

Dieter H. Jütting, Bernd Schulze
Ulrike Müller (Eds.)

Local sport in Europe

Local sport in Europe

Edition Global-lokale Sportkultur

*herausgegeben von
Dieter H. Jütting*

Band 25

Der moderne Sport, eine europäische Erfindung zu Beginn des 19. Jahrhunderts, ist ein globales Phänomen. Seine großen Ereignisse, die Olympischen Spiele und Weltmeisterschaften, führen Menschen aus allen Erdteilen zusammen und bannen Millionen vor den Fernsehschirmen. Ein dichtes Netz von internationalen Sportorganisationen umspannt den Erdball und sorgt dafür, dass überall nach gleichen Regeln Wettkämpfe durchgeführt werden. Der Sport ist insofern ein globales, internationales Phänomen. Der Ball ist überall rund, so scheint es.

Der moderne Sport ist ein lokales Phänomen. Weltweit schließen sich Menschen zu kleinen Vereinigungen zusammen, um ihren sportlichen Interessen vor der Haustür nachzugehen. Die gesellschaftlichen Rahmenbedingungen und die Gestalt dieser Vereinigungen sind äußerst heterogen, sowohl innerhalb eines Landes als auch weltweit. Es gilt deshalb genauso: Der Ball ist nicht überall rund.

Die Edition Global-lokale Sportkultur verfolgt das Ziel, dieses global-lokale Phänomen moderner Gesellschaften kritisch-analysierend darzustellen und zu begleiten. Monographien und Essaysammlungen wechseln sich ab. Sie behandeln Fragen der nationalen wie internationalen Sportkultur und ihrer Entwicklung in systematischer und vergleichender Perspektive. Die Edition will ein Forum für einen internationalen Dialog bieten.

Dieter H. Jütting, Bernd Schulze,
Ulrike Müller (Eds.)

Local sport in Europe

Proceedings of the 4th eass conference
31.05.–03.06.2007 in Münster



Waxmann 2009
Münster / New York / München / Berlin

Bibliographic information published by die Deutsche Nationalbibliothek

Die Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data is available in the Internet at <http://dnb.d-nb.de>.

Edition Global-lokale Sportkultur, Volume 25

edited by Dieter H. Jütting

ISSN 1437-448X

ISBN 978-3-8309-2015-1

© Waxmann Verlag GmbH, 2009

Postbox 8603, 48046 Münster

www.waxmann.com

info@waxmann.com

Cover Design: Pleßmann Kommunikationsdesign, Ascheberg

Print: Hubert und Co., Göttingen

Printed on age-resistant paper, acid-free as per ISO 9706

All rights reserved

Printed in Germany

Editorial

From 31 May to 03 June 2007, we had the pleasure to host the 4th eass Conference in Münster, Germany. The title of the conference, “Local Sport in Europe”, was chosen to draw attention to the fact that although national and international aspects of the global sport system have become more important in the past decades, it is still the local level where most of the sporting activities are realized.

The multifaceted programme of the conference consisted of about 130 presentations, and we are glad to have received more than 30 contributions for the proceedings. The papers cover a great variety of topics that mirror problems and issues of contemporary society, such as violence, racism, gender and health issues, but also current problems of funding and organizational changes in the field of sport.

After a short introductory chapter, the papers of the keynote speakers are presented. The papers from the parallel sessions are organized in three categories: 1) Sport, Culture and Society, 2) Sport, Ethics and Identity and 3) Sport, Management and Politics.

Realizing a conference like this is not possible without countless helpers and supporters. Therefore, we would like to thank everybody who contributed to the success of the 4th eass Conference. Our special thanks go to the Ministry of the Interior of North-Rhine Westphalia, particularly to Dr. Ulrike Kraus and Werner Stürmann, and to the Sports Department of the city of Münster, particularly to its head Bernd Schirwitz. Furthermore, we would like to thank the Federal Institut of Sport Science (BISp), the Waxmann publishing house, the German Association of Sport Science (dvs), the German Association of Sociology (DGS), the foundation Westfalen-Initiative, the Eimermacher Company, the accommodation agency Host a Fan and the Institute of Sport Science (IfS) for their financial support and friendly cooperation.

Last but not least, we thank the Support Group of the Institute of Sports Culture and Further Education (FISW) and its chairman Bernd Feldhaus, who has strongly supported our commitment to the eass from the beginning in an ideal and financial way.

Dieter H. Jütting, Bernd Schulze, Ulrike Müller

Münster, October 2008

Content

Dieter H. Jütting, Bernd Schulze and Ulrike Müller

Introduction..... 11

Keynotes

Horst Hübner

Local sports activity and sports facilities..... 17

Fabien Ohl

Local sport between identity and economy 33

Gertrud Pfister

Sport for all – opportunities and challenges in different sport systems..... 45

Sport, culture and society

Kulkanti Barboza

Classical dance in India and Europe: an intercultural comparison..... 63

Wojciech J. Cynarski and Kazimierz Obodyński

The symbolic dimension of Japanese budō 67

Paddy Dolan and John Connolly

Civilizing processes and hurling in Ireland: 1884-2000..... 76

Maud Hietzge and Rolf Husmann

Performative ethnography and (g)local sports..... 85

Marion Müller

The frontiers of football: the meaning of ethnic-national origin in professional football teams 93

Gilbert Norden

Monuments and street names honouring sports personalities 101

Pippo Russo

Local sport in an era of post-territoriality 111

Bernd Schulze

Local sport in Münster 119

Jürgen Schwark

“Networking without checks” – golf as a calculated business accessory?..... 124

Silke Vagt-Keßler

“Acrobatic Salsa” in Germany – adoption process and body norms..... 134

<i>Hanna Vehmas</i>	
Sociological explanations of sport tourism.....	145

Sport, ethics and identity

<i>Silvie Bergant, Petra Hilscher and Otmar Weiss</i>	
Sport identity and motivation of Austrian competitive athletes	155
<i>Alexandre Gerwinat, Martin K.W. Schweer and Karin Siebertz-Reckzeh</i>	
Sports clubs and sexual orientations – findings about a region’s perceptions dealing with urban versus rural differences	162
<i>Rui M. Gomes</i>	
Youth beliefs about health status	171
<i>Sven Ismer</i>	
The staging and (re-)construction of collective, nation-state-related emotions in the media coverage of world cup soccer matches	180
<i>Jerzy Kosiewicz</i>	
Considerations on aggression in sport	190
<i>Michał Lenartowicz, Zbigniew Dziubiński, Krzysztof W. Jankowski and Piotr Rymarczyk</i>	
Socialization, motives and barriers of practising sport by top-level national athletes in selected sports	201
<i>Ana Luísa Pereira, Rui Corredeira and Ana Isabel Sousa</i>	
The amputee’s body	210
<i>Monika Roscher</i>	
Emerging order in movement	218
<i>Aleš Sekot</i>	
Violence in sports	223

Sport, management and politics

<i>Roberto Bottazzi</i>	
Time and islands: the spatial politics of football	235
<i>Gabriella Dancsecz and Lajos Szabó</i>	
Analysing international sport events from the aspect of project management.....	240
<i>Richard Förg</i>	
Local sport development: solutions and opportunities of the Internet	248
<i>Dieter H. Jütting and Stefanie Tiedtke</i>	
Local sport in Münster – jogging and running as urban lifestyle elements.....	258

