

VALENCIA 2011



Application for the award
European Capital of Sport



VALENCIA 2011



AJUNTAMENT DE VALENCIA



Rita Barberá Nolla
MAYORESS OF VALENCIA



AJUNTAMENT DE VALENCIA

Dear Mr. President,

It gives me great pleasure to write to you, the President of the European Capitals of Sport Association, to express the City of Valencia's wish to become the European Capital of Sport in 2011.

Valencia has undergone an unprecedented transformation in recent years and the city has made a firm commitment to promote sport, at both popular and high levels, knowing that the practice of sport is a healthy habit, an integrating force for its citizens and the best way to occupy their free time. Over the years we have materialized this commitment by building a network of modern sporting installations and spaces for public use, and in providing a full and varied programme of sporting activities for all the citizens, especially young people and the handicapped.

At the same time, the city's sports planning includes actions and projects which have the objective of bringing to Valencia all kinds of major sporting events (e.g. America's Cup 2007, World Indoor Athletics Championships 2008, Formula 1 motor-racing...), which helps us develop strategies to continue to encourage popular participation in sport, and to enhance Valencia's international image as a sporting city.

The work of the Valencia City Council has twice been recognized, in 1998 and 2003, by Spain's highest sporting authority with the award of the "Spanish Sports Council Prize" to the city which has done most to promote sport.

For all these reasons, as Mayoress of Valencia and on behalf of all Valencians, I would like to formally propose Valencia as the "European Capital of Sport, 2011".

With thanks for your attention, I send you my warmest and most friendly greeting.

Yours faithfully

Rita Barberá



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1. Name of the city

Valencia

2. Population

810.064 inhabitants (last official data, dated 01/01/2008). Valencia is the hub of a large metropolitan area of 1,500,000 inhabitants. 16% of the population of the Valencian Autonomous Region live in the city, which is demographically the third-largest city in Spain, after Madrid (3,213,271 inhabitants) and Barcelona (1,615,908 inhabitants).

3. Representative of the city

The Honourable Rita Barberá Nolla, mayoress.

4. Address

Plaza del Ayuntamiento, 1 – 46002 Valencia. Spain.

5. City department responsible for sports. Name and address

The Valencia City Council Sports Department, supported by the local autonomous organism, the Valencia Municipal Sports Foundation (FDM), is responsible for development of sports in the city. The FDM is the technical arm of the City Council in sporting matters. It is entrusted by its statutes with organizing and managing, in a decentralised manner, all of the sports-related responsibilities legally assigned to the municipality.

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6. Head of the department

Councillor responsible for sports, Mr .Cristóbal Grau Muñoz, who is also President of the FDM.

7. Contact person as regards this application

Mr. Luis Cervera Torres, General Manager of FDM.
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VALENCIA 2011



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EXECUTIVE SUMMARY

The City Council of Valencia, Spain has a long-established policy of encouraging and supporting citizen participation in sporting activities, especially that of young people. Through sport, we strive to foment values, healthy habits, quality of life and social wellbeing, very much in line with the five objectives of the ACES Manifesto. In Valencia, sports are a basic service to citizens.

The City Council organizes its municipal sports activities through its Municipal Sports Foundation (FDM), which has the mission of providing sporting installations and programmes of activity which meet the needs of the citizenry. At the FDM, our guiding light is planning, always based on periodic independent surveys of citizen needs and wants. Our day-to-day activities closely reflect the ACES ideals.

The FDM's slogan is: DO SPORTS WITH US. We offer participative sporting programmes to people of all ages and physical conditions, including the disabled. The City of Valencia organizes the largest number of annual street races of any city in the world. These are open to all.

Our programmes are based on three comprehensive plans:

- The Guidelines Plan: What activities we do.
- The Master Plan of sports installations: Where we do them.
- The Management Plan: How we do them.

Through sport, we strive to foment values, healthy habits, quality of life and social wellbeing. In Valencia, sports are a basic service to citizens

We use direct and indirect Management models, subcontracting economically viable activities to private management.

The city has 96 public sports installations. Almost 1 million m² of the 1.6 million m² available for the public to practice sports is in the river garden, a beautiful natural space which bisects our city from west to east. Our seafront welcomes aquatic and beach sports. Investment of € 42 million has been approved for construction and remodeling of public sports installations in the period 2009-2011, funded by city council, regional government and national government.





Sports facilities in Valencia

Surveys of the citizens report a high level of satisfaction with the sports facilities and programmes made available to them by the city.

The city's extensive sports infrastructure and programmes of sporting activities are described in the attached response to the ACES Questionnaire; as are its wide-ranging programmes of sports subsidies, the regular training courses for trainers, and the high quality standards of the FDM's sporting programmes, management and communications with users, evidenced by ISO 9001:2000 certification.

The Valencia City Council has another successful policy of seeking to hold major national and international sporting events (America's Cup, Formula 1 motor-racing, World Indoor Athletics Championships, etc). As well as adding to the city's prestige, these events demonstrably increase citizen's interest and participation in sports, helped by exhibitions and classes organized by the city in parallel with the events. Among the legacies left by these events have been:

- The extensively remodeled and much improved indoor athletics arena and velodrome.
- The sailing school.
- A published guide for athletics teaching.
- The beautiful remodeling of part of Valencia harbour for sports.

Programmes concurrent with major sporting events include:

- Show jumping workshops for schools.
 - A tennis clinic for more than 1000 coaches (from Valencia and elsewhere).

The Valencia City Council has another successful policy of seeking to hold major national and international sporting events

The City of Valencia's particular strong point for this ACES award is our service-oriented management model, described in the attached Sections 1 and 6. Should we be given the award, we propose to establish in Valencia a European Centre for Municipal Sports Research, which would be a legacy both for our city and for the ACES (Section 6.3). We also propose four new programmes of sporting activities for all age groups, to reinforce sport as a fundamental part of the citizen's daily life. These ongoing programmes, applicable in other cities, would be a further legacy of the ACES award.

