renovated (entirely or in part). The municipality already intended this, but the European Championships gave an additional impulse to the existing plans.

#### 4.4.2 The future

What right to exist do athletics clubs have in the long term? About 200,000 people in Amsterdam run, about 3,000 as members of an athletics club. Most people by far run independently or with friends or acquaintances, so the greater part of them does not run with a club, but instead at a boot camp or running school. The main objective for the municipality of Amsterdam is that people will start and keep practising sports. Naturally the way in which, in addition to clubs, other parties and Amsterdam residents can be involved to start and keep exercising is also considered. One of the focus groups is children; the municipality deploys programmes to get them to start and continue exercising. These include track and field and running where athletics is concerned. Clubs are especially equipped to provide track and field, while other suppliers do not provide this. This is why athletics clubs remain important.

In addition, sports as a resource and means to an end is becoming increasingly important. According to sports associations and municipalities, a sports club should increasingly become the pivot in the neighbourhood and find the link with education, care, organisations for the elderly, social work and other social institutions. The Athletics Federation also believes that the way in which clubs are managed should be less traditional and instead more focused on turning an activity on a thematic basis into a success. When collaborating with clubs, making quick headway and realising plans are a challenge.

The Athletics Federation is increasingly focusing on club support concerning vision, in particular the development and distribution of the open club concept, and much less on fire-fighting. In a perfect situation, clubs solve local bottlenecks themselves, collaborate in realising competitions in their regions and have joint training sessions take place with the best talents. Trainers rotate across various clubs and an increasing amount of knowledge is being shared within cities. Clubs collaborate closely with municipalities and other partners in this, such as the Cruyff Foundation.

## 5 Conclusions and recommendations

*Phrasing of the question:*

*What is the social impact of the European Athletics Championships Amsterdam 2016 and which factors have contributed to this?*

### 5.1 General conclusions and advice

The study shows that the European Athletics Championships 2016 was successful in general. The accessibility of the event outside the Olympic Stadium, the integration of the Paralympic components and the performance of Dutch athletes contributed to this success. The competitions were well attended and the city of Amsterdam was put on the map. Many children were reached both through the event itself and the side events and they reacted enthusiastically to the various activities. As regards to the social spin-off programme, it may be concluded that 13 of 21 objectives were realised. It cannot be said with certainty about 5 objectives whether they were achieved or not. Only 3 objectives were not achieved.

#### A successful collaboration

Those involved are positive about the collaboration between the municipality of Amsterdam, the Athletics Federation and LOC. This certainly was among the success factors of the event and the social spin-off. The realisation of the action plan for the creation of the spin-off involved close collaboration and taking into account each other's interests and objectives. The implementation phase involved sufficient consultation before decisions were taken, in addition to a clear division of roles. Nonetheless collaboration was not without any resistance. The various interest and individual objectives of the parties involved were considered a challenge in the execution. In addition, there was the double responsibility of the LOC; the preparation of the social spin-off was meddled with rather than the organisation of the main event itself.

#### Gearing objectives

During the implementation phase a discussion arose about the objectives to, on the one hand, promote the European Championships and giving the promotion of sports an impulse on the other. This tension was mainly in the communication concerning activities which led to discussion about the 'The European Championships will be held in Amsterdam' message and the objective of getting Amsterdam residents to start exercising.

#### Investments in side events

The additional investments of both the municipality of Amsterdam and the Athletics Federation constituted an important precondition and success factor for the side events. In addition, the LOC received a financial

contribution of the Ministry of Health, Welfare and Sports and other parties, allowing the social projects and activities to be prepared and carried out according to high-quality standards.

#### *Measurable objectives and sharing knowledge*

It is important for an even better guarantee of the social spin-off that measurable and realistic objectives are included in the project plan, and that knowledge is made available concerning all the issues an event organiser, sports association or municipality is confronted with when staging an event and accompanying side events. Future event organisers can thus use this knowledge when designing a social spin-off programme.

### Commercial parties

Collaboration with commercial parties was among the challenges the organisation saw itself confronted with. This collaboration varied: on the one hand the rapid reaction times, the availability during the day and pragmatic approach of commercial parties was a huge advantage compared to the collaboration with organisations that depend on volunteers. But commercial parties mainly focus on the assignment with little eye for the social spin-off. They focus on the most pragmatic approach within the assignment and take the bigger picture into account to a lesser extent. Because the social objectives from the project plan were not included in the task description, the spin-off disappeared into the background too much, resulting in a few objectives not being achieved.