<i>Hans-Georg Lützenkirchen</i>	
Football fans as political players. On the enforcement of participation potentials and political co-determination by the fan community	268
<i>Dino Numerato</i>	
The barriers of sport governance: “local” vs. “national”	274
<i>Roger Penn and Mary Kiddy</i>	
Sport and health: the return of the local.....	283
<i>Irena Slepíčková and Miloslav Staněk</i>	
The impact of public administration reform on sport policy in the Czech Republic	288
<i>Miloslav Staněk and Libor Flemr</i>	
The role of local authorities of Czech cities in support of sport: a case study of the capital city of Prague.....	298
<i>Chris Stone</i>	
From talking shops to constructive partnerships: a case study in community engagement.....	303
<i>Donna Woodhouse</i>	
Positive Futures: the local delivery of a national sports-based social inclusion initiative	310

Introduction

Dieter H. Jütting, Bernd Schulze and Ulrike Müller¹

University of Münster, Germany

The 4th eass Conference “Local Sport in Europe” was held in Münster from 31 Mai until 3 June 2007. Sociologists and researchers from 33 countries and four continents took part in the conference. The conference was organized in four key note speeches and eight sessions with four parallel groups and four or five presentations per group. Altogether, over 130 presentations were given. Additionally, a panel discussion focussing on “Local sport in Europe: new challenges – new ethics?” was held.

Scientific conferences can be understood as reviews of the situation or of the state-of-the-art of science. They give an impression of the current state, of the thoughts and activities of academics, in this case, of sport sociologists from all over Europe and even other continents. From this point of view, we will make some remarks und present some results:

1. We use the term “sport” in a broad sense, ranging from sport to movement. We talk of sports culture and motion culture. Corresponding to this, our topics are also broad and different from each other. All of us could experience this during the conference.
2. Many of us apply the concept of functional differentiation und talk of state/public sector, private/market sector or voluntary/third sector. It seems to be necessary that we, as a European association, keep working on our concepts and on the terms we use to describe things.
3. There are three social scientists that were mentioned in a lot of our papers, namely Pierre Bourdieu, Norbert Elias and Max Weber. In connection with Bourdieu, it is mainly dealt with social inequality, with Elias it is the ambivalences of the civilizing process and with Weber, it is the necessity to generalize.
4. The discussion about the most suitable method for social research, or, in other words, the debate about the superiority of either quantitative or qualitative methods is over. Both methods are accepted around the world. This was demonstrated by the papers and the discussions in the sessions.
5. Sport facilities are one of the basic preconditions for sport. A lot of sport facilities were built in the 1970s and in most countries they have not been renovated. Today, there is a huge demand for financial support to renovate those facilities, and, additionally, for new and different facilities.

1 This introduction is based in important parts on notes from our students: Maria Andreopoulou, Christiane Bröcker, Mara Haase, Magdalena Kajca, Mara Konjer, Stefan Müller, Benedikt Rammes, Sebastian Rasch and Mirco Tolksdorf.

6. In the sport policy of many countries, this new and different demand for sport facilities has resulted in a revolution of the ways of financing. The public sector, the private sector and the voluntary sector become more and more active in this matter.
7. Some of us regard the increasing dominance of the market with scepticism. There is a discussion going on about the advantages and disadvantages of commercialization: Discussion points were for example:
 - Partnership with the private sector for renovation, updating and founding, due to a lack of state investors, can have advantages and disadvantages.
 - Banks prefer to give credits to private actors, because there is a stronger continuation in responsible positions (presidents etc.) in comparison to welfare or public foundations.
 - Private actors are interested in making profit; investments often depend on the socio-economic structure of the population; investors tend not to invest in sport facilities in city parts with a high number of migrants.
 - The Olympic Games can be a chance for China and Beijing in form of a positive political influence; there is a great pressure to achieve political transparency.
8. Sport attitude surveys show that sport sociologists can also be of use in practice: useful not only for politics, but also for the people, the users. Politics advisory and advisory of other actors has become an important field of application for our discipline in the past years. From our point of view, this is important for the sociology of sport, as the status of this discipline has not been firmly established in many cases, and it often has to fight for its recognition.
9. Many of us have been working on certain sporting disciplines. In this conference, we had a lot of contributions dealing with several aspects of football. For example:
 - Global and local interests collide: it is questionable if the franchise agreement between the mother club Ajax and the satellite in South Africa is working for either party. Is it a relationship of dependence? Is it based on unfair terms of exchange?
 - There is a traditional link between politics and (Italian) football: fascist ideology is expressed by specific ultra groups in the stadium; scenes in the stadium are the dramatization of society; football reflects the country's political struggle.
 - The fan culture of Göttingen 05 developed from non-organized to semiorganized, finally organized fan culture. The club as such died because of the bankruptcy of the sponsor, and it merged with another club; however, the fans are still very active, and the roles have changed: formerly the players were professionals and the fans were not organized, nowadays the players are amateurs and the fans are "professionals".

- Fans (Hooligans, Ultras, Hooltras) are not interested in sport per se but in supporting all sporting activities of a certain club.
 - A high number of hooligans with immigration background might lead to less respect for migrants in general.
 - Referees report on a tense atmosphere, temperamental differences, the use of different languages by migrants and generally more problems in refereeing. A possible cause for these problems may be the fact that frustration and discrimination are taken onto the pitch.
 - Hurling was influenced by the church, and still today the cup winner kisses the bishop's ring. The church influenced the game's rules and forbade hardest violence. Nowadays, the players are allowed to wear body protection (pads, helmets etc.). Using sociological knowledge and theory can provide a framework to support the investigation of the development of hurling.
 - Events such as the Italian "24-hours football tournament" may form a possibility to show other aspects of football, such as the sense of "us" and *communitas*, without ignoring that violence remains a part of social life.
10. Sport sociologists can be regarded as observers of modern society. Many sport sociologists have been dealing with general societal problems that are connected to sport in several ways, such as gender issues, racism, violence, or social inequality:
- As girls and boys are different from each other, they have to be taught in different ways (respecting the children's attitudes and desires).
 - Women are not only orientated towards social activities, but they are also competitive. However, they feel inferior to men in competition.
 - With regard to worldwide participation in sports, there are less girls than boys. However, events such as the FIFA Worldcup 2006, cooperations between universities and schools, and better coaches for girls teams provide a possibility to recruit more girls.
 - Teachers of Physical Education classes treat boys and girls in different ways, including teaching behaviour and evaluation standards. Sport is a great platform to form identities (personal identities and social identities).
 - Football is one of the disciplines where violence is most evident.
 - The change from the low-educated to well-educated hooligan could lead to a very dangerous development.
 - Team sport is less open with regard to homosexuality, probably because of the media pressure.
 - More women than men admit their homosexuality, because the stereotypes for men are more defined.
11. Visualization is a phenomenon of modern cultures that also affects the field of sport (fashion, style of motion, gesticulation, body ideals).

