

Integrated Planning of Sport Development: The City of Frankfurt/Main

Georg Kemper
(CEO - Sports office/City of Frankfurt am Main)

In cooperation with:

Dr. Stefan Eckl / Dr. Jörg Wetterich
(Institut für Kooperative Planung und Sportentwicklung - IKPS)

Prof. Dr. Alfred Rütten / Jana Ziemainz
(Institut of Sport Science and Sport Universität Erlangen-Nürnberg - ISS)



Frankfurt am Main

675'000 Inhabitants. Germany's fifth largest city

Main reasons for the promotion of sports:

- Public welfare – esp. Health-related sports
- Sports as an image factor

... 426 Sports Clubs

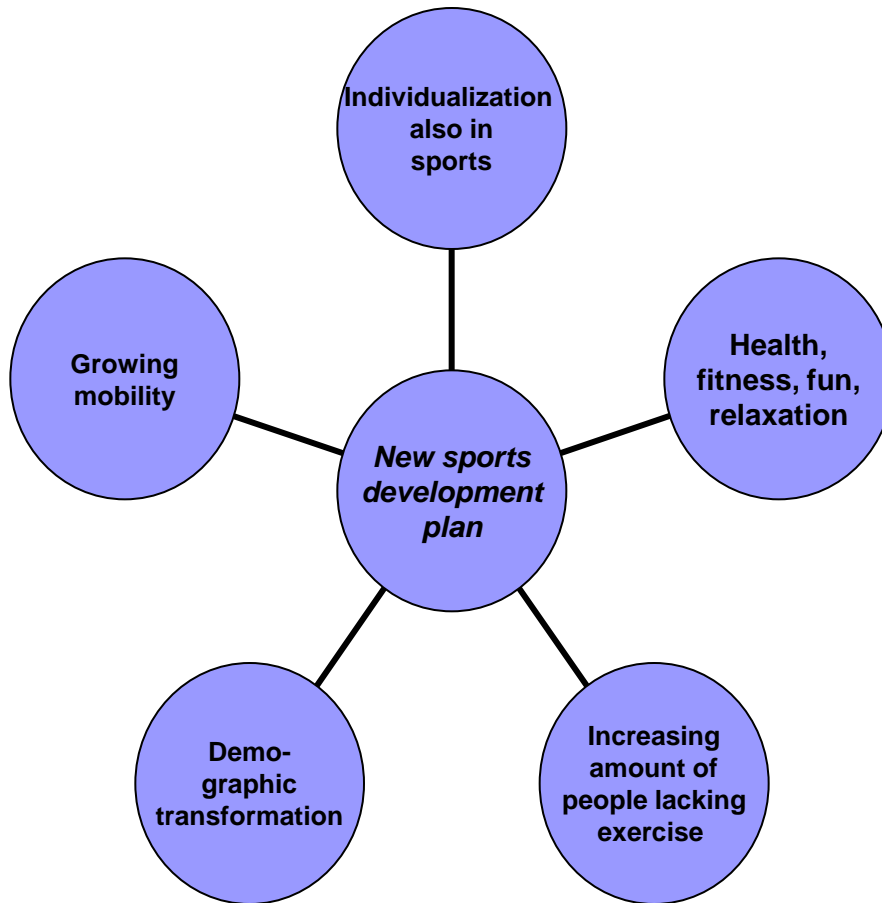
... 155'000 Members

... 50'000 Adolescents

= 520.000 non-members



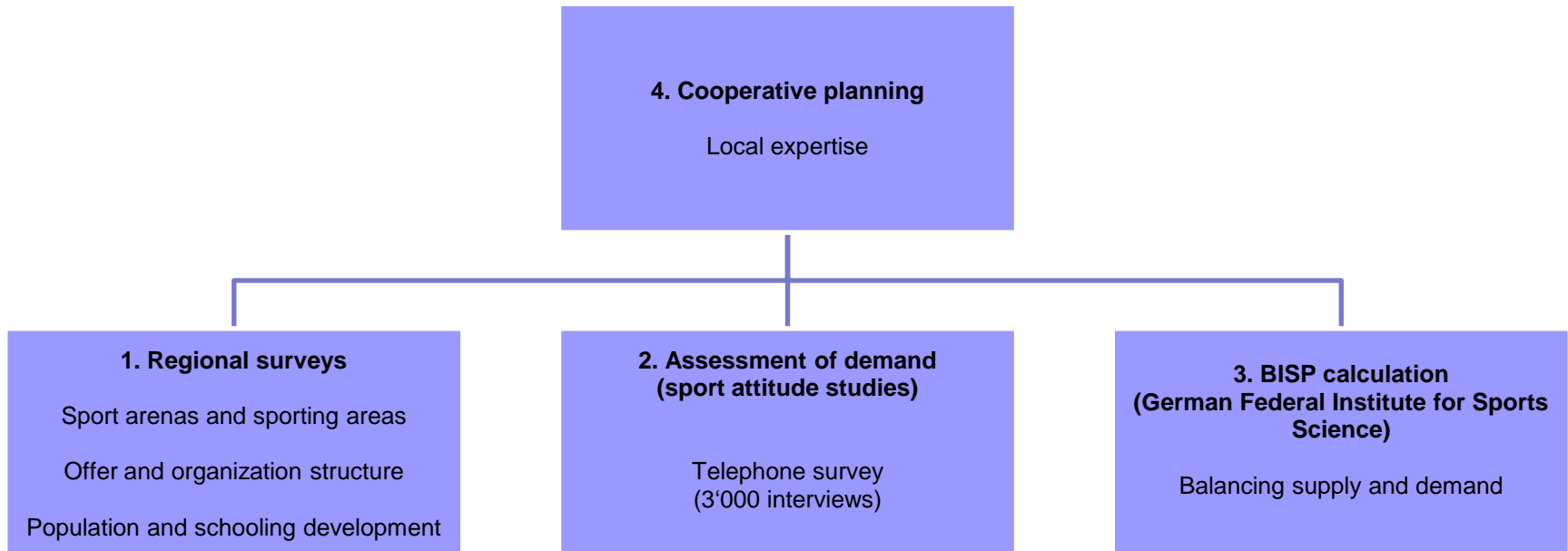
“An altering sporting attitude“ or Why does Frankfurt am Main need a Sports Development Plan?



