Event: Coventry Sports Week 2017

Date: Tuesday 8th – Saturday 12th August 2017

Location: Broadgate, Coventry, CV1

**EVENT OVERVIEW**

Coventry Sports Week will take place each day from Tuesday 8th August until Saturday 12th August and will involve a range of ‘come and try it’ sport and physical activity events in Broadgate, City Centre and there may also be opportunity to showcase events at the Live Site in Millennium Place during selected days of that week during the World Athletics Championships (to be confirmed). National Governing Bodies, local clubs and a range of sport and physical activity partners are invited to come together for an opportunity to raise their profile, promote further opportunities and exit routes and to increase accessibility, promotion and participation of sport and physical activity locally.

The aims of Sports Week include:
1. To increase participation by local people in local sports
2. To engage with local sport clubs and NGB’s.
3. Using sports events to increase City Centre footfall
4. To meet the Coventry Sport Network and City Sports Strategy/Vision of ‘Inspiring a Sporting City’.

**ORGANISATION OFFERING THE OPPORTUNITY**

Coventry City Council and the Coventry Sports Network are offering this opportunity for National Governing Bodies, local sport clubs and physical activity providers to display and promote their activity in the centre of the city.

**DATES & TIMES OF THE OPPORTUNITY OFFER**

The annual Sports Week event in Broadgate runs from Tuesday 8th August until Saturday 12th August opening to participants for 10 am each day and closing to participants at 4 pm. Each activity is required to be set up no later than 9:30 am to be ready for a 10 am start. Access to begin set up on site each day is from 8:30 am. One or more days may be available for each activity depending on demand and capacity.

The Live Site zone in Millennium Place (in front of the Coventry Transport Museum) may be available for activities to display and promote their sport/activity or engage for public participation.

**LOCATIONS**

Broadgate, Coventry City Centre, CV1

Broadgate is the centre ‘square’ in Coventry surrounded by shops such as Primark, various restaurants and Cathedral Lanes Shopping Centre..
Live Site, Millennium Place, Hales Street, Coventry, CV1
Millennium Place is a walk away from Broadgate directly outside the front of Coventry Transport Museum and across from Pool Meadow Bus Station with the large Live Site screen in place.

**PARTICIPATION NUMBERS & FOOTFALL**

Last year Coventry Sports Week continued to be a success with over 5,500 people engaged in activities over the four days and over 20,000 people engaged over 14 days of activity during the Rio Olympic Games.

Coventry Sports Week helped to generate a weekly high city centre footfall of over 250,000 visitors and high daily footfall figures recorded on average of over 40,000.

**WHAT CAN BE PROVIDED**

- An opportunity to raise profile, promote further opportunities and exit routes.
- An opportunity to increase accessibility and participation of sport and physical activity locally.
- A limited number of tables and chairs can be supplied
- Electric power points can be provided if requested in advance
- Event volunteer support can be provided if requested in advance
- Free hire of space in Coventry’s main event square at Broadgate is provided
- 2017 enhanced media support in advance of and during the event including free promotion via leaflets, social media and web events pages are provided
- Broadgate activity areas are secured with event barriers
- A central area is provided for promotional activity, materials and giveaways at Broadgate

**EXPECTATIONS FROM ACTIVITY PROVIDERS**

- Activity must be set up by 9:30am and must run (unless arranged otherwise) for the full period 10 am – 4 pm.
- The appropriate number of delivery staff / volunteers are required for the activities to run continuously and to allow for staff / volunteer breaks.
- Activity providers are requested to provide all information requested including the equipment they will be bringing and require to the event manager.
- Activity needs to be planned so that it is able to engage the public throughout the day.
- Activity providers should ensure the activity is flexible for the public to ‘come and try’ at any time and ensure it will (where it is safe to do so) be open to all abilities.
- Activity providers must hold and provide evidence of public liability insurance cover for their activity.
- Activity providers must provide a risk assessment for their activity.
- Activity providers must provide one qualified lead staff / volunteer member who is the appointed first aider for their activity.
- Activity providers must provide one lead supervisor who is DBS checked.
- Local opportunities and exit routes agreed with local clubs must be offered to the public where they can to continue in activity.
- All providers are responsible for the safe delivery of operations, equipment, first aid provision and the activity they deliver.
REGISTER YOUR INTEREST

For further information and to register your interest please contact David on the contact details below before Wednesday 26th April with the following information:

- **Your Contact Details** (Name; Phone & E-mail)
- **Your Activity** (Including a brief description of the type of activity and who can take part)
- **Preferred Day(s) of delivery**
- **Space / Area Required** (Note that Broadgate offers two 25m x 15m activity areas; one 8m x 8m area and an information/promotion area of 6 m x 6 m approx. It is possible to use half of one of the main activity areas).

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The event is managed by EnV (Coventry) C.I.C on behalf of Coventry City Council and Coventry Sport Network.