12. The mass media are very important to support emotions in sport. They can display and amplify a society's "feelings". Structural changes in a society (the building of a national identity, for instance) are initiated by different actors. The media are able to mirror such structural changes. Sport can be used by the media as a means to legitimize comments on the athletes' bodies as sexualized objects. Big sport events can be an opportunity for the hosting nation to promote the nation's image. National symbols can be reevaluated through sport.
13. Public viewing forms a third dimension of watching sport events, beside TV and the stadium. It is a new quality of event with a great potential for development of a new kind of spectator: the "flaneur".
14. The status and the situation of sport clubs are very diverse in various countries:
 - There is a competition situation between schools and sport clubs in Germany. If they can form cooperations, both of them will benefit.
 - Building networks, at best supported by the government, can be a solution.
 - In Germany, there are 500-1000 clubs that can be regarded as migrant sport clubs, although it is difficult to generally define the term. Criticism of these migrant sport clubs may be put forward with regard to ethnic segregation and conflicts at football matches. In these clubs, different types of identity construction are found, such as ethnic, religious, hybrid and local (city and village) identities.
 - In Japan, the sport clubs are part of the school system. Because of the full-day school system, it is difficult for Japanese students to do after-school sports, therefore the schools in Japan offer several sports in their school sports clubs. Furthermore, there are educational reasons (e.g. teachers have better control of their students).
15. Sport participation levels are generally underestimated and difficult to ascertain:
 - There are differences in participation between the former European Union countries and the ten new members: people from the former countries are more often engaged in sport clubs.
 - In the Netherlands, the level of participation in sporting activities is underestimated, particularly owing to the neglect of dance activities and the neglect of sporting activities during holidays.
 - Surveys of the membership in sport clubs in different countries are difficult to compare, because of different ways of counting the members.

The question what local sport actually is has often been asked. We see it as a perspective, a point of view, the micro-level of social acting. We think that this perspective has enabled us to gain new findings, results and knowledge. This is an achievement of all of us.

Keynotes

Local sports activity and sports facilities

Horst Hübner

University of Wuppertal, Germany

1 Introduction: research profile

I will begin by giving a brief insight into our work at the University of Wuppertal's research group on local policies for sports development (community sports planning). I will then go on to outline the effects of social change in the area of sports activities and facilities – first in the form of the overall planning concept this entails, and then (in item 3 and 4 on the agenda today) in a more detailed view of our findings on activity levels and facility requirements in various cities and regions throughout Germany.

In the past ten years we have worked together with 20 major and medium-sized cities and small towns, most of them in North Rhine-Westphalia, which is Germany's most densely populated federal state, but also extending further afield to municipalities in the states of Baden-Württemberg, Hessen, Bremen and Schleswig-Holstein (Braicks & Wulf, 2004; Hübner & Kirschbaum, 2004; Hübner & Wulf, 2004a, 2004b, 2005a, 2005b, 2007). These municipalities need up-to-date empirical data in order to address the question of the number and kind of sports facilities they currently need, and will need in the near future. Our task has been to provide them with such data, reflecting the impact of ongoing social change on the qualitative and quantitative demand for sports activities and facilities.

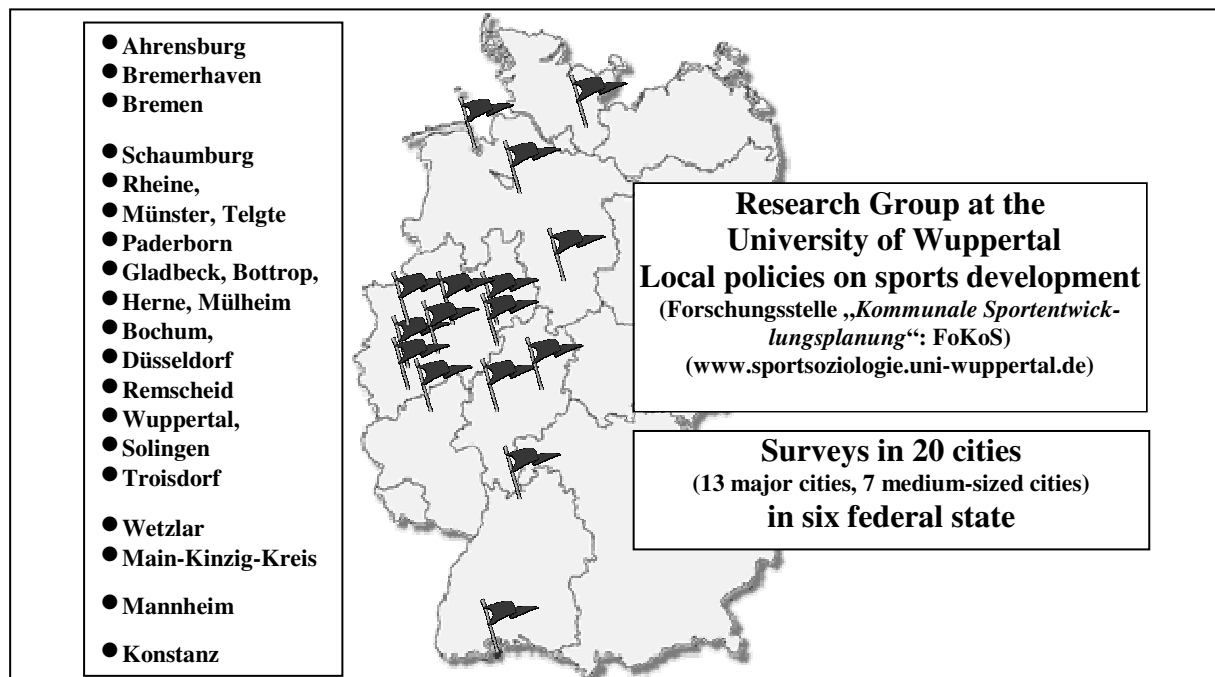


Figure 1. Research group “Local policies on sport development” at the University of Wuppertal

Our work – for example for the city of Bremen (population 540,000) – was completed in 2004 (Hübner & Wulf, 2004a). It comprised

- a representative survey of residents – conducted in Bremen via a telephone questionnaire of some 4000 people;
- a survey of existing sports facilities – over 1400 units were entered onto a database to create a “Sports Atlas of the City of Bremen”;
- a supply and demand balance account for football pitches, tennis courts, gymnasiums and indoor sports halls.

The same basic steps were taken for smaller municipalities like Ahrensburg (population 30,000) on the outskirts of Hamburg (Hübner & Wulf, 2005a). Again a representative survey of residents was performed, followed by a survey of existing sports facilities and a balance sheet expressing the demand, for example, for athletics facilities and hockey pitches.

The issues arising in various types of conurbation are both more complex and more challenging. We are currently advising the three cities of the so-called *Bergisch Triangle* – Wuppertal, Solingen and Remscheid – which together contain more than 600,000 people in a region noted for its geographical and historical diversity. Each city has been surveyed, with a total of some 27,000 written questionnaires sent out to residents between the age of 10 and 75. Some 1500 separate sports facilities have been identified and their details entered on a database, and a supply and demand account is due to appear in a few months’ time. The final step in the process will be to create a sports facilities development plan for the entire region, based on sound empirical evidence.