*If you don't know where
you want to go, don't be
surprised when you end
up somewhere else.*

(M. Twain)

Integrated Sports Development Plan for Frankfurt am Main



1. Determining the current Supply

- **Overview of the sports and exercise spaces in Frankfurt am Main**
 - *Establishment of a sport site database*
- **Overview of the sport provider in Frankfurt am Main**
 - *Analysis of the membership statistics for the various sports clubs*
 - *Survey of other providers (clubs, sports studios, free carriers, etc.)*
- **Knowledge about the expected development of the population in Frankfurt am Main**
 - *Preparation and prognoses of the population statistics*
 - *Preparation and prognoses of student statistics*



Inventory Statistics

Outdoor Sports Facilities (- Example -)

Small playing fields					
<i>Surface</i>		<i>Number</i>	<i>m²</i>	<i>Units Summer</i>	<i>Units Winter</i>
Grass		20	44'196	8,5	0.5
Barn floor		2	9'736	1,0	0
Artificial turf		3	14'362	1,5	0.5
Synthetics		5	7'212	2,0	0
Ricoten		1	1'815	0,5	0
Leisure sport areas		34	18'960	0,0	0
<i>Total</i>		65	96'281	13,5	1
Large playing fields					
<i>Surface</i>		<i>Number</i>	<i>m²</i>	<i>Units Summer</i>	<i>Units Winter</i>
Grass		39	244'197	37	8
Barn floor		40	258'423	40	36
Artificial turf		20	126'243	20	18
Synthetics					
Ricoten					
<i>Total</i>		99	628'863	97	62

Inventory Statistics

Sport Outdoor Facilities

Sport as a factor of urban development planing



2. Determining the Need

- Overview of the sports attitude of Frankfurt's population

Representative population survey on sports attitudes, differentiated according to age, gender, and zoning districts

- 3'000 telephone surveys as per

- Motives for activity, **reasons for non-activity**
- Sites and organizational framework of activities
- Evaluation of the existing sport infrastructure and sports offered
- Evaluation of the sport clubs and their sports offer
- Suggestions for improvement of sports infrastructure and the sports offered



**Almost 70% of Frankfurt's Population is active with Sports.
22% are active in a Sports Club.**

**Where are the other 78% and what are they doing?
("Giving them a voice!")**

Questionnaire

Questions about sports attitudes:

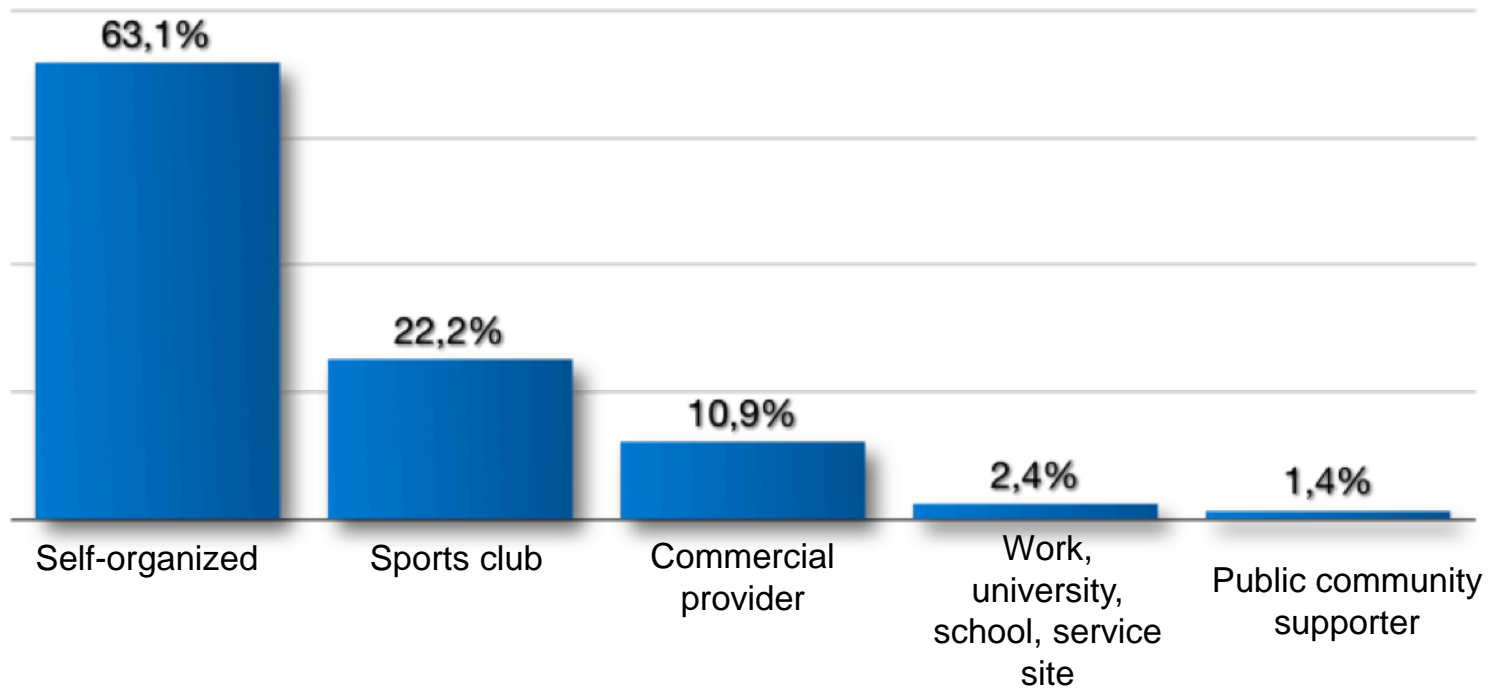
- Sport attitude: *activity, duration, frequency, location,*
- *organizational framework, how one gets to the sports complexes,*
- *memberships in sports clubs*
- **Reasons for not playing sports or exercising**
- Socio-demographic data: *age, gender, nationality,*
- *level of education, people living in the household*

Additional questions:

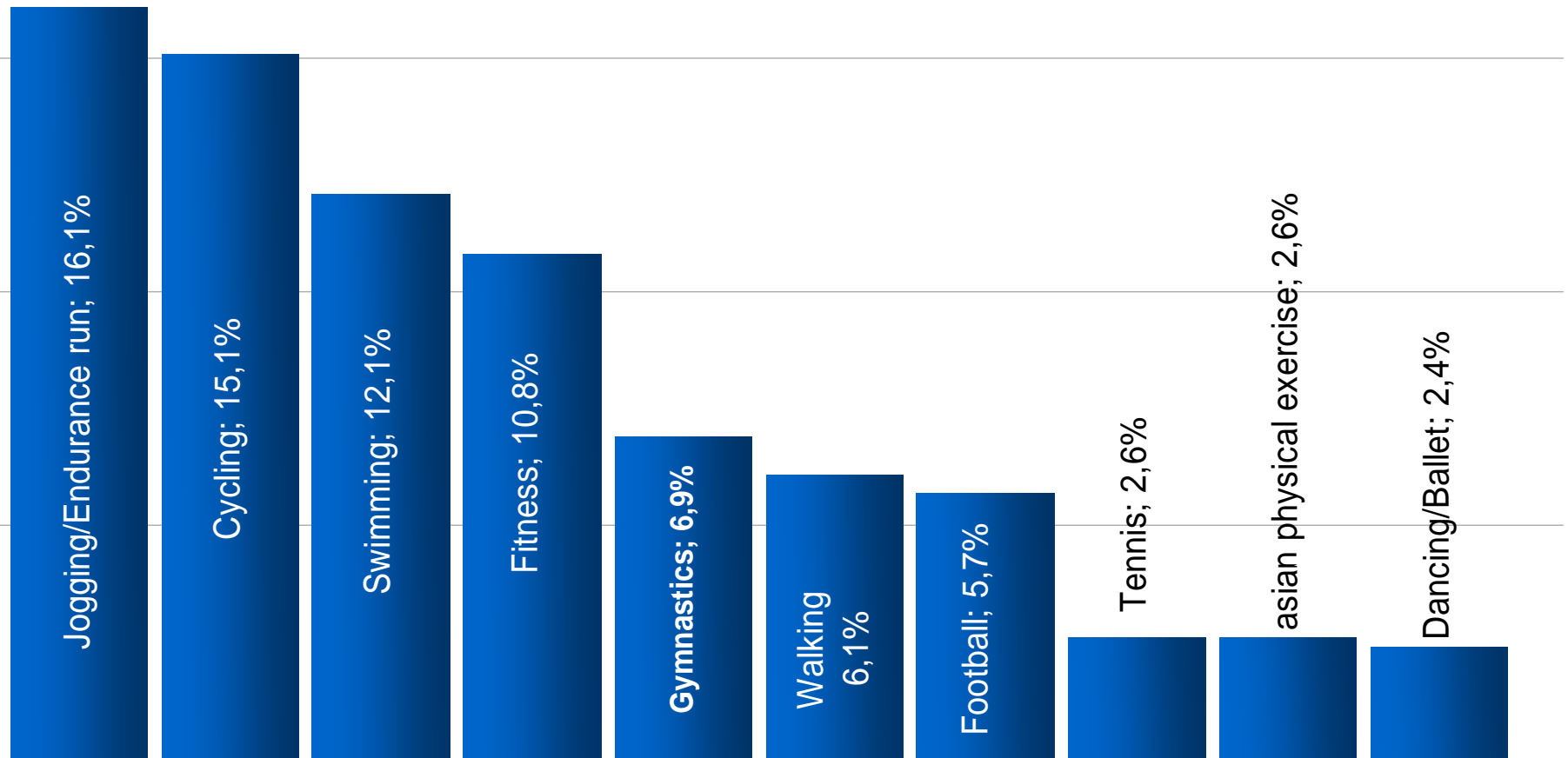
- lack of sports facilities and exercise areas
- concerning the evaluation of a sporting environment, information and sports complexes
- focal points of work done by sport clubs
- importance of sport events

Organizational Framework of all Sport Activities

Who organizes your sport activities?



Favorite Sports - Top 10

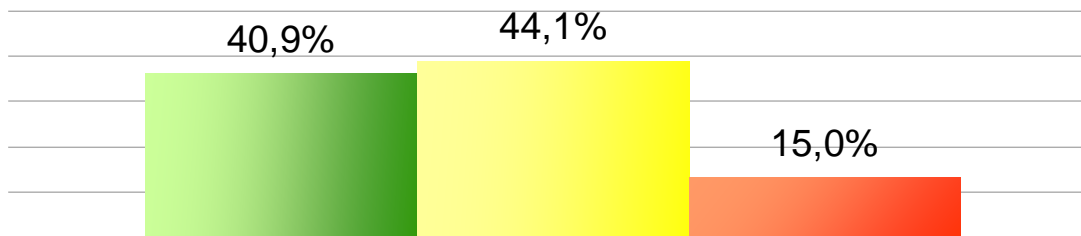


Sequence of Sports according to Age and Gender

Sport	Rank												
	Total	Men	Women	7-17	18-24	25-34	35-44	45-54	55-64	Older than 65			
Jogging	1	1	1	9	1	1	1	1	3	5			
Cycling	2	2	2	3	5	3	2	1	1	3			
Swimming	3	5	3	2	4	4	4	3	2	2			
Fitness	4	4	5		2	2	3	4	6	6			
Aerobic/Gym	5	7	4		7	6	5	5	5	1			
Walking	6	6	6				6	6	4	4			
Football	7	3		1	3	5	8	10	10				
Tennis	8	7	9	7	7	7	10	9	8	9			
Asian physical exe.	9		7				7	7	7	8			
Dancing	10		8	4	9	8		8	8	10			
Martial arts		9		5	6	9	9						
Gymnastics				5									
Basketball				10									
Handball				8									
Walking										7			

Evaluation of the Sporting Areas

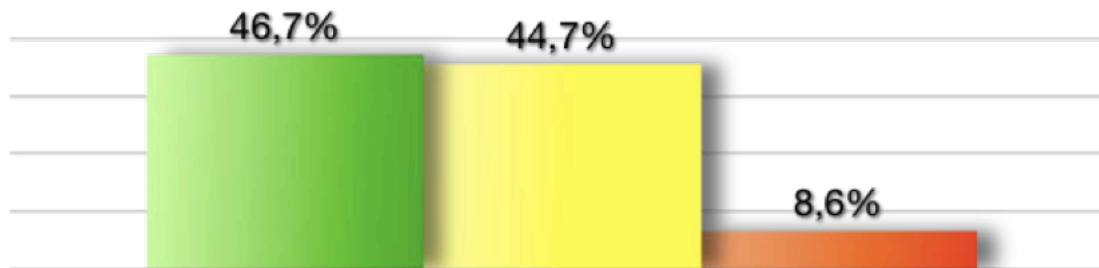
How do you evaluate the number and the constructional status of existing and available sporting areas in your city district? Evaluation per school grades.



