



## THE MOST IMPORTANT PARTNERSHIP IN GRASSROOTS SPORTS

local authorities ● sport organisations

COLLECTION OF GOOD PRACTICES

### ***FOCUS ON COLLABORATION 3: SPORT, CULTURE AND TOURISM***

***CLUB Marató I Mitja ● Diputació Provincial de Castellón  
"Castellón County Council"***

BEST PRACTICE EXAMPLE FROM THE COLLABORATION:

### ***PROMOTION OF SPORT, CULTURE AND TOURISM ON THE LOCAL LEVEL***

#### SPORTING EVENT PENYAGOLOSA TRAILS.

"More than 15 years ago (in 1991), a few intrepid friend hikers left Castellon (at sea level) with the aim of reaching the hermitage of Sant Joan de Penyagolosa (at the centre of the Penyagolosa Natural Park) in one day, covering 63km of ancient trails that had been environmentally recovered thanks to the selfless efforts of hiker groups in our province."

Today, MIM Sports Club, in cooperation with Castellón County Council, organises multidisciplinary competitions called Penyagolosa Trails: Marató i Mitja (63km) and CSP115 (115km), which have more than 1500 participants. All 9 municipalities in the region are involved in the trail runs and 10 sport and

hiking clubs help to coordinate more than 400 volunteers' work.

Outdoor running events are excellent opportunities to discover a wealth of natural, social and human heritage in the territory in which these sporting events are carried out. It is therefore important that the organisers take into account a number of activities to promote not only the sporting aspect, but also the sustainable development of its events, and also help make the participants and the public aware of the need to preserve our heritage. Different companies and sport facilities to join the campaign and raise funds. We would like to achieve the slogan "Košice in MOVE" by moving schools and moving different city districts during MOVE Week.

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## DESCRIPTION OF THE PARTNERSHIP

Yearly, a cooperation agreement is signed between Diputación de Castellón and the Club Marató i Mitja. This agreement regulates the economic contribution of the County Council towards the development of the trails. This agreement is also framed by the strategic lines of the entity to promote nature sport events and tourism in the inland areas of the province.

## OBJECTIVES

- Promotion of nature sport events and tourism in the inland areas of the province.
- Promotion of healthy activities
- Promotion of local economies

## REACHING THE OBJECTIVES

Ensuring the partnership's presence in various national and international exhibitions related to mountain races. This is where the partnership presents and promotes the sporting events and the natural, cultural and human heritage of our province.

Preparing a study, in collaboration with the University Jaume I and University of Valencia, on the biomedical impact on the ultra trail runner. To this end, some biomedical parameters of a volunteering runners group will be analysed before, during and after the race. The findings of this scientific study will help the understanding of, and thereby improve, the health of the runners.

The development of local economies is achieved through a policy of purchasing and supply, based mainly on provincial supplier. For the 2013 event, about 80% of the money spent on the races went to local suppliers.

## COORDINATING THE PARTNERSHIP

The partnership is a close working relationship. During the year, there are frequent meetings of several kinds:

- a) Assessment and planning meetings for the representatives of 10 member clubs.
- b) Technical meetings for a reduced number of clubs. This commission is responsible for resolving immediate matters. These meetings are monthly.
- c) Event coordination meetings with representatives of Diputación Provincial de Castellón (presided over by the Deputy for sports). This commission meets at the beginning of planning in order to lay the foundations for the event, and to assess the results once the event is over. It also monitors all the actions for the promotion of the event in venues. In these cases, a representative of the Tourism Board from the Diputación de Castellón, which is in charge of the tourism promotion of the province, is invited.

## IMPACT ON THE LOCAL COMMUNITY

During the assessment and planning of meetings for the representatives of 10 member clubs territorial and social cohesion is ensured, as the sporting events have a direct impact on the municipalities involved and on the entire province as a whole. Furthermore, the municipalities are willing to contribute to the event because it offers them visibility, attracts potential visitors and subsequently enhances economic activities while promoting a healthy lifestyle. In this sense, the partnership represents a unique opportunity for municipalities, since their involvement represents a step forward to achieve economic and environmental sustainability in their territory by means of an activity which instills values in their population, such as motivation, desire for self-improvement and determination.

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

There are three kinds of actions:

- a) Online. Through the web page and social networks, we not only present sports information about the event for sportspeople, but also present tourism information of the area and any information of general interest. We also include a press dossier with the most relevant data of the event ([http://www.penyagolosatrails.com/wp-content/uploads/2013/08/dossier\\_2013\\_ingles\\_traz\\_opt.pdf](http://www.penyagolosatrails.com/wp-content/uploads/2013/08/dossier_2013_ingles_traz_opt.pdf)).
- b) Offline. We annually define our presence in some specialised venues (at a national and international level), such as the UTMB venue, Transgrancanaria, Zegama, etc. We promote aspects of sports, as well as presenting our province as a touristic destination. These venues are both a meeting point for athletes and companions, and for commercial brands and organisers of sporting events.
- c) International relations. The partnership through the international relations area of Diputación de Castellón promotes joint European projects, networking with other stakeholders at the EU level and benchmarking both with clubs and local authorities in the European Union.

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

The most important aspect is to ensure

activities in the municipalities take place over the whole year (or a large part of it). For this reason, supporting the organisation of small events (minor distance races) in each municipality is important, as it attracts a number of visitors. This does not only ensure that the practice of sports is promoted in these municipalities, but it also stimulates economic activity in the local area.

The promotion of these activities, as a revitalising element for local economies of the province's inland, represents one of the strategic lines of the Diputación de Castellón. Funding comes from participants' registrations (60%), Diputación de Castellón, Jaume I University, Castellón City Council (Sports Board), and BP.

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

During the meetings between representatives of the 10 member clubs, training guidelines are established and each club is in charge of training its volunteers.

The organisation and development of the sporting events is based on fundamental principles, such as respect for others and the environment, mutual help and solidarity. These principles are directly inspired by the values defined by the [International Trail Running Association](#) (ITRA): authenticity, respect, humility and fair play.

We aim to share these values with runners, contributors, volunteers, spectators, citizens and organisers of other races. Our sport, Trail Running, is undergoing important changes. The most evident are the increase of the number of runners, diversification of profiles and motivations, a more and more complicated economic situation, and evidence of impact on

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the environment. In this unpredictable context, we think that our responsibility is to continue promoting the values that, beyond strictly speaking about sports, make Trail Running a true human adventure.

On the other hand, professional sanitary staff are coordinated by a medical chief, who is responsible for the coordination of medical assistance. The staff are trained during the whole year in order to assist any emergency calls.

Professional staff members of rescue teams are coordinated by the Head of the Firemen Service of the Provincial Consortium. These staff are also trained throughout the year in order to assist any emergency calls.

All staff, volunteers and professional employees are coordinated from the Advanced Command Centre.

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