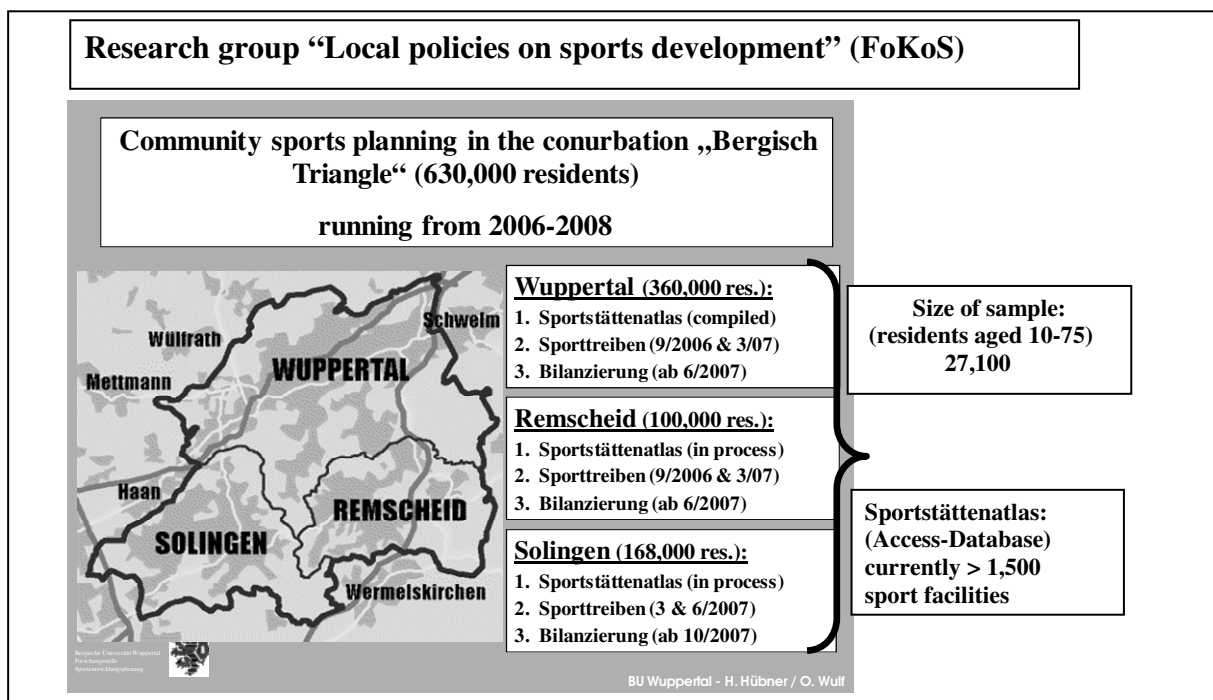


Figure 2. Community sports planning in the conurbation “Bergisch Triangle”

With more than 5 million inhabitants, the cluster of adjacent cities along the Ruhr is Germany's largest metropolitan area. Here, too, we have been working for a number of years. Our projects in Mülheim, Bottrop and Herne are now completed, and we are currently acting as consultants to the city of Bochum, with the smaller municipality of Hattingen due to follow towards the end of the year (Hübner & Wulf, 2004b, 2005b, 2007). The entire Ruhr Area has undergone massive demographic change in recent years, and this, along with the changes in the participatory sports landscape, presents municipal and regional authorities with the major task of determining, planning and fulfilling current and future requirements for sports facilities.

In addition to these specific research and consultancy projects, we have undertaken analyses of changes and developments in the sports profile of individual cities. For the city of Münster, for example, we conducted primary research in the form of a longitudinal comparison of sports activities in 1991, 1997 and 2003 (Hübner & Kirschbaum, 2004). This provided an insight into winners and losers in the active sports spectrum across a period of more than ten years.

Finally, individual sports – for example swimming – constitute another focus of our activities. In this specific example a cross-sectional analysis of 10 residents' questionnaires has provided interesting insights into the spatio-temporal parameters of swimmers, e.g. distances travelled, times and frequency of use (Hübner & Wulf, 2005c).

Our research has always been pursued in cooperation with municipal administrations – in the first instance with their sports departments, but also with statistics and urban development offices. Some 400 German municipal sports departments are linked together in the Working Group of German Sports Administrations (ADS), with which we have been collaborating since the early 1990s. Supported by our own questionnaires, this dialogue has provided valuable information and insights into the changing tasks and structures of sports administration in the Germany of today as it moves into the Germany of tomorrow (Hübner & Voigt, 2004; Voigt, 2006).

2 The issue

Within this framework, the last few years have seen the formation in Germany of a number of university research groups devoted to questions of sports development and the planning of appropriate facilities. Major teams have been working in the south and central regions of the country, some of them establishing centres that operate simultaneously in several cities and municipalities per year (Breuer & Rittner, 2003; Breuer et al., 2004; Eckl & Wetterich, 2005, 2007; Eckl et al., 2005; Führmann et al., 2007; Köhl & Bach, 1998; Rütten, 2002; Rütten et al., 2003; Wetterich et al., 2007; Wetterich & Schrader, 2007; Wopp et al., 2004, 2006).

If we look at the capitals of the sixteen German federal states, we see that there are five in which investigations of this sort are currently in progress – apart from Bremen, where work has already finished and Munich, whose planning project is just going out to tender. Sports department research groups from five different universities are working in these state capitals, in addition to the research projects I mentioned earlier in

urban areas such as the Ruhr and the triangle centred on Wuppertal. Other large conurbations such as the Frankfurt-Mainz-Wiesbaden triangle in central Germany are currently looking at the options for a regionally coordinated sports development plan.

The interest and involvement of university research groups in this field can be seen, broadly speaking, as a response to the impact of social change on the entire spectrum of sports, where it has set in train a dual process of breakdown and modernization (Bette, 1993). The underlying factors here are those of social differentiation on the one hand and individualization on the other. These work in tandem towards the genesis of a highly complex, pluralized and dynamic sports culture that is increasingly difficult to survey. It is so because the panorama of participatory sports has definitively changed, giving rise not only to new activities, facilities and organizational structures, but also to the search for new meanings, new experiences and new fulfilment. It follows inevitably that sports providers must partly offer new products and new premises and facilities (Koch, 1997, 1999).

Let me illustrate the changing face of sports with a historical example. In the days when the coaches of the aristocracy were preceded by a liveried runner, the problems of modern sport did not exist. But already with the very first Olympic Games of modern times – here you see the 100 metre finalists gathered for the start in Athens in 1896 – tracks, fields and arenas had to be standardized to give athletes equal chances. Modern tracks are constructed to DIN norms and offer optimal conditions for those bent on breaking personal and world records. But these are a diminishing group: more and more sport and motion participants have no ambitions at all in this direction. Their interests are in health and personal appearance on the one hand – keeping fit, keeping their body in shape, keeping presentable – and in the social aspects of group activities like hiking or Nordic walking on the other. It is these that now statistically dominate the sport and motion segment.