This is the core of the City of Valencia's application to become the 2011 European Capital of Sport. Thank you for the opportunity to participate in this contest. We aspire to be the best!







1

SPORTS IN THE CITY

Q 1.1. How many people (%) are active in sports in your city?

The latest survey (2005) of sporting habits showed that 39% of citizens of Valencia engage in sports activity at least two or three times a week, compared with the national average in Spain of 33%.

The survey was made by the Centre for Sociological Research (CIS) for the Spanish government, with additional data for Valencia obtained by the city council. The CIS report is entitled "Valencians and sport: a sociological study based on a survey of sporting habits of Valencians, 2005".

Q 1.2. How many people (%) in your city are members of a sports club, a company sports group, or are organised in sports otherwise?

The Spanish National Institute of Statistics (INE) reports that there are more than 7,700 sports clubs in the Valencian Autonomous Region, which have 335,759 members (Official date for 2008).

It is estimated that the city of Valencia has more than 900 sports clubs and associations, with 59,215 members.

39% of citizens of Valencia engage in sports activity at least two or three times a week, 6% more than national average

Q 1.3. How does your city support voluntary work in sports?



The Valencia City Council supports voluntary work in sports through its Sports Department and through the FDM (Municipal Sports Foundation).

The Sports Department establishes the regulatory framework for financial support of sports associations, through two mechanisms:

- By-laws regulating the bases for applying for subventions to entities for the organization of sporting events.
- By-laws regulating the bases for applying for subventions to Sports Clubs in the city of Valencia.

The Municipal Sports Foundation (FDM) carries out several programmes of action:

- It makes sporting installations available to sports associations for their activities.
- It makes collaboration agreements with sports associations for their sporting activities:
 - *Management of Municipal Sports Schools.
 - *Managements of neighbourhood Sports Centres.
- It collaborates in sports programmes developed in the city.

Q 1.4. Is there a development plan for sports in your city? What are the objectives of this sports development plan?

Yes. The Management Committee of the Municipal Sports Foundation (FDM) establishes the overall line of the plans for development, within a basic structure and protocol. In turn, each plan consists of a group of programmes, which through appropriate projects, implement actions designed to achieve the objectives stated in the statutes of the FDM approved by the City Council.

Each of the actions referred to, sporting and complementary, corresponds to one of the four departments in which the FDM is structured at present: Sports Operations, Infrastructure, Administration and Economic Planning, and Human Resources. Each department implements the programmes considered necessary to meet its objectives, sporting or supportive, to achieve the purpose for which the FDM was created. Within the above framework there are three principal plans to achieve the purpose and objectives of the FDM:

- The master plan of sports facilities in Valencia. This document describes the existing sporting installations in the city, and the installations which could be used for sports. This shows what is lacking, and, using this data in conjunction with the City of Valencia General Plan of Urban Development, we plan the installations that are needed to fill the gaps.

- The guidelines plan of sporting activities in Valencia. The purpose of this plan is for the City Council to design, develop and carry out actions in the area of sports, implemented by the FDM.
- The Valencia sports management plan. This describes the way that sport is managed in the city, with the sole aim of providing the highest possible quality of action.

These three plans are available in full, as supporting documents for this application, in PDF format in internet (in Spanish only). www.deportevalencia.com



Q 1.5. What role do sports play in your city with regard to achieving the five objectives of the ACES Manifesto?

- Enjoyment in exercise
 - * As reported in the CIS survey (see section Q 1.1), for Valencia, sport is a leisure activity to be enjoyed. A high percentage of Valencians who practice sport, 83%, say they are not concerned about competing, while only 15% participate in competitive sports, compared with Spanish national average of 26%. This is foremost in the thinking of the City Council and the FDM in designing the new sports facilities built in the last few years, and in the sporting programmes offered by the FDM.
 - * More information about the city's support for enjoyment in exercise is contained in sections Q 2.1, Q 2.2, Q 3.1 and Q 4.1 below.
- Willingness to achieve
 - *Most of the City of Valencia's sports programmes are directed at physical exercise, fitness and recreation, together with family and personal values which help develop individual maturity and integration in society. We encourage participation in sporting activities with other family members, to create lasting sporting habits among the young. The emphasis is on participation and doing one's best; to feel healthy,



to maintain physical appearance, to control weight; rather than to obtain wealth or fame.

- Sense of community

- * As reported in the 2005 CIS survey, 68% of Valencians who practice sport affirm that they do so with a group of friends, a family member, colleagues from work or fellow students. Only 32% practice sport alone. Friendship and the friendly character of Valencian people are also reflected in their choice of physical activity. The FDM Municipal Sports Schools programmes, in particular, promote social integration.

- Learning fair play

- * This has been a focus of the City Council through the FDM, since it was established. The FDM published four information leaflets in 2005 with the collective title “Sport for schoolchildren: Guide for parents”, which have been distributed widely since then, via many groups and in sports events and forums, etc. Each leaflet addresses one aspect of fair play: Competition; Parents and children; Parents and other parents; Parents and the coach. Their objective, as stated in the first one “is to orient, to eliminate certain forms of behavior, to stimulate participation, and in

*82.6% believe that
“the work of the City
Council has been
decisive in the
positive evolution
of sport in the city”*

short to help parents participate and behave in the best way possible on the sports ground”.

- Improvement of health

* In the 2005 CIS survey of sporting habits among the people of Valencia, the most common reason given for practicing sport, given by 65%, is to do physical exercise. The second reason, given by 47%, is to maintain or improve their health; the third, given by 40%, is because “they enjoy themselves” and the fourth, given by 37%, is “to occupy their leisure time”.