■ very good/good
■ satisfactory/sufficient
■ poor/very poor

Evaluation of the number of sporting areas in one's city district

85% very good to sufficient

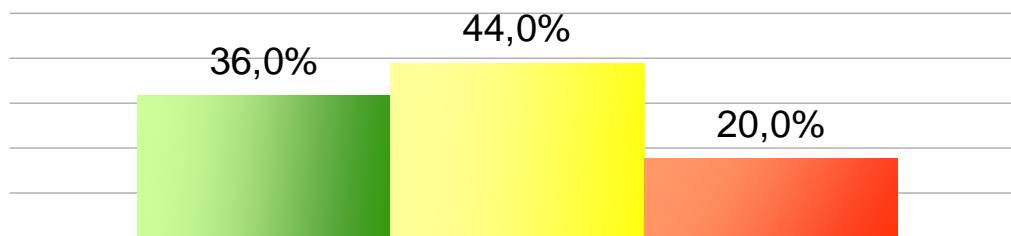


Evaluation of the constructive status of sporting areas in one's city district

91% very good to sufficient

Evaluation of Sports Halls

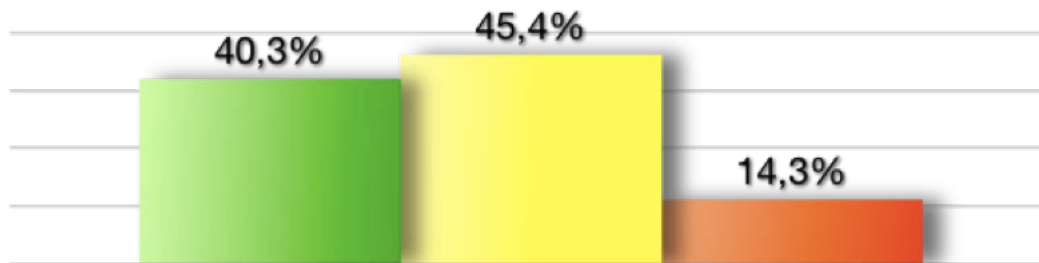
How do you evaluate the number and the constructional status of existing and available sports halls in your city district? Evaluation per school grades.



Evaluation of the number of sport halls

80% very good to sufficient

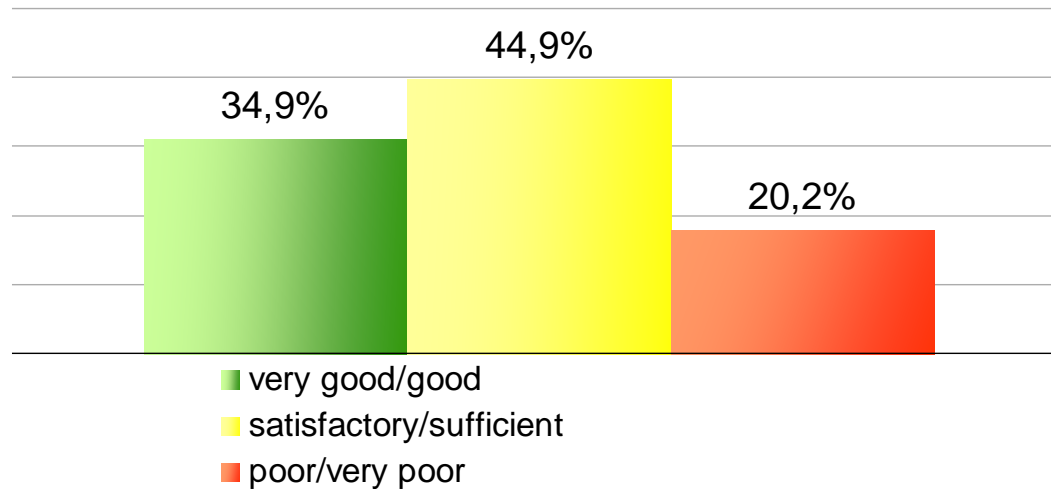
- very good/good
- satisfactory/sufficient
- poor/very poor



Evaluation of the constructive status of sporting halls

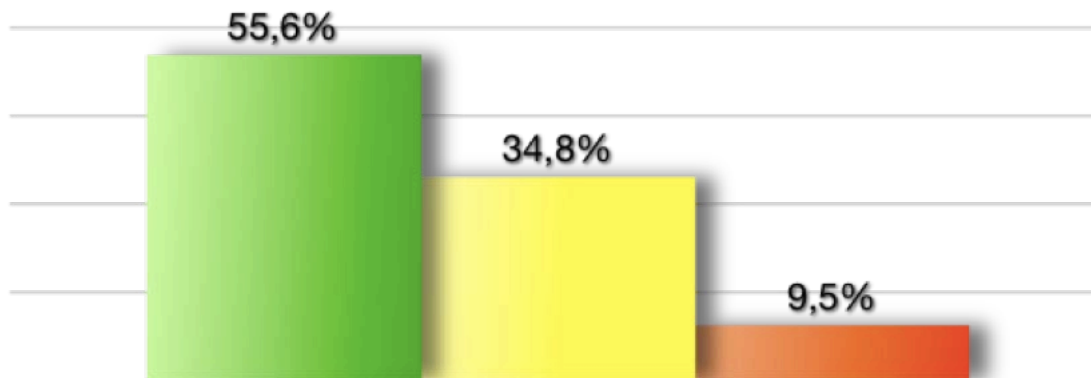
85% very good to sufficient

Information and Sports Offer



How do you evaluate the information on gaming, sporting and exercising offers in your city district?