#### *Explicit spin-off collaboration agreements*

It is important in the future to make clear agreements with cooperation partners to prevent surprises at a later stage. In concrete terms this means that clear and measurable objectives are to be included in the project plan and that the order description with commercial parties, for instance, explicitly includes what is expected from this organisation concerning the spin-off.

### Athletics clubs

Sports clubs are to become an increasingly significant pivot in neighbourhoods, seeking collaboration with schools and other social organisations. Clubs, however, are insufficiently involved and occupied with their changing role in society. In addition clubs might give the future more thought: what is our vision? How do we draw new members and design our provision? And: how can we profit from regional collaboration? All of these are questions many clubs are not sufficiently considering because of their traditional management and slow decision process.

#### *Continued support*

The Athletics Federation and municipalities have a task to support clubs in this. The Athletics Federation has made strides in this, using programmes such as Athletics Champs, Athletics Movements, the training of (youth) trainers, and supporting clubs regarding vision and membership recruitment. The time has come to get around the table with clubs about their social position in the environment. A continued discussion with



clubs is required to find out what their needs are, what clubs can do themselves and where additional support is required. Concrete campaigns and agreements are needed for this. Clubs are in turn required to actively seek collaboration with other clubs and social organisations in the vicinity.

### Continued monitoring

In order to keep track of the progress and results of the various activities concerning the realisation of the social spin-off, it is important to monitor and evaluate the developments and results over the years to come. As a result, the effects of the various campaigns become clear in the long run and results and quality can be managed better.

## 5.2 Conclusions and advice concerning the eight projects

### School Athletics

Despite the fact that not all objectives have been achieved, School Athletics has reached a large number of children, and in addition about 80% of the children interviewed considered the programme to be a positive one. The contacts in the schools who were interviewed were positive also. 41% of the girls who participated in School Athletics would like to practise athletics compared to 27% of the boys. These children are not yet members of an athletics club and an important target group for clubs. The actual flow of children to athletics clubs remains a challenge.

#### *The flow to clubs*

In order to make the flow to an athletics club a smooth one, it is recommended to have the athletics lessons at schools carried out by trainers from the nearest athletics club. In order to realise this, coordination with clubs is required prior to the execution of the programme. The advice to municipalities and sports associations is thus to enter into discussion with clubs about the mutual expectations as soon as possible and to make concrete agreements about campaigns and the division of tasks. In Amsterdam this has resulted in a larger increase of members among juniors.

### Athletics School Champs

8,206 children have been reached with the Athletics School Champs and the Amsterdam School Athletics Championships. Practical impediments included the logistic challenges, the Ramadan and the fact that invitations were sent later than scheduled. 95% of the children interviewed evaluated the School Tournaments as positive. Children who are members of a sports club in general found the sports and programme more fun than children who are not members. In addition, a connection was found between the membership of a sports club and the desire to practise athletics: 40% of the children who were not members of a sports club would like to practise athletics, compared to 28% of the children who are members of a sports club. In addition, a structural collaboration has been realised with the Johan Cruyff Foundation through the efforts of Schoolplein 14.

### *Preconditions and communication*

When formulating the objective concerning the number of children who are reached, it is recommended to take into account the logistical capacity, the accessibility of a location and any other competitive events. More thought must be given to the way in which schools are invited and how communication takes place. Schools outside of Amsterdam have been insufficiently reached. Despite the fact that the responsibility of the project was split up (inside and outside of Amsterdam) or whether separate and well-defined projects are concerned (School Athletics and School Tournaments), sufficient coordination in the communication is required and the various activities/projects must be connected to one another as much as possible. School Athletics and School Tournaments focus on the same target group, yet the schools outside of Amsterdam which participated in School Athletics did not participate in the School Tournaments. It is recommended to make someone clearly responsible for communication in the project team that is responsible for the spin-off, certainly if participants to activities are recruited.

### **Club activities**

Meanwhile 141 club ambassadors are active in The Netherlands and in addition regional coordinators have been appointed in 19 of 24 regions; the function is open in five regions and recruited for. 46% of the ambassadors succeeded in making members enthusiastic about the European Athletics Championships 2016. According to the ambassadors no more than 10% of the clubs succeeded in making non-members enthusiastic for athletics. 49% of the ambassadors believe that his/her athletics club was sufficiently involved in the European Athletics Championships 2016.

Between 2012 and 2015 the number of juniors in the 6-12 year age group has nationally increased by 21% to 18,521 members. The number of juniors in the 12-18 year age group has increased by 11%. Also as a result of the additional efforts from the Athletics Sports Promotion Programme the number of juniors in the 6-12 year age group in Amsterdam has increased by 48% to 1,002 members. The number of juniors in the 12-18 year age group has increased by 32% to 813. This number is expected to increase further because the effects of the European Athletics Championships and side events will have an aftereffect.