Recent unpublished research by the Department of Sociology of the University of Valencia (May, 2009) into how the population feels about the management of municipal sports in the city shows that:

* 82.6% believe that “ the work of the City Council has been decisive in the positive evolution of sport in the city”.

* 71.5% believe that “sport for everybody is important to the municipal authorities.

* 65.7% believe that “organizing sporting events is important to the municipal authorities.



2

VARIETY OF OFFERS IN SPORTS AND EXERCISES

Q 2.1. Are there special offers of sports for particular age groups? From 0-3; 3-6; 6-14; 15-26; 27-49; over 50; over 70.

Yes, there are special offers for particular age groups, structured firstly in three large blocs: from 4 to 18, from 17 to 65, and over 65. In the 4 to 18 bloc, we offer specific programmes of activity for the age groups 4-5, 6-7, 8-11, 12-15 and 16-18. programmes are offered in a total of 24 different sports, particularly in the age groups between 8 and 18. There is a parallel offer where frequently there is no age differentiation, such as the popular street races, bicycle day...

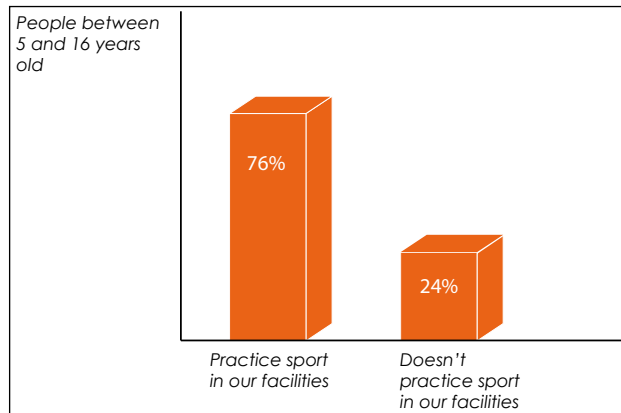
Most of this offer is in the municipal sports facilities, grouped in aquatic and non-aquatic activities.

- Young people
 - * In the City of Valencia, there are more than 133,000 annual registrations by young people to practice sport, either in programmes offered by the FDM or in FDM facilities.
 - * However, monthly participation is more relevant, owing to multiple registrations, in several sports. Of the 84,321 young Valencians between 5 and 16 in the last census, about 35,000 practise sport out-of-school monthly, in FDM programmes or using municipal sports centres through sports clubs.
 - * According to official estimates publis-

hed by the Ministry of Health (based on the National Survey of Health and the Enkid study, made since 2005), about half of Spanish young people practice sport assiduously every month. However, the percentage in Valencia is six points higher than the national average. We can deduce from the above that approximately 74% of young Valencians who do regular physical exercise do it through FDM programmes or in FDM facilities.

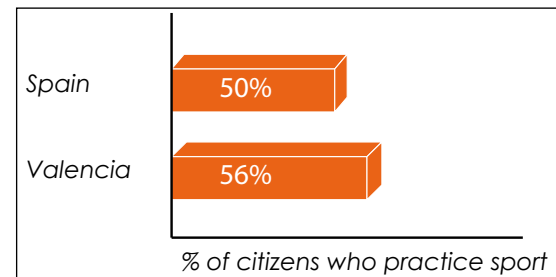
- Adults
 - * There are 14,805 places offered in aquatic activities (swimming, aquagym, synchronised swimming, etc.)
 - * There are 14,990 places offered in non-aquatic activities (courses in gymnastics, muscle-building, aerobics, pilates, etc.)
- Adults with children
 - * Activities in nature. Family excursions, weekend excursions, Valencian heritage excursions, activities for young people, and other constitute this programme, which integrates physical activity in a family group and in a natural environment. About 5,000 places are offered each year.

In the City of Valencia, there are more than 133,000 annual registrations by young people to practice sport, either in programmes offered by the FDM or in FDM facilities



* Traditional sports (Leisure and popular recreation). These include a group of diverse activities, such as traditional games, kite-flying and others, which try to recover and perpetuate play activities which risk being lost. They also facilitate family participation, especially of grandparents with their children and grandchildren, with the incentive that they take place in the fresh air, on the beach, and in city parks.

Apart from the above groupings, we do not separate adult age groups, just as we do not generally separate our popular sports activities by gender or disability, etc. This is because of the City Council's emphasis on Social Integration through Sport. For example, participants in our Street Races include all ages, both sexes, disabled people, all social levels, immigrants, etc. In this way, we avoid isolation of particular groups, and encourage participants in our sporting activities to feel part of society as a whole.





**Q 2.2. Who makes these sports offers?
(Sports clubs; non-profit organizations;
church organizations; nursery schools;
schools; companies for their staff;
commercial providers)**

*A total of 22,262
children participated
directly in this
programme in
the 2008/2009
school year*

Sports activities are mainly offered by the FDM, either directly or through subventions to clubs, sports associations, etc, or through collaboration agreements.

Mention must also be made of the Sports Federations in the Valencian region. The FDM conducts its most important and ambitious programme in terms of budget and aims, the Municipal Sports Schools, in direct collaboration with them. This programme is for schoolchildren, from 4 to 18, and its value is demonstrated by the growing percentage of student participation in its 28 years of existence.

A total of 22,262 children participated directly in this programme in the 2008/2009 school year. Its main objectives are to inculcate healthy sporting habits and to provide schoolchildren with the opportunity to build character through sport.

Q 2.3. Are there quality criteria for these sports offers?

The FDM has obtained from AENOR (The Spanish Association for Standardization and Certification) the ISO 9001:2000 certification

The FDM is not complacent, and is constantly improving its programmes; and in recent years we have worked to obtain quality certification for our day-to-day management and for information provided and openness to users and society at large.