Over the past two centuries the spread of interest in what are now the established competitive sports brought in its wake a specialist building boom dedicated to creating the functional premises required by this cultural phenomenon:

- open-air and indoor swimming pools took the place of rivers and lakes for swimming;
- playing-fields, pitches and stadiums replaced streets and alleys for football, cricket and similar team games.

As different sports grew in popularity, special spaces were constructed for them, so that we can nowadays distinguish between core facilities covering basic sports requirements and special facilities catering for whatever is the current trend.

In Germany the number of communal facilities has rapidly increased since the early 1960s. Open-air playing-fields and tracks have doubled in number, sports halls have tripled, and indoor swimming pools more than quadrupled. Nationwide, German cities and municipalities can boast more than 60,000 playing-fields, 35,000 halls and almost 7,000 swimming baths and open-air pools: some 100,000 core facilities, in other words, not to mention the 70,000 or more minority sports buildings and, at a conservative estimate, several tens of thousand commercial premises.

The past few decades have seen little change in the structure, plant and equipment of these core facilities, whereas the sports panorama itself has changed drastically. Today the top ten outdoor sport and motion activities in Germany include cycling and inline skating, jogging and Nordic walking, while in the indoor segment fitness training and pro-health gymnastics are taking top positions; the popularity of traditional team sports, on the other hand, is declining. Individually organized sport, with its various forms of exercise, has, in fact, long since overtaken the provision of the clubs that traditionally dominated the German sports scene. I shall go into this in more detail later on (Hübner, 2007).

The change in the profile of participant sport has had profound consequences on the demand for facilities, and many studies show that the traditional fit between supply and demand in this sector no longer holds. Decreasing interest in athletics and tennis, for example, has left us with too many Olympic-style track and field facilities and too many outdoor tennis courts. The demand for smaller sports and fitness halls conveniently close to home, on the other hand, has increased.

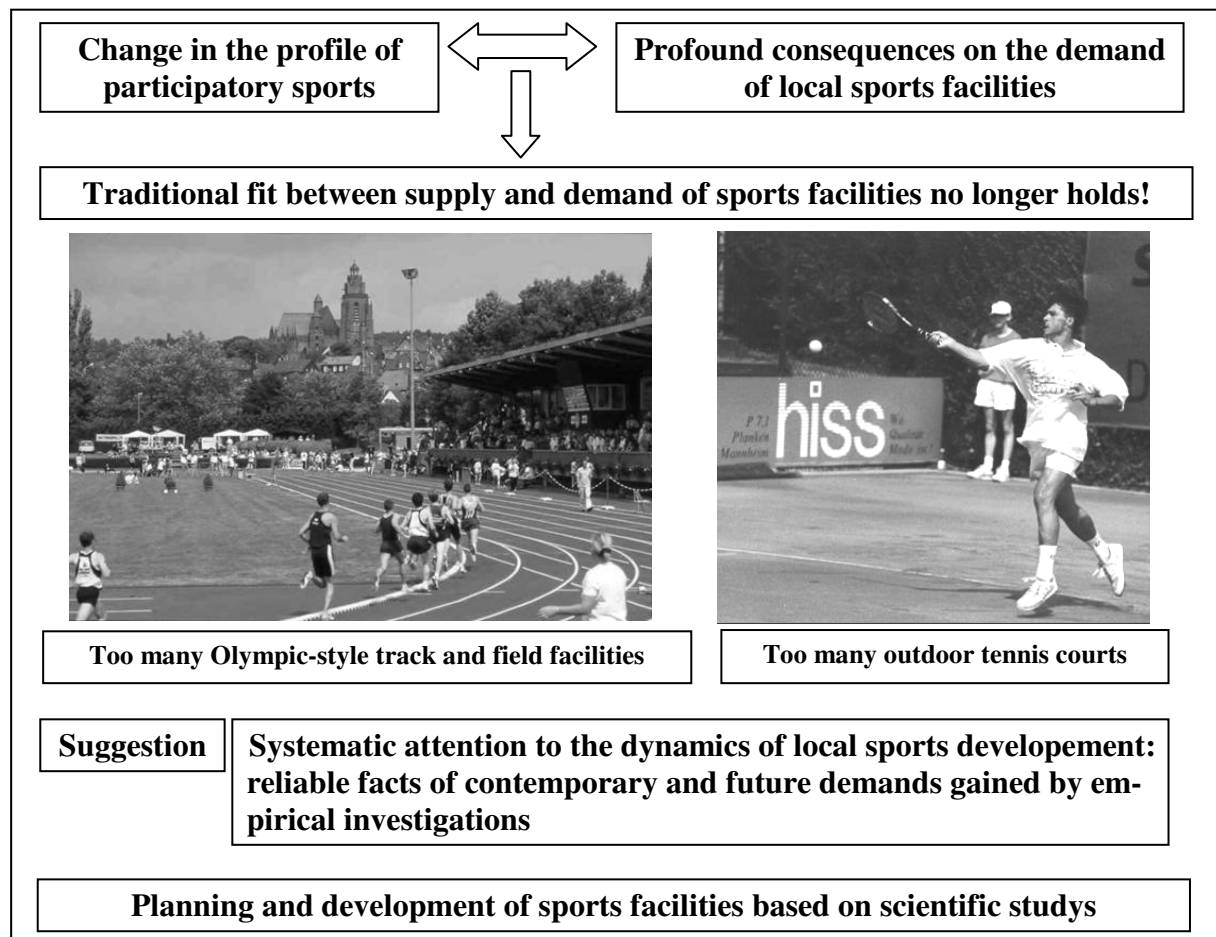


Figure 3. Local sports development has to be based on scientific studies

However, it is not only the rise and fall in popularity of individual sport types that causes acute problems for everyone involved in sports provision and planning; a second equally important factor is demographic change. In recent years the impact of this on the German sports landscape has been dramatic.

We just need to look at three major urban centres in the Ruhr Area, Essen, Bochum and Gelsenkirchen, with their total population of over a million. In 20 years they will have 26% fewer children and young people than they have today. Even the 18-45 age group will have diminished by almost a fifth. These figures from the North Rhine-Westphalian State Statistics Office indicate with a high level of reliability a drastic drop in the young and younger middle-aged population. And what is happening in Essen, Bochum and Gelsenkirchen repeats itself right across the Ruhr: in this largest of Germany's conurbations the statistical profile is similar – Herne minus 21%, Bottrop minus 20%, Mülheim minus 19%.

The consequences of the demographic change in the conurbation “Ruhrgebiet” are clear:

- precisely those generations are dwindling that use sports facilities most, and the facilities themselves will stand increasingly idle;
- revenues will decrease, especially those of public swimming facilities;
- flat-rate sports subsidies paid per head of population in many German federal states will fall, to the detriment of municipal budgets; and finally
- the question will arise whether a good number of sports facilities already in urgent need of refurbishment should not be closed altogether.

The situation, I am sure you will agree, is critical, and in order to address it, increased and systematic attention must be paid to the dynamics of local sports development. Municipal sports planners, as well as architectural and construction departments and finance officers, need reliable facts on which to base a prognosis of contemporary and future demands, and such facts can only be gained by empirical investigation. The rationale for the scientific study of sports as a social phenomenon is rooted, therefore, in the behaviour – both objective and subjective – of present-day populations.