80% very good to sufficient



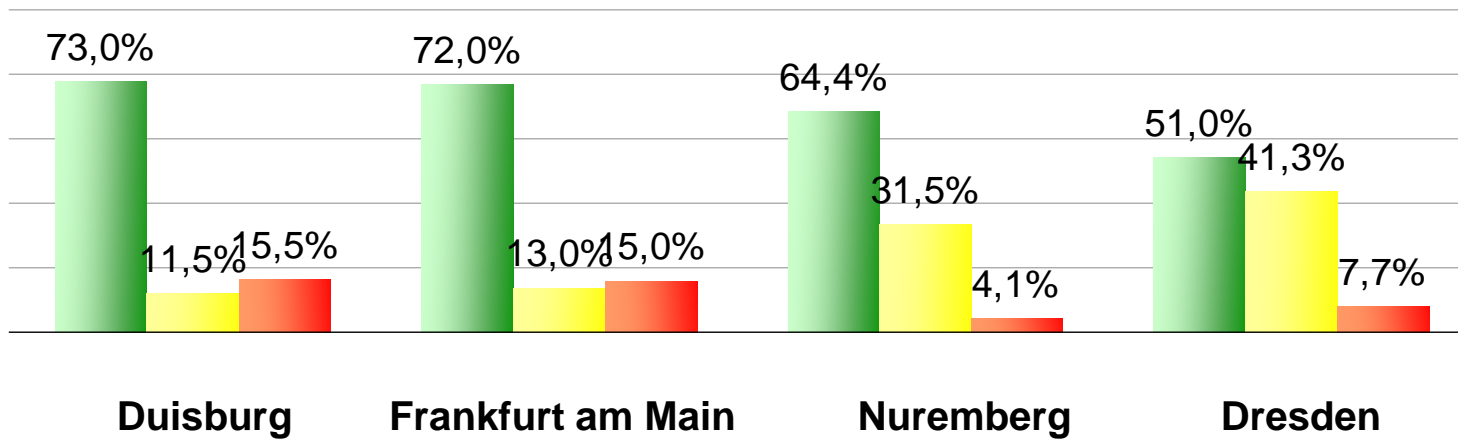
How do you evaluate the available sports offer in your city district? (i.e. offers from clubs, commercial providers, VHS, etc.)

90% very good to sufficient

Frankfurt as a Sports and Exercise-Friendly City in Comparison

Is Frankfurt am Main, all in all, a sports and exercise-friendly city?

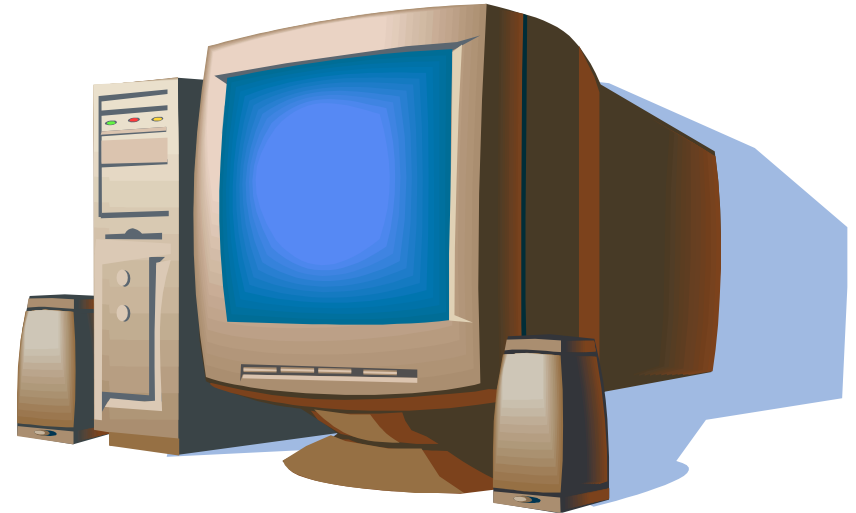
■ completely/more or less accurate ■ more or less ■ not entirely/not at all



3. Calculation according to the BISP Guidelines

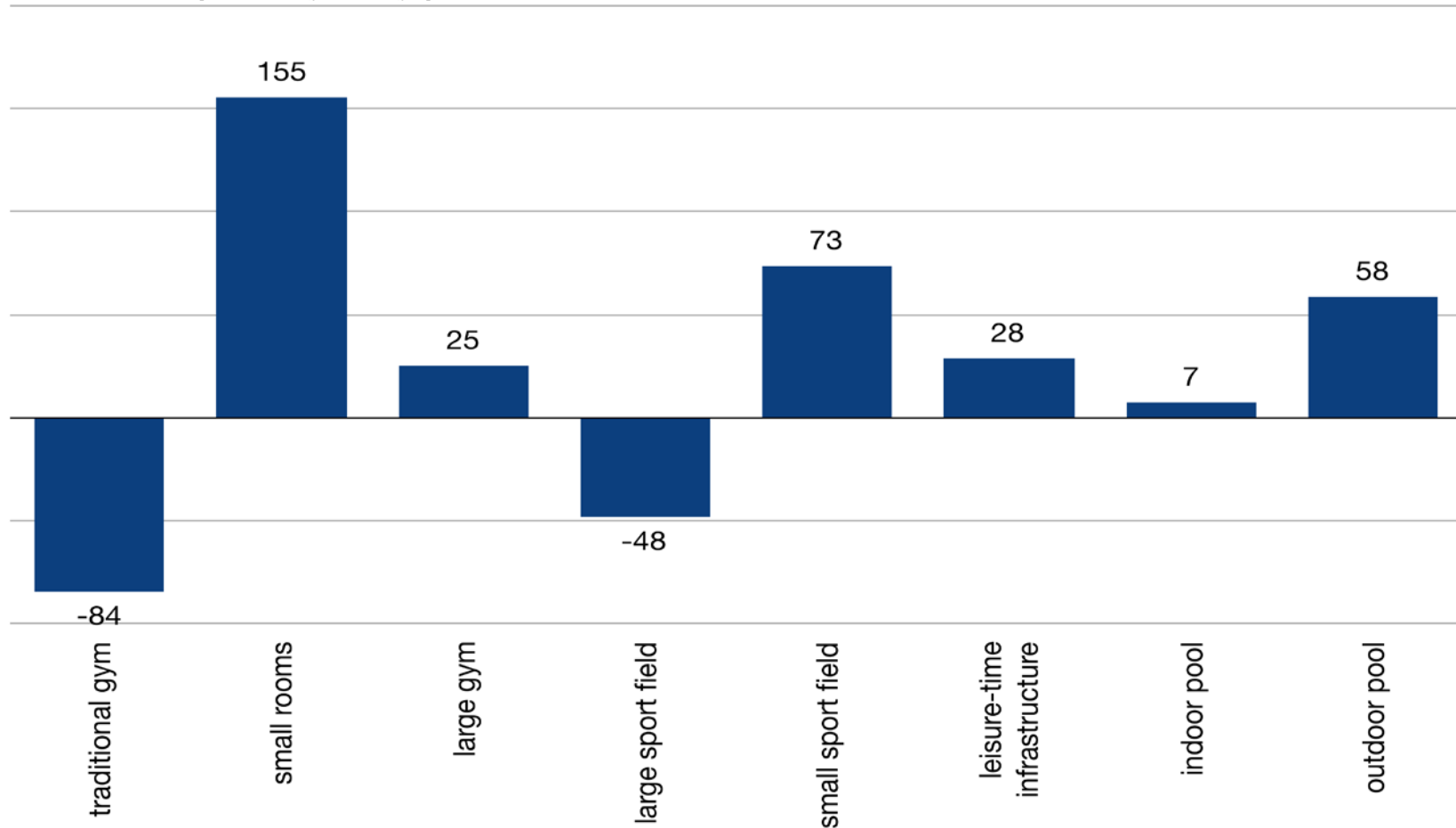
$$\text{Sports facility needs} = \frac{\text{Sports need (athletes x duration x frequency) x allocation factor}}{\text{usage density x usage duration x load factor}}$$