The FDM has obtained from AENOR (The Spanish Association for Standardization and Certification) the ISO 9001:2000 certification in their quality management system for our planning of the sports activities offered, internal management and communications with users. This certification was awarded on 26th July, 2006 after an intense period of two years of specific work and an exhaustive audit of all procedures, instructions and documents, as required by the norms.

The three fundamentals of the FDM's quality policy are:

- The strength and the value of the FDM are in its focus on its users.
- Constant and continuing efforts to improve the management processes used in making the sports offers.
- Optimising management of the resources available, above all the human resources.

Q 2.4. Are there educational possibilities, e.g. for trainers and tutors?

VARIETY OF OFFERS IN SPORTS AND EXERCISES



As indicated in the guidelines plan of sporting activities in Valencia, The FDM is responsible for providing numerous one-day seminars of ongoing education for trainers. The purpose of this project is to enable them to organise conferences, seminars and workshops in their district. The FDM also publishes, reproduces and distributes publications about practising sport. We have published 27 such books to date, under our own title.

To maintain the quality of our services, we require FDM staff who work as trainers and tutors to have at least a Level 1 official qualification in sports. Some staff members have higher qualifications (Degree, Physical Education diploma, etc.)

In addition to attending the seminars organized by the FDM, the sports trainers participate in other pedagogical activities organised by their federations or sports clubs, or by private companies. The FDM collaborates directly with these entities in training the trainers. In 2008, The FDM collaborated in more than 30 such training activities. The content of these courses is designed to meet the interests of the trainers, and to follow the lines set by the FDM. More than 90% of the trainers have participated in these seminars.

Q 2.5. Are these measures subsidized by your city? If so, how, e.g. by making sport locations available, subsidies for sports locations, management of sports facilities or sports offers?



Sport in the city of Valencia is heavily subsidised by the City Council. There are three principal modes: lines of subvention, collaboration agreements, provision of sports facilities.

- Lines of subvention by public tender, to encourage formation of local sports associations, with the purpose of helping them to develop their sport via economic aid. There are two lines, subventions for high performance sports clubs and subventions for local clubs.

- Collaboration agreements with sports clubs and federations. These agreements for ongoing subvention are in return for integration of their activities with the municipal sports plans, giving the clubs and federations a firm base for their own planning.

- Provision of municipal sports facilities without charge. This is an indirect subvention for city sports clubs which do not have their own installations.

In 2009, 160 groups are benefiting from the € 3,438,608.70 which is being distributed during the year by the City Council Sports Department to the various sports clubs and associations in the city of Valencia. The 19% increase over the previous year demonstrates the City Council's real commitment and support for sport in our city.

City of Valencia subventions to local sports activities, 2007-2009

VARIETY OF OFFERS IN SPORTS AND EXERCISES

Lines of subvention	2007	2008	2009
Number of clubs and associations	64	75	78
Total amount (€)	750,000	742,000	660,000

Collaboration Agreements	2007	2008	2009
Number of clubs and associations	14	16	16
Total amount (€)	644,000	710,000	984,000

Indirect Subventions (use of installations without charge)	2007	2008	2009
Number of clubs and associations	50	52	66
Total value (€)	1,115,195.15	1,437,548.00	1,794,608.70
TOTAL SUBVENTION (€)	2,509,195.15	2,889,548.00	3,438,608.70





3

SPORTS INFRASTRUCTURE

Q 3.1. How many sports locations (sports halls, sports fields, gyms, swimming pools, etc) are there in your city?

- for top-class and professional sports
- for school sports
- for general and leisure sports

As shown in the table of the next page, many new sports installations have been built in the city of Valencia since the year 2000, and others have been remodelled and improved.



Number of Municipal Sports Installations in the City of Valencia

Year	Staffed Public Facilities	Unstaffed Public Facilities	School Facilities
Before 1980	2	0	0
1981-1985	6	3	0
1986-1990	6	7	0
1991-1995	21	19	4
1996-2000	28	34	5
2001-2005	45	44	5
2006-2008	50	46	5



Privately-owned facilities, installations in the Port of Valencia and university facilities are not included in the above. These include the stadiums owned by two professional soccer teams, the America's Cup installations, tennis and equestrian clubs, numerous private gymnasiums, and the Formula 1 and motorcycling Grand Prix circuits.

Many of the publically-owned facilities are used for school sports as well as for general and leisure sports.

The staffed facilities include:

- 14 indoor swimming pools.
- 7 open-air swimming pools.
- 20 soccer pitches.
- 3 rugby pitches.
- 1 combined velodrome and indoor athletics arena.
- 2 outdoor athletics tracks.
- 33 multi-use indoor facilities.
- 22 weights rooms and muscle-building installations.
- 3 show jumping circuits.
- 1 baseball/softball field.



- 10 roller-skating and skateboarding areas.
- 28 basketball courts.
- 17 handball courts.
- 10 volleyball courts.
- 25 tennis courts.
- 18 paddle-tennis courts.
- 12 squash courts.
- 9 badminton courts.
- 2 hockey fields.

There are modest charges for use of these staffed facilities. The unstaffed facilities, which are all open-air and more rudimentary, also include basketball and handball courts and skating areas and are free of charge to users. The school facilities include football, basketball, handball, volleyball and badminton.

The jewel of the City of Valencia's sporting locations is the 10 km-long river garden, the former course of the re-channeled River Turia, which bisects the city from west to east. This has been redeveloped into a perfect space for walking, running, jogging, cycling, etc., as well as for some of the sports facilities mentioned in this section.



The 2005 CIS survey showed that citizens are satisfied with the availability of sports facilities for their use.

Additionally, there is a well-equipped Municipal Sports Medical Centre, the Municipal Sports Foundation office building with an adjacent Conference Centre, and a 42-room Residence for sportsmen and women, with cafeteria. All of these buildings, together with a Sports and Public Library are located in the Pechina Complex, an architecturally-attractive restored building complex by the river garden.





