



## THE MOST IMPORTANT PARTNERSHIP IN GRASSROOTS SPORTS

local authorities ● sport organisations

COLLECTION OF GOOD PRACTICES

# **FOCUS ON COLLABORATION 1: JOINT INVESTMENTS AND FACILITY MANAGEMENT**

**Cyprus Sport Organisation ● Larnaka Municipality**

BEST PRACTICE EXAMPLE FROM THE COLLABORATION:

## **PROMOTING JOINT INVESTMENT OPPORTUNITIES AND DEVELOPING FACILITY MANAGEMENT**

Our partnership in this area is based on specific policies and schemes the Cyprus Sport Organisation has drafted for the local authorities. The “Social Sports Scheme” offers an opportunity for the Local Authorities to apply for funding in order to develop community sport facilities. The CSO provides 75% of funding for each installation and the rest is covered by the community. Local authorities with limited budgets are funded with 80%. Funding

is provided only for three types of sports’ facility development: volleyball, basketball and handball. The development of playgrounds is also funded with a limited amount. It is a prerequisite for these facilities should to be opened for public use. Facility management is an exclusive responsibility of the community.

Furthermore, sport facilities owned by CSO are available to local authorities upon request and availability.

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## DESCRIPTION OF THE PARTNERSHIP

The partnership's clear direction is ensured by written collaboration agreements based on the relevant policies, strategies and schemes the partners have. These collaboration agreements often follow governmental regulations and acts as the Cyprus Sport Organisation (CSO) and local authorities are subject to governmental audit.

## OBJECTIVES

- Increase the participation rates of citizens in sport and physical activity
- Improve coordination and cross-sector collaboration
- Establish and renovate accessible, quality facilities for sport and physical activity
- Increase public awareness and encouragement of citizens to engage in sport and physical activity
- Engage relevant stakeholders in partnerships

## REACHING THE OBJECTIVES

The implementation of these strategic goals is well documented by the long term cooperation of both entities in: implementing the National Sport for All Programme in Larnaka Municipality; developing sport and physical activity facilities; funding sporting events; organising mutual sport and physical activity events.

The abovementioned common strategic goals will be more established through the implementation of the CSO's 3-year Cross Sectoral National Strategic Plan for Sport and Health (HEPA) 2014-2016. The aim of this Strategic Plan is to promote HEPA across sectors. Many Local Authorities, including the Municipality of Larnaka, have already shown interest in being partners.

## COORDINATING THE PARTNERSHIP

The way we work together depends on how our cooperations are in progress each time. Most of our collaborations are short-term and follow a specific sequence of actions as they have to be in line with internal and governmental regulations of audit control. In a nutshell, a partnership is based on frequent contact and sharing of information; for both entities decision making must be done through the hierarchy (Boards) and money expenditure must be justified based on data. The success of a partnership is a key indicator for the continuation of the partnership and the factors behind its success are taken into consideration when initiating new ones.

## IMPACT ON THE LOCAL COMMUNITY

Our impact on people in municipalities is brought about by implementing common sport and physical activity programmes (i.e. Sport For All Programme), sport campaigns and events (i.e. Sport Fiestas, Summer Sport Fiesta, MOVE Week), developing sport and physical activity facilities, staff education and training, and sponsoring different events.

## WORKING TOGETHER TO UNDERSTAND AND IDENTIFY LOCAL DEMAND FOR SPORT AND PHYSICAL ACTIVITY PROVISION. SHARING INFORMATION AND DATA.

Data was collected from a recent survey on leisure sport participation in Cyprus (2012). The survey was addressed to all relevant

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stakeholders, including Larnaka Municipality, and to citizens. We also keep well informed and follow the new trends in the area of sports and physical activity.

### ***BUILDING RELATIONSHIPS WITH ADDITIONAL STAKEHOLDERS IN THE PUBLIC AND PRIVATE SECTOR***

Our efforts are built on awareness-raising in order to involve more stakeholders and establish mutual goals and objectives. Networking and good personal relations with different stakeholders are important factors in facilitating this. We also offer incentives such as promoting common efforts in all mass media, websites, and promotional materials.

### ***ENSURING FUNDING AND SUSTAINABILITY OF ACTIVITIES WITHIN THE LOCAL AREA AS A PART OF A COMMON STRATEGY***

Our prolonged collaboration in specific all-year activities (i.e. Sport For All Programme) and their success in terms of quality programmes and participations rates, is the guarantee for the sustainability of funding for those activities. Several activities such as Sport Fiesta or Summer Sport Fiesta are established as annual events.

### ***WORKING TOGETHER IN ORDER TO PROVIDE TRAINING AND EDUCATION FOR STAFF AND VOLUNTEERS***

Training and education is based on demand and on data that justify the need. As there is a close collaboration and communication between the two sectors, the need for education and training can be easily identified. A good example that can be used is the need for Local Authorities to receive more financial support from the National Sports Authority. Because of continuous budget cuts over the last five years and the recent financial crisis, this demand cannot be satisfied. In this respect, the CSO organised an educational seminar addressed to the staff of local authorities for the different European funding programmes (structural funds, Erasmus +, etc.).

Another example is the annual training of the instructors that are employed in the National Sport For All Programme. Training is based on the update on new trends and programmes in sport and physical activity.

### ***WORKING TOGETHER TO PROMOTE PHYSICAL ACTIVITY AND SPORT***

Development of sport and physical activity programmes, events, campaigns, publications, participation in the Cross-Sectoral National Strategy for Sport and Health.

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