### *Supporting clubs and continuing to do so*

There are substantial differences between clubs with respect to engagement in the European Championships, the efforts to recruit members and the efforts made to retain members. Clubs could show greater recognition to the options a main sports event presents. The Athletics Federation and municipalities can support clubs in setting up activities by providing standard (communications) packages, facilitating contacts with schools and by getting around the table at an earlier stage to make clear agreements. The Athletics Federation made a good start by supporting the recruitment of trainers and volunteers, which should be continued in future years.

It is also recommended for future events to involve clubs even more in the activities held around the European Championships. In addition, it is important to actively support clubs in staging activities, such as by providing a ready-made provision to be launched in the club. It is recommended that athletics clubs join forces locally or regionally prior to the event, such as in the area of promotion/communication and the organisation of activities. It is much easier for clubs to find each other if they have collaborated during an event.

## Brooks 10K Champions Run

The number of registrations for the Brooks 10K Champions Run was disappointing: 20,000 participants were expected, but eventually 14,031 people registered for the run, 12,279 started and 12,017 finished. Possible causes include that participation was too expensive, that communication set in too late and that the fact that the course went straight across Amsterdam was insufficiently emphasised. The latter cause may be of importance, because studies show that the main motivation for participation in the run was the fact that the route traversed Amsterdam city centre. In addition, the number of entries for the preparatory programme of the run (95) was disappointing.

95% considered the Brooks 10K Champions Run to be fun to a lot of fun. In addition, 94% of the participants of the preparatory programme were satisfied to very satisfied about it. One third of the participants of the run is a member of an athletics club or running group. 11% of the other group will surely/probably become a member of an athletics club/running group, 27% does not know and 63% probably not.

### *Attention for a follow-up*

The participants of a run constitute a potential target group for athletics clubs, and a run is a good opportunity for recruiting new members. However, because the LOC has chosen to put the organisation into the hands of a commercial party and no clear agreements have been made about the registration of participants, the Athletics Federation and the municipality of Amsterdam do not have any information about this group. As a result, no follow-up is given to the project, which is a lost opportunity. It is recommended for a next event to have the project carried out by the sports association or a municipality, or to make better agreements about participant information and any follow-up campaigns.

## Knowledge-sharing

Clubs are well aware of the fact that there is a shortage of trainers. Both clubs and the Athletics Federation are actively trying to solve this 'problem'.

They are trying to retain current members and recruit new members by staging activities for their volunteers and members and by providing challenging practices with well-educated trainers. They also recruit new trainers through the Athletics Champs, a programme developed by the Athletics Federation. In addition, between 2012 and 2016 over 300 trainers were trained to be (child-oriented) youth athletics trainers. Training courses took place at over 20 locations. A total of 325 physical education teachers

attended a 'child-oriented athletics' training course, and successful meetings were held prior to and during the European Championships, such as the Young Leaders Forum.

#### *Continuing the line*

A positive step was made in training and recruiting (youth) trainers; a line that will have to be continued over the coming years. In addition, it is advisable to continue monitoring and, if required, manage the quality of the training courses and the extent to which clubs succeed in recruiting and retaining high-quality trainers.

### International Para Athletics Challenge

The integration of the Paralympic components in the regular sports programme has increased the visibility of these components; an important factor for the integration of disability sports. In addition, the municipality of Amsterdam has actively devoted itself to the accessibility of athletics sports for people with a disability, as a result of which the number of places Amsterdam where athletics can be practised has increased substantially. The municipality would have liked to have seen more IPAC components in the side events. They believe that currently the IPAC is too strongly linked to the main event and does too little to encourage the target groups that are not yet practising sports through the popular sports programme.

#### *IPAC and popular sports throughout The Netherlands*

It is recommended that for a next sports event, the integration of the IPAC components are not merely focused on the event itself, but on popular sports as well, for instance by holding a disability run. In addition, the Athletics Federation and the municipality of Amsterdam might join forces to encourage other municipalities and athletics clubs to put in more effort for disability sports to ensure that the number of places where people with a disability can practise sports will increase over the next years.

### Daily Runs

The idea was for a run to take place every day, but because no clear agreements were made about the runs that were to take place, the organisation remained too voluntary. Because of the disappointing results of the Brooks 10K other runs rapidly disappeared into the background.

#### *Greater degree of obligation and clear parties*

It is recommended to, at an early stage, start looking more actively for the right parties to organise the run. Make sure that non-committal attitudes are constrained as the main event draws nearer, because chances are that time is spent on other things. In addition, make sure that measurable objectives are formulated and that a clearly executable activity is linked to this objective. 'How do we make sure that participants of the run will be more interested in running?' And: 'Which subsequent campaigns can be linked to this?'