European Capitals of Sport Association

VALENCIA 2011



Sports facilities habitually used by citizens who practice sport, 2000-2005

Type of facilities used	Valencia 2005	Valencia 2000	Spain 2005
Public facilities	51	45	51
Public spaces (parks, streets, countryside, etc)	43	38	43
Private club facilities	23	22	20
Educational centre facilities	14	10	13
Private gymnasium	20	16	8
At home	10	6	8
Facilities at place of work	3	1	1

Percentage of citizens who practice sport

51% of Valencians who practice sport do so in city-owned sports installations (2005 data). Locations used are shown above



Q 3. 2. What plans are there for expanding sports locations and gyms?

- **for top and professional sports**
- **for school sports**
- **for general and leisure sports**

In the period 2009-2011., ten new city-owned sports installations will be built. Remodelling of nine existing sports installations is also planned.

The total budget for these nineteen projects, which are summarised below, is € 42 million (funded by city council, regional government and national government).



NEW INSTALLATIONS

- Malilla Sports Centre.
- Nou Moles Sports Centre.
- Naves Cross; conversion of historic buildings to sports centre.
- Moncada Road; football fields and dressing-rooms.
- Pont de Fusta; football fields, artificial turf.
- Parque de la Vida; football fields, artificial turf and dressing-rooms.
- Dr. Lluch Sports Centre; some new football, tennis and other installations, and dressing-rooms.
- Beniferri; football fields and dressing-rooms, and social centre.
- Sailing School; new facilities.
- Various free-use public facilities in the open air.

REMODELLING

- Replace grass with artificial turf in baseball, football and rugby fields in river garden.
- Install air-conditioning and renew lighting in Fuente San Luis basketball pavilion.
- Renovate Fuensanta Sports Centre.
- Renovate free-use open-air public facilities throughout the city.



4

SPORTING EVENTS

Q 4. 1. What sporting events (national, international competitions/tournaments) are regularly organised in your city? Which sport does your city focus on? How does your city participate in terms of organisation, finance and by providing facilities?



The City of Valencia organises a large number of sporting events throughout the year, through the FDM and the Council Department of Sports and Leisure Activities.

We will classify these events into four groups: the City of Valencia Trophy events the Major Sporting Events, the Street Races, and the Popular Participative Events.

- The City of Valencia Trophy events. The City Council collaborates with Valencian sport at the top level. In 2008, 18 Trophy events were held: more than 3,500 athletes participated and more than 200,000 spectators attended.

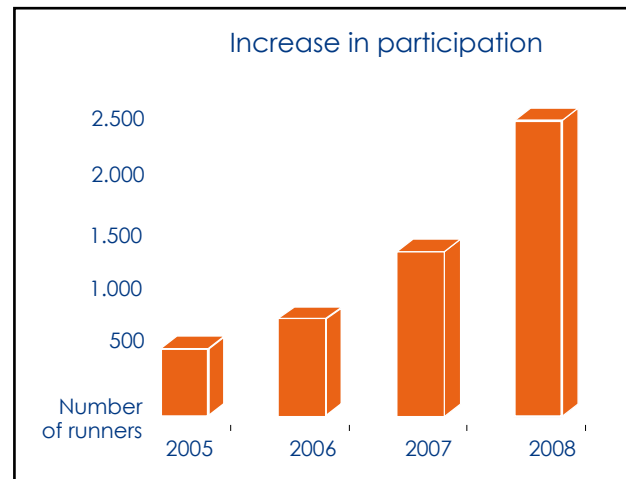
January	15th to 20th: IX City of Valencia International Bowling Trophy.
February	16th : XXII City of Valencia Skiing and Snow Trophy
March	1st & 2nd : IX City of Valencia Fencing Trophy 29th & 30th: XI City of Valencia International Kite-Flying Festival
April	19th: IX City of Valencia International American Football Trophy
June	1st : XII City of Valencia Triathlon 28th & 29th: XII City of Valencia International Beach Rugby Sevens
July	12th & 13th : XV City of Valencia Beach Football Trophy 26th & 27th : XII City of Valencia Soccer Volleyball Open Trophy
September	6th : IX City of Valencia Beach Skittles (Traditional Valencian sport) 20th : VI City of Valencia Car Rally 25th: XV City of Valencia Basketball Trophy 26th, 27th & 28th : IV City of Valencia National Petanque Trophy
October	19th : IV City of Valencia Air Show
November	28th to 30th: I City of Valencia Open Squash Trophy
December	29th & 30th: X City of Valencia Fencing Trophy 14th: XIII City of Valencia International Cyclocross Trophy 15th to 20th: II City of Valencia Pelota Masters Trophy



- **Major Sporting Events.** In 2008, we helped organise 15 major international and national sporting events, with the participation of more than 2,800 competitors and 212,000 spectators. These are periodic events in the sports calendar (e.g. Spanish Championships, European leagues, etc). Full information is given in Sections Q 4.2. and Q 4.3. below.

- **Street Races: Street Race Circuit.** An annual circuit of twelve competitive street races is organised in collaboration with associations, clubs, etc. in different city neighbourhoods, taking the practice of sports close to where the citizens live. Awards are given for individual races, and for participation in all twelve. In 2008, there were a total of 22,365 runners, 64% more than in 2007.

January	13th : X Galapagos neighbourhood 10 km. street race
February	3rd : I Benimamet neighbourhood street race
April	20th: XIII Orriols neighbourhood street race
May	4th : IV Street Race for Intercultural Coexistence
June	1st : X Tendetes neighbourhood street race against drugs 22th: V Ruzafa neighbourhood one-league street race
September	14th : XXXII Sant Marcel·li neighbourhood street race
October	5th: XXV Malilla neighbourhood street race 26th : IX Cabanyal neighbourhood street race
November	9th : VIII Intercultural "It's possible" street race 30th: XVIII Benimaclet neighbourhood street race
December	14th : II Benimamet neighbourhood street race



- **Other Popular Races.** These are recreational citizen-participation events organised by clubs, societies, companies, etc, in which the City Council collaborates. There were a total of 57,549 participants in the nine popular races in 2008.