In German municipal administrations the provision of sports infrastructure lies somewhere between the mandatory and the optional, sports administration being viewed sometimes as a departmental, sometimes as a sub-departmental task (Tokarski et al., 2006). Despite this vagueness, the awareness of the changing landscape of active sports and the consequent demand for new facilities has led to the recent compilation of a set of behaviourally oriented “Guidelines for the Planning and Development of Sports Infrastructure”. A joint project of federal and state administrations, together with the municipalities, sports organizations and university sports departments, these guidelines were issued in 2000 as the fruit of ten years’ intensive work and trials (Bundesinstitut für Sportwissenschaft, 2000).

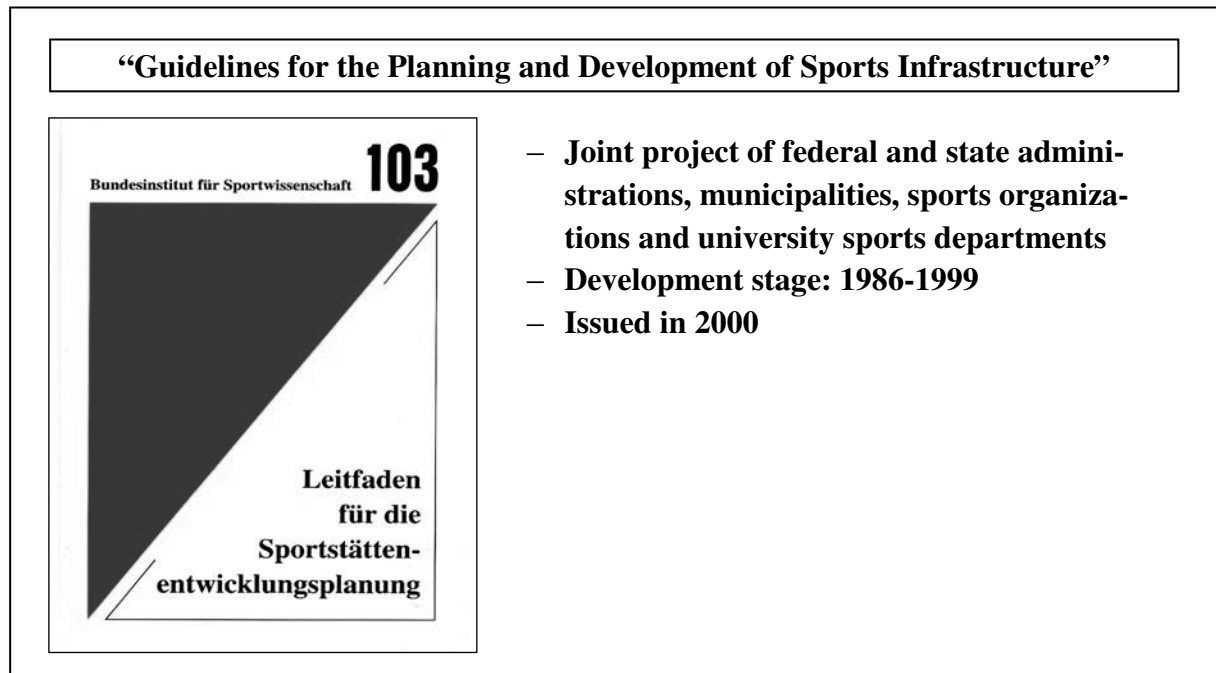


Figure 4. The German Guidelines for the planning and development of sports infrastructure

Three empirical steps are necessary to determine this behaviour, and with it the present and future fit between supply and demand in the cost-intensive business of providing sports infrastructure, whether on a municipal or a club basis:

- the **first step** is to ascertain demand for different sport types by means of a residents’ questionnaire to sport activities;
- the **second step** is to survey existing sports infrastructure and compile a local sports atlas;
- the **third step** is to draw up a supply and demand balance reflecting existing and – as far as possible – future trends.

These three steps, I would argue, are an indispensable prerequisite for sustained and rational decision-making on the part of state, city and municipal administrations.

3 Method

We come now to the empirical part of my paper. Before we look at existing sports facilities and the question of assessing sports infrastructure requirements, I will present some findings from the most recent nationwide German database. But first a word about our survey methods.

In the past 15 years the Wuppertal research group has conducted 27 residents’ questionnaires on sport and leisure activities (sport and motion) in 20 urban and one rural municipality. Throughout this period a continuous watch was kept on the quality of survey methods and ways of improving them (Kirschbaum, 2003). Here are a few of our parameters:

- Our sampling focuses as a rule on the 10-70 (or 10-75) age-group as filed in the residential register.

- The sample taken lies between a minimum 1% and a maximum 8% of registered residents.
- For many urban communities a sample **weighted by district** (or confined to the area under investigation) provides a better picture than simple proportional sampling of all residents, because it takes better account of the specific sports profile and history frequently found in smaller urban units or districts.
- Surveys generally take the form of a 4-page written solo questionnaire entitled “Sports and Active Leisure” – only occasionally have we included this in a multi-topic survey. Most municipal authorities with whom we have worked preferred a **written survey** because of its greater transparency and equality of chance for respondents, and its lower administrative costs.
- Because of clear seasonal differences in sports behaviour and use of facilities, **two separate surveys** are made, one for a warm, the other for a cold time of year.
- In order to check the **representative quality** of the sample in sports behavioural studies, local club membership is included in the questionnaire, along with basic demographic information (district, sex, age, nationality, profession, educational qualifications) which is in the most cases available from municipal registration records. In more than half of our surveys this weighting was necessary in order to compensate for over-representation of sports club members in questionnaire returns.
- In order to ascertain real, rather than socially desirable, behavioural patterns, a preliminary “**last four weeks**” question is asked. Respondents more accurately remember activities from the time immediately before the survey and are less likely to indulge in wishful thinking.
- A **wide pragmatic concept of sport** underlies the survey, including not only serious competitive sports but also **sport and motion activities** in the health and leisure segment that also use local municipal, club, commercial and private infrastructures. A question like “Do you engage in any sports activity?” will fail to reach a wide segment of active residents, and hence of demand, and is therefore no longer adequate to the issues we are investigating.

4 Results

4.1 User behaviour

Now we come to the results of our surveys. They are the product of 11 studies from the years 2000-2005 and include 7 major cities, whose names – along with details of the sample size – you can see on the slide. The average response rate, after sending a reminder, was just over 40%.