## Museum Square

The activities at the Museum Square have contributed to the visibility of athletics. It may be stated that, through these activities, people have been reached who would not normally buy a ticket for the Olympic Stadium. Whether people have actually become enthusiastic about athletics has not been measured.

### *Annual event*

It is recommended to encourage clubs to be present at the activities whenever a similar event is held in the future, because these events allow clubs to show what they have to offer in an accessible manner. In addition, clubs, the Athletics Federation and the municipality could join forces to stage an annual athletics event which is accessible for all target groups.

## 5.3 The future

The period following the European Championships is at least as important for the social spin-off as the period prior to and during the European Championships. It is good for projects from the spin-off programme to be continued where possible.

- 🕒 The municipality of Amsterdam is recommended to continue the Athletics Sports Promotion Programme and devote additional attention to fitting in athletics events in the school programmes. It is also important for the efforts of neighbourhood sports coaches to be evaluated in order to manage things as required. The municipality should keep a finger on the pulse at clubs regarding member recruitment and member retention and the quality of trainers and training courses.
- 🕒 The Athletics Federation is recommended to continue supporting clubs in the area of vision and education and also to continue the dialogue with clubs about their position in society. It is becoming increasingly important for clubs, who are continuously confronted with new target groups, to join forces; mutual collaboration between clubs and with social organisation in the vicinity.
- 🕒 A recommendation for all parties is to engage in discussion and continue to communicate. After all: together you stand stronger.

# Ten tips to organise successful side-events

## **Tip 1: Start preparations well in advance**

Creating an action plan well in advance increases the chance of objectives actually being achieved, allowing sufficient time to design the organisation and involve cooperation partners.

## **Tip 2: Ensure a smooth connection between main and *side events***

A proper connection between main and *side events* is realised by contacting the intended cooperation partners in the preparation of the bid, thus ensuring that it will be clear at an early stage how parties can reinforce each other in the planning, the preparation and during the execution.

## **Tip 3: Determine the objective and the target group(s) beforehand**

A clear choice and focus for the objective and target group(s) – and thus the *side events* and the approach – increase the chance of generating social *spin-off* and in addition increase the opportunity to map the effectiveness of the *side events*.

## **Tip 4: Involve relevant partners in the elaboration in good time**

Make time for the joint preparation of the additional activities between the planning phase and execution, thus allowing sufficient time to become acquainted and agree on a proper method of working and division of tasks that is in keeping with everyone's knowledge and experience.

## **Tip 5: Ensure a proper communication strategy**

Putting social *spin-off* on the agenda of one's own organisation as well as that of other partners requires various steps to be taken carefully. A communication plan may provide clarity about who has to be involved in what stage and in what manner. Ideally the communication plan also devotes attention to the link between the *side events* and main event for the entire duration of the activities.

## **Tip 6: Devote sufficient attention to the involvement of volunteers**

Volunteers are essential to the organisation and execution of the event. The formulation of clear profiles and job descriptions helps to link volunteers to tasks that suit them, thus increasing the chances that volunteer tasks contribute to their development. Finding a way to keep in contact with volunteers during the period between the (recurring) events is important also.

## **Tip 7: Determine the information that is required to be registered beforehand**

The action plan includes the objectives for the *side events*. Measuring these requires a suitable monitoring instrument with indicators that make the effects visible. Insight into the range and the effect of the *side events* is useful or required to give account to sponsors as well as one's own organisation. Well-founded choices can thus be made as to whether or not to continue certain approaches or components of *side events* and whether to continue developing them.

## **Tip 8: Adjust the objectives in the interim if they cannot be achieved**

Practice is stubborn and objectives must be adjusted if required. In case of the adjustment of objectives, the possible adjustment of monitoring must also be considered.

## **Tip 9: Guarantee the knowledge and experience obtained within the organisation**

The organisation of the event and the *side events* provides knowledge and experience about what works and what does not work. Guaranteeing this knowledge and experience prevents other organisation teams having to re-invent the wheel. Support for ways in which this can be done can be found in the Modelaanpak Evenementen and other sources.

## **Tip 10: Provide feedback to the target group, volunteers and partners**

Aftercare after an event is of main importance for maximum social *spin-off*. Ideally the steps in the direction of the target group, volunteers and partners are in the action plan after the event.

Source: Meer halen uit sportevenementen (gaining more from sports events) – brochure about social spin-off, DSP-groep BV, May 2012.

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