February	17th : XXVIII Valencia street marathon
April	12th : XII World Parkinson's Day Commemorative street race 13th : IV Women's street race
May	18th : XXVI Valencia street race
June	27th : VII Valencia beach race
November	2nd : XXI Port of Valencia flat race 16th : XVIII City of Valencia half marathon 16th : Family Solidarity race
December	30th : XXV Valencia New Year's Eve street race

- **Other Popular Participative Events.** These are non-competitive family participation events, in which what is important is to take part. There were more than 17,000 participants in 2008.

IX Popular in-line roller-skating
XII Bicycle Day

- Other Events. These take place in the city throughout the year, with the objective of encouraging the practice of sports. There were 20 such events in 2008, and more than 9,100 participants.



March	1st : LXVI Cycle Tour of the Valencian Region, Valencia-Valencia stage 17th to 19th : XXX Fallas Aerostatic Trophy
April	5th: FDM Cycling Schools Trophy 26th: Cycle Tour of Pinedo neighbourhood
May	25th : Aerobic Marathon 31st : VIII FDM Tennis Trophy
June	14th : Children's Olympics 21st : II Pinedo neighbourhood swimming race
July	13th : XVI Port of Valencia swimming race 19th & 20th : Soccer Volleyball, Arenas Beach
September	7th : VI Popular Valencia-Pinedo triathlon 14th : XVII Valencian Pelota Day, City Hall Square 27th : X FDM Artistic Roller-skating Trophy 28th : IV Valencian Region Cycling Festival
October	4th & 5th : III Valencian Region Cyclotourism event and International Criterium Cycling event 16th, 17th & 18th : Euro Valencia (A multiple sports event, between universities from all over the Mediterranean 29th & 30th : Sport for Enjoyment (A competition between Valencian region schools in various sports)
November	6th & 7th : Sport for Enjoyment (Finals) 7th, 8th & 9th : Valencia Ski Mountain
December	19th to 21st : Spanish Masters Squash

The city focuses on popular participation events, especially the street races. Valencia's long tradition of street races started in 1907, and there is continuing widespread enthusiasm among both runners and spectators. The City of Valencia is the principal organizer of the street races, the other popular events and the City of Valencia Trophy events, in collaboration with the different clubs, associations and federations. Private company sponsors provide 90% of the funding for these events. City sporting installations, streets and seafront facilities are used.



Q 4. 2. What sporting events (world championships, European championships, national championships, important sporting events) have taken place in your city in the last 5 years?



Valencia's proven ability in organizing sporting events has been demonstrated repeatedly. We list below major sporting events organised in the city in the last 5 years.

- **2004**

- * Queen's Cup, Indoor Athletics.
- * Spanish Indoor Athletics Championship.
- * II PTA Valencian Region Tennis Open.
- * European Triathlon Championship.
- * European Athletics League Final.
- * World Volleyball League, Spain-Greece.
- * VI Queen's Sailing Trophy.
- * European Junior Cycling Championship.
- * Women's Basketball, Olympic training matches; Russia, Belgium, Australia and Spain.
- * European Men's and Women's Beach Volleyball Championships.
- * Finish of Tour of Spain cycling stage.
- * America's Cup pre-regattas, Luis Vuitton, Acts II and III.
- * Spanish Swimming Championships.



•2005

- * XLIII Queen's Basketball Cup.
- * VI International City of Valencia Bowling Trophy.
- * King's and Queen's Cups, Indoor Athletics.
- * X Spanish Cup Final, American Football.
- * Combined Spanish, French and British Junior Athletics trials.
- * VIII City of Valencia Hockey Trophy, Spain- England.
- * XXXII Junior Spanish Championship, Indoor Athletics.
- * III PTA Valencian Region Tennis Open.
- * Spanish Junior Women's Hockey Championship, final phase.
- * Women's Hockey National Division, promotion play off.
- * IV Spanish Cup, Weightlifting.
- * America's Cup, Acts IV and V.
- * IX City of Valencia International Beach Rugby Sevens.
- * European Championship Beach Volleyball, Valencia Open.
- * I City of Valencia National Petanque Trophy.
- * Spanish Cup, Formula Windsurfing.
- * World Motorcycling Championship.



- **2006**

- * King's and Queen's Cups, Indoor Athletics.
- * IV Valencian Region PTA Tennis Open.
- * Louis Vuitton, Valencia, Act 10 (America's Cup).
- * Louis Vuitton, Valencia, Act 11 (America's Cup).
- * European Cup of Athletics Champion Club.
- * Louis Vuitton, Valencia, Act 12 (America's Cup).
- * Juan Moreno Memorial, Queen's Sailing Trophy.
- * European Women's U-16 Hockey Championships.
- * III Valencia Open, European Beach Volleyball Championships.
- * Spanish Sailboarding Cup.
- * European Beach Volleyball Championship.
- * World Motorcycling Championship.

- **2007**

- * 32nd America's Cup.
- * I Cycling Tour of Valencian Region (stage).
- * Spanish Cup, Formula Windsurfing.
- * World Motorcycling Championship.





• 2008

- * XXVII King's and Queen's Cups, Indoor Athletics.
- * City of Valencia International Indoor Athletics meeting.
- * Spanish Indoor Athletics Championships.
- * World Indoor Athletics Championships.
- * VI PTA Tennis Open.
- * Juan Romero Memorial, Queen's Sailing Trophy.
- * European Indoor Football Cup.
- * European Beach Handball Tour final.
- * IV Spanish Electric Wheelchair Hockey Championship.
- * III World Soccer Volleyball Open.
- * IV Spanish Hockey Championships.
- * RS_X Masters Golden Series (Olympic windsurfing class).
- * European Women's U-21 Hockey Championships.
- * XIX Clairefontaine Sailing Champions' Trophy.
- * Telefonica FI European Motor Racing Grand Prix.
- * Spanish Women's Tennis Masters.
- * World Motorcycling Championships.