Table 1. Data base “Local sports activities” of FoKoS

Name of municipality	Year & type of survey	Residents/ age-group 10-70/10-75 (total)	Realized sample (n)	Period (sample was taken)	Average response (in %)	Sport & motion activities of residential (in %)		Age-group
						total	1x week and more	
Herne	2004/05 (SB)	134,100 (172,900)	2,040 (1.5%)	Nov.04 Juni 05	29.5	72.1	62.0	10-70
Ahrensburg	2004 (SB)	27,100 (30,700)	2,106 (7.8%)	March June	53.0	77.4	69.1	10-75
Münster	2003 (SB)	209,000 (265,000)	2,134 (1.0%)	May	35.1	86.6	78.5	
Paderborn	2003 (SB)	109,500 (139,000)	2,218 (2.0%)	March July	42.3	79.2	70.6	
Bottrop	2003 (SB)	95,200 (122,000)	2,235 (2.3%)	March June	47.8	72.5	62.0	
Bremen	2002 (TB)	426,000 (540,000)	4,018 (1.0%)	Sept. Nov.	Tel. B.	82.4	69.2	10-70
Mülheim	2002 (SB)	135,000 (173,000)	2,114 (1.6%)	June Nov.	43.1	72.3	62.8	
Wetzlar	2002 (SB)	42,300 (53,000)	1,860 (4.4%)	Febr. June	46.8	74.4	62.6	
Konstanz	2001 (SB)	58,500 (73,800)	1,931 (3.3%)	March June	45.6	81.3	73.1	
Rheine	2001 (SB)	61,100 (73,600)	1,571 (2.6%)	March June	34.7	78.6	67.6	
Mannheim	2000 (SB)	241,100 (320,000)	1,581 (0.7%)	March July	28.3	77.3	63.3	14-70
Total	/	1,538,900 (1,962,100)	23,808 (1.6%)	/	40.8%	77.5%	67.3%	/

Let me also observe that the number of sports mentioned in the surveys is surprisingly large: respondents in cities of 100,000-200,000 inhabitants may list as many as 70-100 different sports and in larger cities the number may be over 100.

The active sports segment in the 10-75 age-group stands at around 75%, with about a quarter of respondents describing themselves as non-active. On average, respondents name two different sports, and the resultant hit-list shows two sports well ahead of the field: cycling and swimming. Almost half all active respondents cycle more or less regularly, though only 2% count themselves as serious competitive racers. Next in line, with about a fifth of active respondents, is the broad field of gymnastics and fitness training, which comprises many different activities. Jogging is another large segment (almost 20%), followed by walking, hiking (along with Nordic walking) and football, which together account for places 5-7 on the ranking table. Then come tennis and inline-skating.

These are averaged data from behavioural studies of active participant sport in 11 German cities. Individual cities may show noticeable divergence in sport types and figures, depending on their location – hilly or flat, modern university town or old industrial centre. But the first 7 sports in the top ten hit-list are represented in every city surveyed.

Sports organization in Germany is another interesting question. Whereas only a few decades ago sports clubs had a virtual monopoly of popular provision, this is no longer the case. Today some two-thirds of sport and motion activities are organized privately – a predictable figure, given the high level of informal activity right across the sector. Clubs organize only one fifth of the total, commercial providers a bare 6%. The remainder is organized by a number of smaller players – for example the *Volks-hochschulen* (adult education centres), churches and extra-curricular school groups.

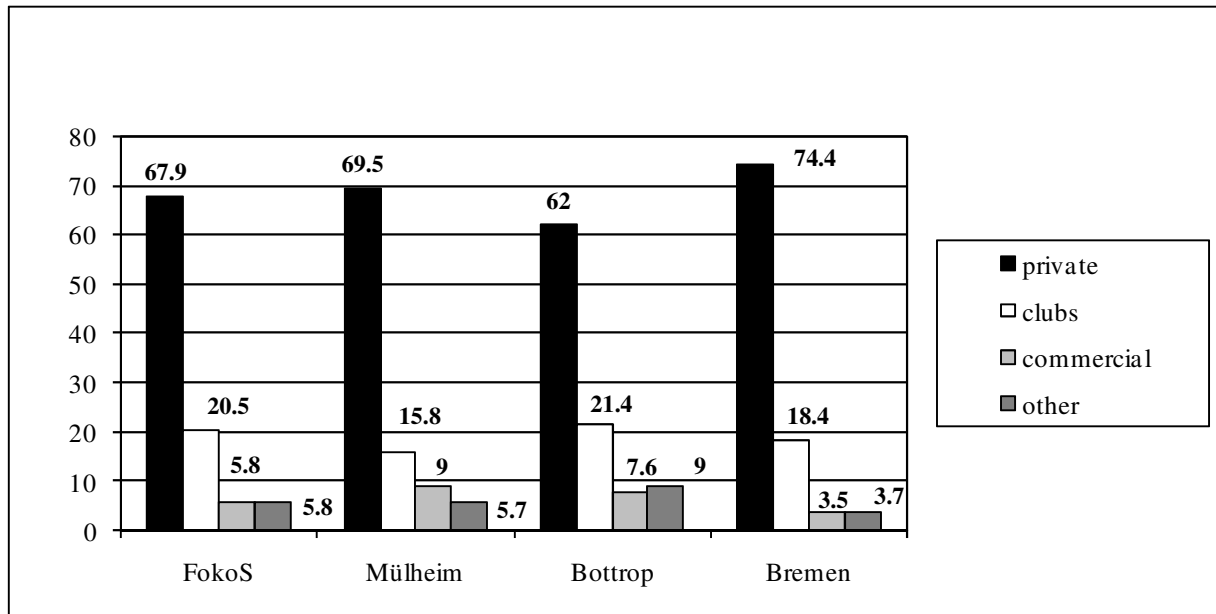


Figure 5. Sport organizations in German cities

Asked if they would be interested in starting a new sport, between 20-25% of respondents answered affirmatively, but on a trial basis; 10-20% would like to pursue a new sport regularly. At the top of this list, as you can see, stand activities like fitness training, but also individual contact sports (martial arts, boxing etc.) and water sports. Golf, too – though, because of the expense involved, most respondents would be happy with only an occasional taste of what is still an exclusive sport in Germany.

Beyond this question of starting something new, there is that of changing and giving up specific sports. Here some hard facts are available from surveys we conducted in four cities up to 2005. About a third of respondents had taken up one of their two sports within the previous three years, and about a quarter had given up a sport within the same period. In the cities investigated fitness training, swimming, inline skating, jogging and Nordic walking are on the rise; tennis and football – and to a lesser extent individual contact sports – are on the wane.

The broad understanding of sport underlying these surveys also entails a widening of the concept of facilities. Today half of all activities use informal facilities, the non-dedicated infrastructure of parks and woods, roads, footpaths etc. The core infrastructure of sports halls and courts, playing fields and swimming pools accounts for only 40% of use. A further significant fact that emerges from the large sequence of studies we have conducted is that on average a quarter of all sport and motion ac-

tivities takes place outside the home town, three quarters, therefore, within the place of residence. The example of swimming shows that there are places – Mannheim for example – where more than a third of residents travel to neighbouring municipalities rather than use swimming pools in their own city.

- Let me summarize the main features of our statistical surveys so far. They depict
- levels of differentiation in local sports;
 - the dynamics of choice, tradition and trends in the frequency with which people join and leave specific activities;
 - levels of use of both core and non-dedicated facilities;
 - the role of sports clubs;
 - and finally they show where, how often and how long, how regularly and within what organizational structures local residents pursue their sport and motion activities.

In this way behavioural studies provide exact and detailed insights into the key parameters of sports activities and their participants. Recent empirical surveys carried out by university departments show decisively that the changing face of sport has created new infrastructural demands. As such they are an indispensable tool for municipal planning and development.