- Determine the need for sports facilities based on the actual sports attitudes amongst Frankfurt's population
- Adjustment of needs to those of the actual population
- Population-needs balance with the guidelines for the sports facility development planning of the German Federal Institute for Sports Science (BISP Guidelines)
- **Current calculation methods, to be reviewed and further developed (!)**



Balancing offers and demands of sport facilities

in Sport facility units e.g. pools = 250 m²



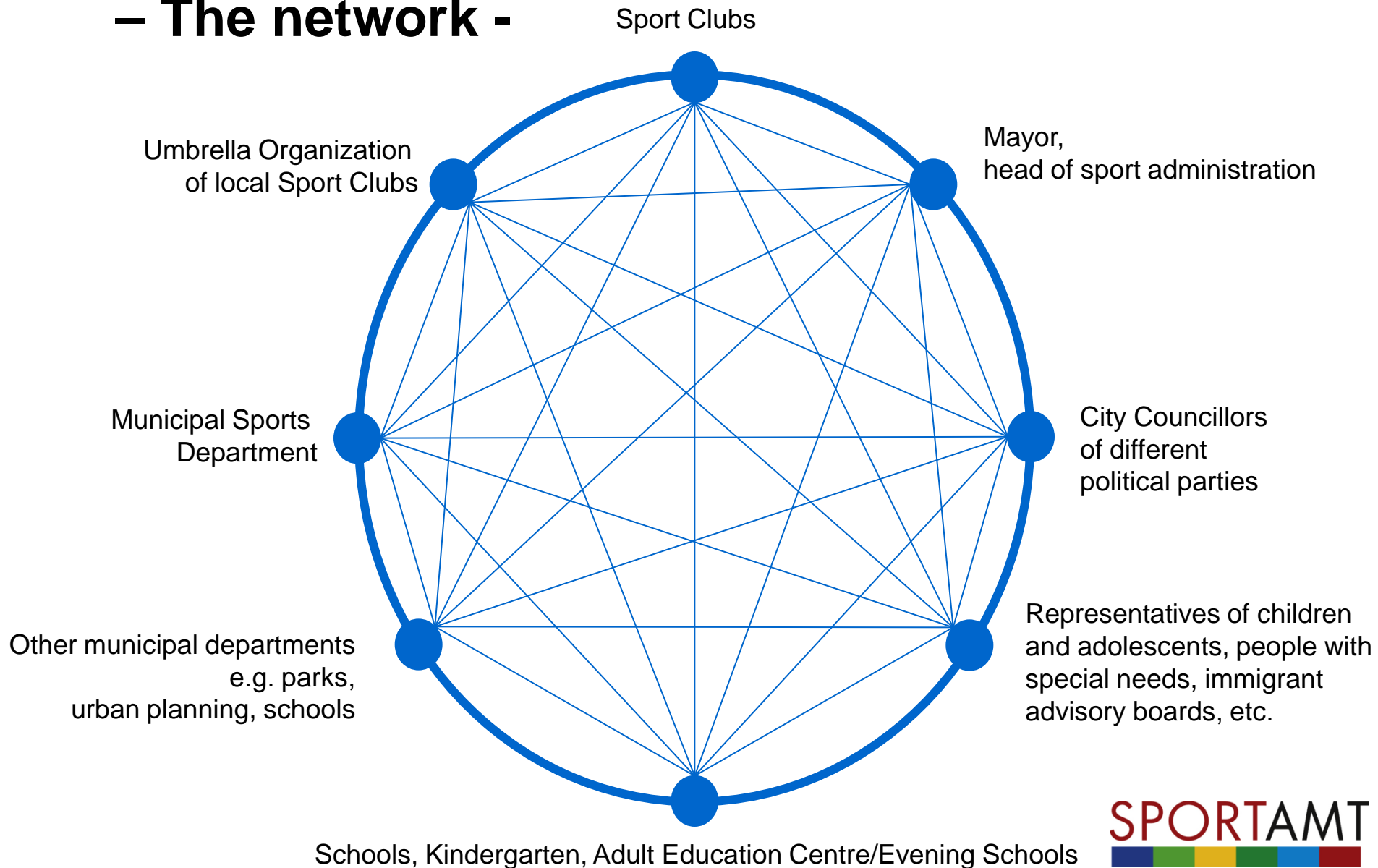
4. Cooperative Plan – “Building the network”