The City of Valencia's participation varies for each event, and is often in collaboration with the regional and national governments, as well as with the respective international and national sporting federations. It can include:

- Payment of a canon to the rights holder.
- Making available municipal sports installations (This is usually the case).
 - Coordinating municipal services with the event organiser (e.g. policing and security, public transport, vehicle parking, health services, fire prevention services, refuse collection, etc).
 - Event promotion, and coordination with the media.
 - Direct assistance by municipal technicians and sports specialists in event organization.
 - Organisation of cultural events, such as exhibitions related to the events and concerts.



Q 4.3. What outstanding sporting events (world championships, European championships, national championships, important sporting events) will take place or are planned in your city for the next 5 years? To what extent will your city participate in these future events in terms of organization, finance and by providing facilities?



It is confirmed that the following outstanding sporting events will take place in Valencia in 2009 and in the coming years:

- PTA 500 Tennis Open (2009 to 2011, and renewable thereafter).
- Global Champions Tour (Show jumping) (2009 to 2011, and renewable thereafter).
- Telefonica Formula 1 Grand Prix of Europe (Motor-Racing) (2009-2015, and renewable thereafter).
- Motorcycling World Championship Grand Prix (2009 to 2011 and renewable thereafter).
- Superbike world Championship (2009 to 2011 and renewable thereafter).
- European Championship of National Women's Softball teams (2009).
- Spanish King's Football Cup (2009).
- Tour of Spain Cycle Race (stage) (2009 to 2015 and renewable thereafter).
- European Police and Firemen's Games (Multi-event) (2010).

The City of Valencia is also a candidate for:

- XXXIII America's Cup.
- Sailing events venue for the 2016 Olympic Games (as part of the Madrid 2016 Olympics candidature).

The City of Valencia's wide experience in organising sporting, cultural and social events at the highest level will be employed in these and other future events. We have a deep mine of knowhow among municipal employees and members of clubs and federations in both high level and popular events.

The city's participation in future major sporting events will follow the lines successfully established in past such events, that is:

- Financial support.
- Provision of municipal facilities.
- Coordination of municipal services.
- Event promotion and media coordination.
- Provision of direct technical assistance.
- Organisation of related cultural events.

The city authorities believe that their policy of attracting major sporting events to Valencia reinforces and augments popular participation in sports.

82 % of Valencian residents “are pleased or very pleased with the city authorities’ efforts to attract major sporting events”

The unpublished study (May, 2009), cited at the end of section Q 1. 5 (by the University of Valencia Department of Sociology) also reports that:

- 82 % of Valencian residents “are pleased or very pleased with the city authorities’ efforts to attract major sporting events”.
- 71 % of Valencian residents say that “these events stimulate participation in sporting activities by children and young people”.
- 72 % of Valencian residents say that “these events stimulate participation by Valencians in competitive sports”.
- 74 % of Valencian residents say that “the celebration of major sporting events in the city is a source of pride and satisfaction to its residents”.

The city authorities continue to work to attract more major sporting events, which meet the following criteria:

- They foment sporting, social and environmental values.
- They enhance the city’s image.
- They have a link with popular participation in sports, in all forms and at all levels.



5

COOPERATION IN
NATIONAL/ INTERNATIONAL SPORTS,
COOPERATION WITH SCIENCE AND RESEARCH

Q 5.1. How does your city cooperate with sports associations and institutions on a national and European level, e.g. National Olympic Committee or international sports associations?

The staging of all the major sporting events and most of the minor events listed in section 4 involved very close cooperation with the relevant sports associations, and often with other institutions. (See end of section Q 4. 2) Valencia's inclusion as the sailing venue in the 2016 Madrid Olympics bid means ongoing very close collaboration with the Spanish Olympic Committee.

Q 5.2. How does your city cooperate with universities, high schools and research organisations on a local, national and European level?

• **University of Valencia** (Faculty of Physical Activity and Sports Science):

- * Joint organisation of a Summer School, for which the city provides through the FDM economic support, use of sporting installations, and services of some of its staff as teachers/trainers.

- * Services of FDM staff as teachers/trainers of some degree courses.

- * Admission of degree students as temporary teachers-in-training in FDM programmes.

- * Organising or collaborating in holding local, national and international conferences, courses, seminars... on sporting topics.



The city contributes economic support and the use of conference facilities, and some municipal staff give or attend presentations.

- **University of Valencia** (Department of Sociology and Social Anthropology). The City Council commissions and covers the costs of periodic surveys, reports and research about sports in the city. This independent entity provides guarantees of impartiality and objectivity, and is a national reference.

- * Studies were carried out in 2000 and 2005 about the sporting habits of city residents. A similar study is programmed in 2010, which will allow us to monitor changes, and respond appropriately.

- * The recent (2009) study was about the impact of the City Council's sports policy on the social development of the city, both in respect of popular sporting activities and the extent to which major sporting events held in the city stimulate citizens to practise sports.





- **Catholic University of Valencia**

- * Some FDM technical staff teach subjects related to sports management for the Physical Activity and Sport Sciences degree at this private university.

- * Degree students are provided with supervised practical teaching experience in FDM programmes.

- * Collaboration in holding conferences, etc. as with the University of Valencia.



- **University Jaume I of Castellon**

- * Students in several degree courses are provided with practical teaching experience in FDM programmes.



- **Valencia Biomechanical Institute**

- * Collaboration on diverse projects of mutual interest, through subventions and/or participation of FDM staff.