4.2 Infrastructure

The second step in this process is to survey existing facilities, both formal and informal. The variety of infrastructure used today for sports in the wide sense in which we understand it comprises not only core formal facilities for gymnastics, games and indoor sports of all kinds, as well as outdoor playing fields, pitches and swimming pools, but also informal spaces not exclusively dedicated to sport such as schoolyards with sports or games apparatus, urban green spaces and recreation areas, as well as the naturally available playground of the local countryside, with its lakes and rivers, hills, mountains and meadows.

Our database includes not only basic parameters but also detailed functional information about these facilities – for instance pitch and court markings and floor anchor points in sports halls. Special survey forms have been developed for each different type of facility, with the results filed in an Access database.

Like the number of sports, the number of facilities available in cities and municipalities is high. Cities with more than half a million inhabitants will have more than 1000 facilities; cities the size of Wuppertal or Münster have over 700. Even smaller and medium-sized centres have several hundred. About half of these are owned and run by local councils: above all the expensive sports halls, swimming facilities and large playing fields are in the public sector. Some 30% – including more than 40,000 tennis courts nationwide – belong to clubs. Commercial enterprises own approximately 10% of the total, specializing in the smaller end of the gymnastics and fitness segment.

4.3 Balance

The third step in our sports infrastructure analysis is the creation of a supply and demand balance, and here I will take the example of football to indicate how we go about this task. The first thing to note is the diversity of the results:

- some German cities, for example Konstanz and Bottrop, have too few football pitches and we recommend the construction of new facilities (Hübner & Wulf, 2004b; Hübner et al., 2001);
- others, for example Bremen and Rheine, have too many, so we recommend a planned cutback (Hübner & Wulf, 2004a; Hübner et al., 2002);
- cities like Mülheim on the Ruhr have adequate facilities, but their distribution and training schedules need to be revised so that clubs can make full use of them;
- finally there are municipalities like Herne, in the middle of the Ruhr post-industrial area, that will be particularly affected by demographic change in the near future and should, by our reckoning, think of closing some little-used facilities.

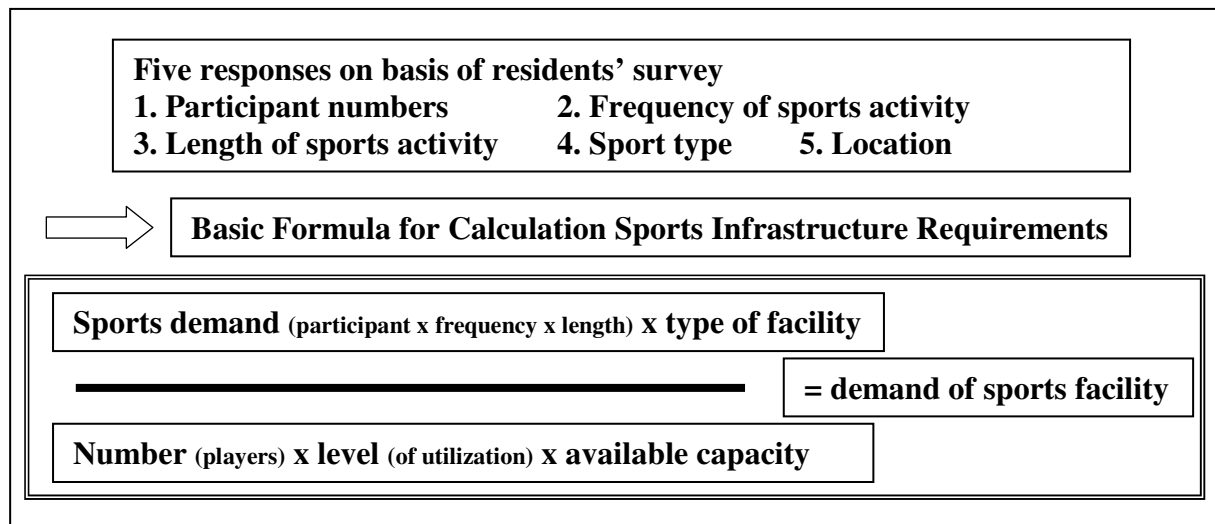


Figure 6. Basic formula for calculation sports infrastructure requirements

In order to arrive at these results we use what we call the “Basic Formula for Calculating Sports Infrastructure Requirements”. The number above the fraction bar here represents demand as expressed in five responses on the residents’ survey. These responses provide data on participant numbers, and on the frequency, length, sport type and location of weekly sessions. The figures below the fraction bar are normative ratios representing number and level of utilization and use of available capacity. These may be a matter of experience – for instance how often can a grass playing field be used in summer or in winter; or they may be derived from the dimensions of the facility – e.g. how many players must use a sports complex simultaneously for it to be economically and socially viable.

Let me briefly illustrate the balance equation with the example of football. What is important here is not the details but the underlying idea. The need for football fields is

based on the one hand on the number of players active in team competitions. If we take Herne, for example, some 25½ full-size pitches are needed for the various clubs in the town, not counting the informal requirement outside club organization, or the needs of children under 10, who did not form part of the survey but whose numbers are available in local statistics. These secondary groups may not need regulation football pitches but they do need something at least half that size, amounting to a further six units with a total size of three regulation pitches (Hübner & Wulf, 2007).

The second factor is to ask what facilities are de facto available. Herne has a total of 74 full-size and smaller pitches and fields, but of these only 29½ are suitable for competition football and two others for leisure use. If we now set demand over against supply, we see that Herne in 2005 has slightly more facilities than it needs – to be precise, one full-size and one smaller pitch are surplus to requirements.

Before drawing more definite conclusions on the overall balance, we must, however, look more closely at the local football scene and ask in which of the town's five districts the footballers live, where they train and where they compete; at the same time we must ask how the facilities are distributed.

Taking those facilities one by one, we ask how many teams use them per week. The diagram shows, for example, that the club Constantin has 280 members and runs six teams in local competitions; but this only amounts to a low level of use of their existing facilities. Another club, Arminia Holsterhausen, on the other hand, has 15 competition teams but also only one full-size pitch, whose use consequently has to be extremely intense (Hübner & Wulf, 2007).

Table 2. Football clubs, their members and teams and the level of use of their pitches in Herne

Football clubs	Members in football clubs	Registered football teams			Full-size pitches Number, type (address)	Level of use	High division
		Youth	Senior	Total			
VfB Börnig	356	7	2	9	1 (Schadeburgstr.)	average	
SC Constantin	280	4	2	6	1 (Wiescherstr.)	low	1
SV Arminia Holsterh.	305	13	2	15	1 (Gartenstr.)	extremely	1
...							
Total	9,067	185	72	257			17 (+6)

The third factor in the equation is demographic development. Staying with our example, Herne will experience a marked reduction in young and middle-aged population in the next decades. The State Statistics Office puts this at almost 21% for the 6-40 year old cohort: a loss of some 14,400 residents in these age-groups. If we presume that football preference retains its current popularity over that period, we can conclude that some 650 fewer young men and boys will be playing in 2025 than today – a drop of 9%. This means that in 2025 (18 years' time) Herne will predictably no longer need three of its current full-size football pitches.