- Combining determined data with the knowledge provided by local experts (magistrate, community politics, municipal sports office, other officials, *Sportkreis Frankfurt* (= *umbrella organization of local sports clubs*), sports clubs, schools and kindergartens, youth centers, senior centers, handicapped- and immigrant-representatives)
- Establishment of short-term, middle-term and long-term guidance for community sports politics and for services offering sports
- Establishment of a long-term planning concept as a basis for sports development (up until approximately 2020/2025)

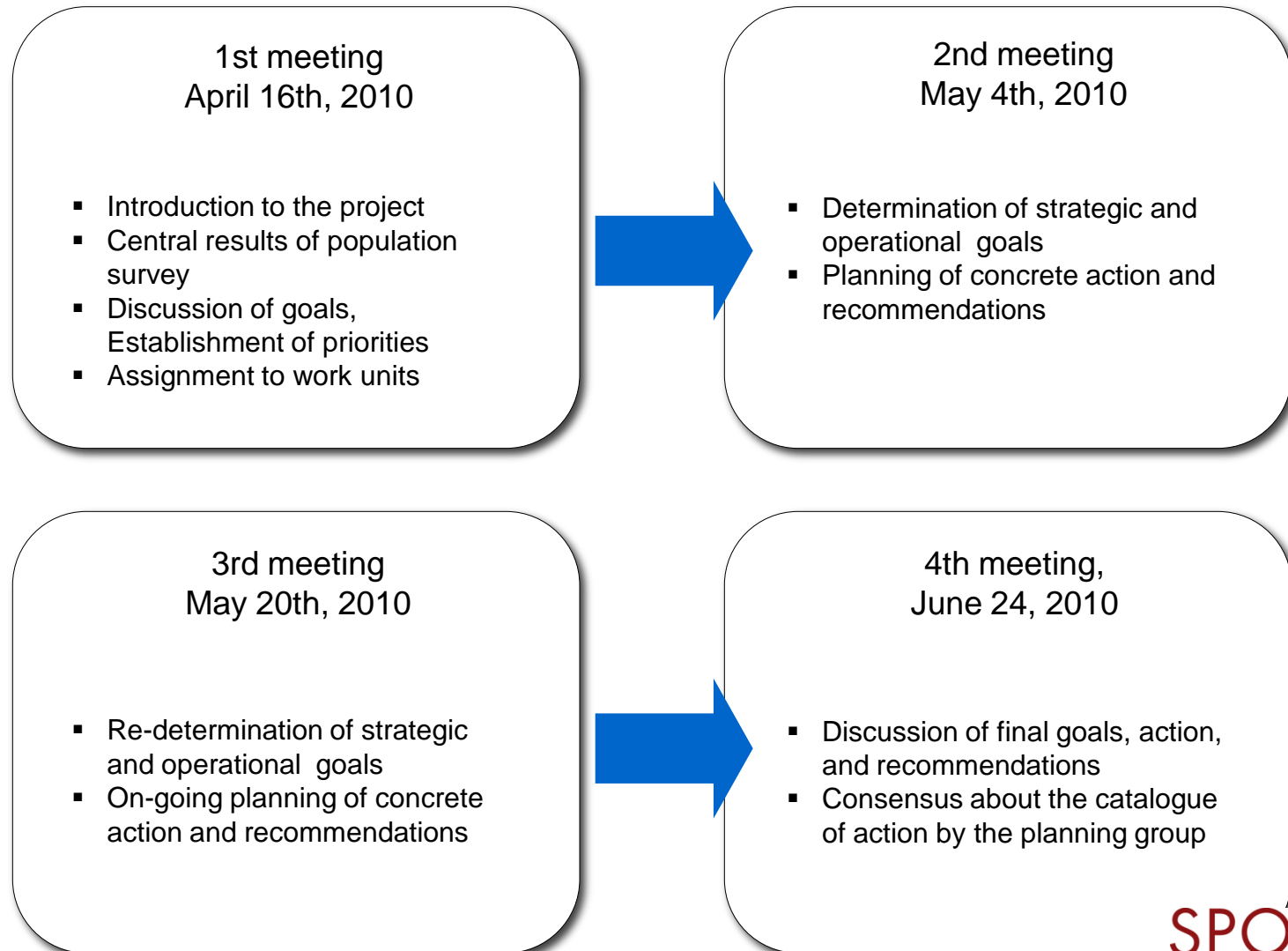


Cooperative Planning – partners

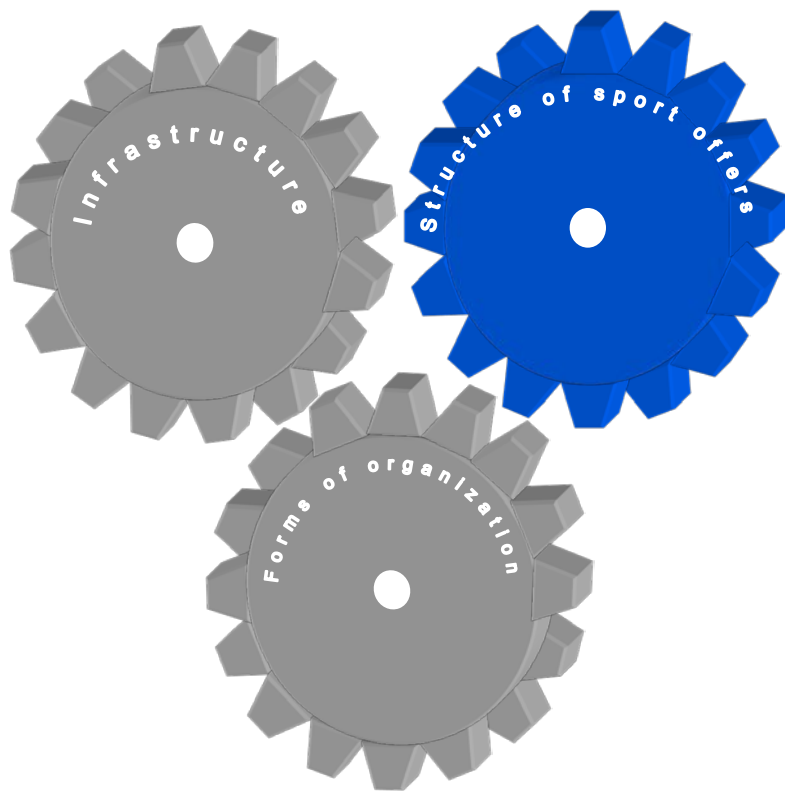
– The network -



Cooperative Planning - Procedures



Fields of Topics – Structures of Sports offers



Headline Goals / Recommended Steps

Sports and exercise offers for everyone

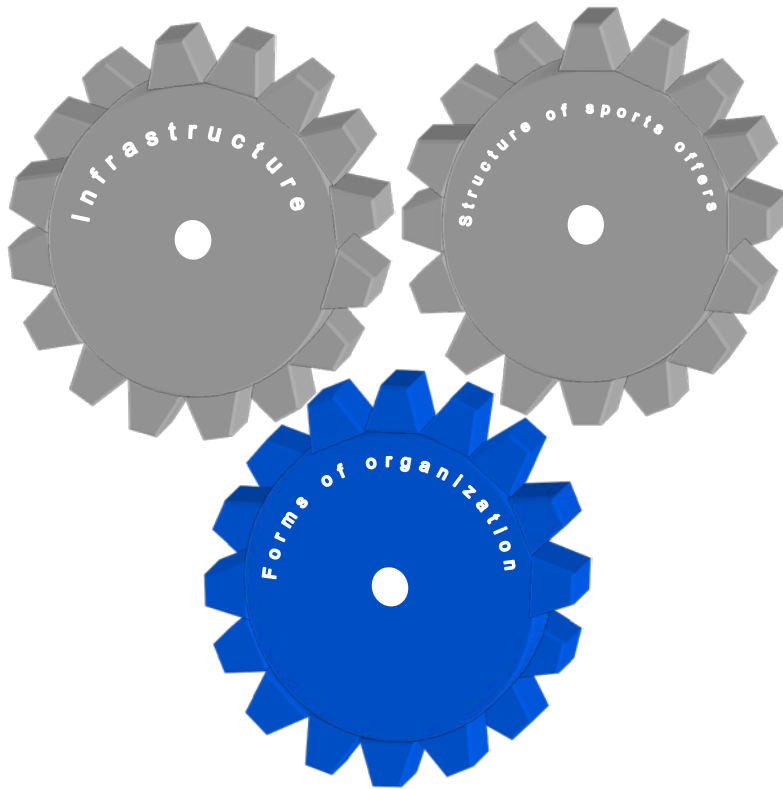
Sports and exercise offers for children and adolescents

Sports and exercise offers for the elderly

Sports and exercise offers for families

Open sports and exercise offers

Fields of Topics – Structures of Sports offers



Headline Goals / Recommended Steps

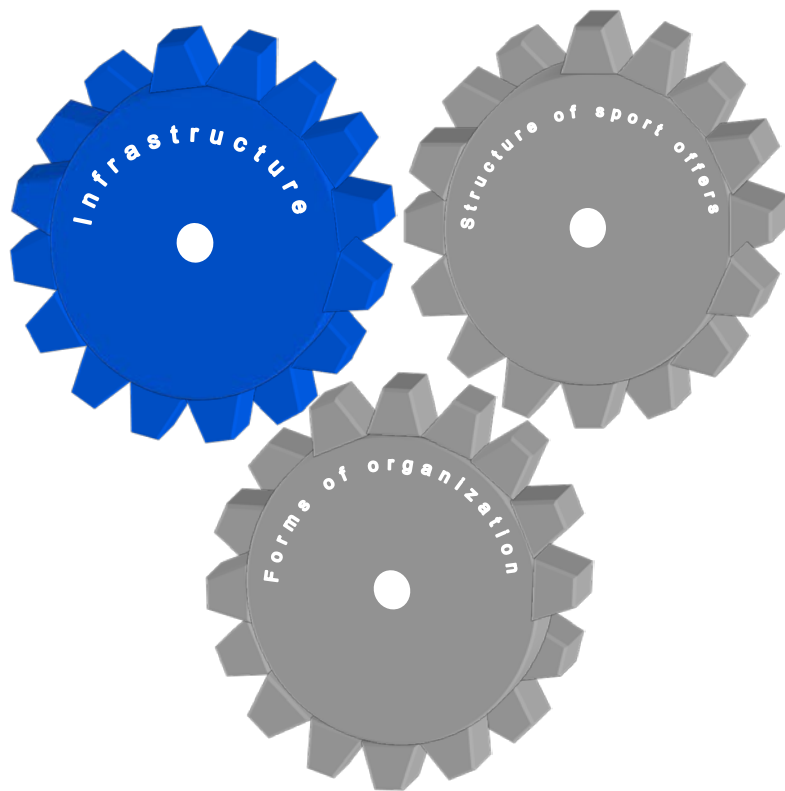
Information about sports and exercise offers

Cooperation and networking

Structural adjustments

Events

Fields of Topics – Structures of Sports offers



Headline Goals / Recommended Steps

Tracks for running, walking and other and exercises

Local leisure areas – green spaces, parks, public spaces

Play grounds and exercise areas in city districts and living areas open to the public

Outdoor sports courts for school and club sports

Gyms and halls

Swimming facilities

**Thank you very much
for your attention!**



Sports in Frankfurt am Main

- Top-Class Sports as image factor

Eintracht Frankfurt

1.FFC Frankfurt

Deutsche Bank Skyliners

and much more....



Sport in Frankfurt am Main - International Events

A nighttime photograph of the Frankfurt skyline across the Main river. The city lights are reflected on the water. In the foreground, there are vibrant, colorful light projections (red, green, and blue) that appear to be part of a light festival or event. The text is overlaid on the lower left portion of the image.

Including:
Frankfurter Sparkasse Ironman
Commerzbank Frankfurt Marathon
Around the Eschborn-Frankfurt financial center
J.P. Morgan corporate challenge

Mega-Events 2006-2011

FIFA-WM 2006

IDTF 2009

FIFA-Frauen-WM 2011