Valencia cooperates with University of Valencia, Catholic University of Valencia, University Jaume I of Castellon and Valencia Biomechanical Institute



6

PROFILE AND POSSIBLE ACTIVITIES AS “EUROPEAN CAPITAL OF SPORTS”

Q 6. 1. How does your city see –also in comparison to other cities- its special quality, its particular strong point and outstanding profile as the Capital of Sport?

The City of Valencia's special quality is our emphasis on popular participation in sporting activities. Our particular strong point is our sports management model, which is service-oriented, to meet the expressed needs of the citizens. We have an outstanding profile in delivering programmes of sporting activity to the youth of the city, educating them in values and healthy habits.

- **Popular participation.** The city of Valencia organises more street races than any other city in the world. It also offers a very full programme of other participative and competitive sporting events described in section Q 4. There were more than 140,000 total participants in these events in 2008. The city's continuing success in holding major national and international sporting events has demonstrably increased citizen interest and participation in sporting activities. For example, the America's Cup has led to increased demand for sailing classes, which the city has helped to meet. The recent Global Champions Circuit (Show Jumping) event has been followed by increased activity in the city's equestrian schools. In fact, the city promotes participation in the sport in question in parallel with the holding of major sports events.

The city of Valencia organises more street races than any other city in the world

Our particular strong point is our sports management model, which is service-oriented, to meet the expressed needs of the citizens

- **Sports Management Model.** The city of Valencia's sports management model is based on listening and responding to the opinions of the citizens, as expressed in the independent surveys cited in this document. Our three Plans described in Section Q 1.4 (The Master Plan of Sports Facilities, the Guidelines Plan of Sporting Activities and the Sports Management Plan) have been well received throughout Spain as pioneering, and have been taken as models by other cities. Broad plans lead to programmes, and finally sporting projects and activities.

We combine and coordinate direct management of sports programmes with indirect management through local associations and specialist companies.

- **Youth Programmes.** The city of Valencia's youth programmes are delivered through the Municipal Sports Schools, in cooperation with schools in the city, and with the corresponding sports federations. The emphasis is on education of the whole person, rather than on competition. More than 280,000 young people have taken part in these programmes to date.



The city of Valencia has 96 municipally-owned sporting installations, offering 54 different sports and occupying 630,420 m². Each installation is open more than 4,700 hours a year, and in 2008 there were more than 6,500,000 uses.

An additional 966,437m² of public parkland is available for sporting use. This includes soccer and rugby pitches, athletics and baseball facilities, etc. This 10-km-long park runs through the middle of the city, and is the former course of the rechannelled River Turia.

A total of €42 million is budgetted in the years 2009-2011 for construction and remodelling of public sporting installations. In 2009, € 3,438,608 is budgetted to foment sports programmes in the city through subventions (12% more than in 2008).

Municipal programmes which support sports include:

- Publication of the book collection "Sports Classroom".
- A Medical Centre and Athletes' Residence.
- Courses, seminars, etc. about sporting topics.

Q 6.2. How will your city, as the “European Capital of Sports” realise the five main objectives of ACES with regard to sports development in your city?

In 1998 and 2003, the Spanish Sports Council awarded to the city of Valencia their Prize for the Most Distinguished Locality. In 2005, the Valencian Region Prize for Public Sports Management was awarded to the FDM. Other sports prizes have been received.

In the Educational Field we propose two clear lines of action; the first directed at young people, their parents, teachers and trainers; and the second to encourage taking up sporting activity at any age. There would be four programmes:

- **Start Sport.** Ages from 0 to 6. Programmes directed at teaching values such as cooperation, teamwork, respect and discipline. Education through sport, developing civic values.
- **Do Sport.** Ages from 17 to 32. To capture the interest of youth in sport, promoting social integration and tolerance.
- **Work Sport.** Ages from 33 to 65. To encourage participation in sport, with its personal and group benefits, strengthening relationships among social groups during the period of working life.

*The city of Valencia
would establish a
Citizen's Sports Day in
which an emblematic
zone of the city
would become the
setting for all
sports for one day*

- **More Sport.** A programme specifically for older people, aimed at improving their physical health and avoiding isolation.

One of our fundamental objectives is that sport becomes part of the citizen's daily life. The programmes proposed above are intended to bring sport to all social levels, and to make it a vehicle for social integration and participation. With this in mind, the city of Valencia would establish a Citizen's Sports Day in which an emblematic zone of the city would become the setting for all sports for one day. This stems from the simple but effective idea of setting up one area of the city where whole families can discover, learn about and play the sport they choose.

In the Cultural Field, we would hold various exhibitions showing the different games and sports characteristic of the diverse cultures which have left their mark on the city, and their contribution to integration in society, paying special attention to the five objectives of the ACES Manifesto.

Q 6.3 Which initiatives and activities will your city want to contribute to the work of ACES?

Europe faces new challenges in a changing globalised world. Member states need to join in creating effective new institutions which respond to citizen's concerns. These include new sporting cultural aspirations in the modern world.

The City of Valencia will propose, if it becomes the European Capital of Sport, establishing the European Centre for Municipal Sports Research, with a secretariat and permanent office in Valencia. The presidency would be taken up on a rotating annual basis by the city elected as the "European Capital of Sports".

This Centre would be located in an available, self-standing existing building, which is located in the Pechina Complex described in Section Q 3. 1. It would be directly supervised by ACES, and would carry out projects related to municipal sports and municipal sports management, the results of which would be published and distributed.

The City of Valencia Municipal Sports Foundation has already published 27 books in two collections. If Valencia were selected, it would undertake a joint collaborative project (with teachers, universities, people in the world of sport, researchers, doctors, etc) to produce 5 publications which would engage citizens with the five ACES objectives.



The City of Valencia proposes establishing the European Centre for Municipal Sports Research, with a secretariat and permanent office in Valencia

