City of Manchester Athletics

: The Future

Athletics Development Opportunities throughout the City
The opening of this new 6,000 seater Regional Athletics Arena is a fantastic testament to the sporting legacy we wanted to create when we invested £15 million of lottery funding into Sportcity for the Manchester 2002 Commonwealth Games. Athletics now has a regional home which for generations to come will provide great sporting opportunities for both elite performers and the local community to enjoy.

UK Athletics is delighted to be involved in the partnership that has developed this excellent Athletics Arena.

I hope that athletes of all levels will be able to benefit from the opportunities available to them here. I am sure one day the centre will produce one, or even several athletes, who will follow in the footsteps of athletes like Darren Campbell.

It is wonderful to see the spirit of the Commonwealth Games continuing to thrive. This new arena will provide a lasting legacy of the Games and will be of great benefit to residents and visitors alike. The NWDA, New East Manchester Ltd and Manchester City Council have worked successfully together on this exciting project - it shows the importance sport can play in regeneration.
Athletics in Manchester: The Future

The new Athletics Arena is a superb addition to Manchester's existing athletics facilities and a real legacy of the Commonwealth Games. This new Arena will provide high quality sports programmes from local community use right through to Manchester’s performance athletes. Manchester will be hosting major events of international importance alongside local community and sports events at the Arena.

The Manchester Athletics Plan includes for a city wide approach with a new programme of in-school and after school athletics linked to athletic clubs and with access to these world class facilities at Sportcity.

Working in partnership with Sport England and UK Athletics, Manchester is investing to create new opportunities for young people and the wider community to start and stay in sport and keeping them interested, the Plan will offer a real alternative by working closely with the Manchester’s athletic clubs.

Cllr. Richard Leese
Leader of Manchester City Council
The Manchester Athletics Plan
An integrated range of services and opportunities

The uk:athletics ‘fun to fulfilment’ programme.

The three components of the programme, which are:

- Norwich Union star:track
- Norwich Union sportshall
- Norwich Union shine:awards

will form a major part of the City of Manchester Primary Schools programme.

The uk:athletics clubs:future manual is a planning tool to help athletes, coaches, officials and administrators achieve their full potential.

The future for athletics in Manchester is based on adopting the principles, philosophy and policies of UK Athletics, the AAA of E and Sport England.

» uk:athletics Club Development Model

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All City of Manchester Athletics Clubs are encouraged to join into the club:futures programme and having done so move onto clubs:future2.

Club:futures2 This provides an in-depth self assessment form and clearly identifies strengths and weaknesses to assist in the clubs producing effective 5 Year Plans.

Programmes are centred on the needs of the athletes - striving to provide them with the best possible environment.
Sale Harriers Manchester

Founded over a hundred years ago by the Wilson brothers, this now famous Athletic Clubs boasts over 1000 members.

Based across the whole region of Manchester the club offers some of the best coaching and facilities within the whole of the UK.

With age sections ranging from 6 to 80+ the appeal for anyone who wishes to get involved in athletics can be provided by this very experienced club.

Described as the Manchester United of athletics, the club has been voted the number one athletic club in the UK for the past five years. It boasts many top class international athletes, notably Darren Campbell, who was voted male athlete of the year in 2003. Darren joined the club at a very young age and is the perfect example of how the club can nurture and fulfil the potential of any up and coming athletes.

With new facilities in Wythenshawe Park and the new state of the art complex at Sportcity, Sale Harriers Manchester are now ready to establish themselves as the premier club in Europe, not just the UK.
Manchester Schools Athletics Programme

Manchester Leisure Sport Development, in partnership with schools and the LEA, delivers a citywide School Athletics Programme. At this level, the emphasis will be on multi-skill activity in line with the FUNdamental phase of the Long Term Athlete Development model.

The School’s Athletics Programme is one of the largest schemes in the country with over 6000 children per week, including disability and ethnic groups, in attendance.

It is the role of the City Council’s Athletics Development Officer (ADO) to establish partnerships between local schools and athletics clubs. The ADO will help Manchester Clubs establish such links with their catchment area schools and vice versa in conjunction with the School’s Athletics coaches. School and club links will play a vital role in ensuring sporting pathways of opportunity are in place so that every Manchester youngster can progress from curriculum based athletics lessons into club based sport.

These links enable the schools to direct their interested, talented and motivated children to local quality assured, clubs. The Annual Primary School’s Athletics meetings provide competitive opportunities for school’s wishing to participate.

A very strong programme is in place for Secondary Schools. This includes an ‘In School’ Talent Identification scheme, after school coaching sessions and competition in the form of Cross Country Leagues, a Road Relay Championships and Indoor and Outdoor Track and Field meetings.
Athletics Development Pathways in Manchester and Club Structure

The diagrams below show the athletics teaching and coaching group pathways in Manchester.

Development programmes at Sportcity and the City satellite centres Boggart Hole Clough & Wythenshawe with Performance pathways to Sportcity
Greater Manchester Sports Partnership

The Manchester Athletics plan supports and is supported by the overall plan for athletics in Greater Manchester.

The proposed athletics pathway for Manchester has provision for athletics teaching up to the appropriate level (National Plan for Teaching Athletics Level 7), and the Manchester Athletics Clubs and the Manchester Development Group take athletes through to competition and performance development.

The Active Sports Stage 1 programme will assist the recruitment of club athletes from the teaching programmes by co-ordinating additional coaching and competitive opportunities for young people.

At Active Sports Stage 3 and 4, i.e. talent selection and talent development, the planned work of the Athletics Development Staff will be to work with clubs and teaching programmes to ensure that they mirror the training role envisaged in the current Active Sports Plan.

City of Manchester Athletics will be supported by Stage 4 Development days, which will promote the existence of the coaching programmes to a wider group of athletes.

A key element of the Manchester Athletics plan, at this level - which supports the Active Sports programme, is the need to be registered with an uk:athletics clubs:future club in addition to being part of City of Manchester Athletics.

The Manchester plan supports the concept of working with uk:athletics clubs:future registered clubs, which is again a key principle of the Greater Manchester Active Sports plan for athletics and will be a key part of the work programme for the Greater Sport Athletics Development Officer.

Working in partnership with clubs and the local authority, Greatersport will address the needs of clubs at each stage and will provide the necessary resources for club development - the Active Sports programme will complement and enhance the club programmes through the provision of coach education courses and volunteer training opportunities.
The National Initiative

In the summer of 2000 UK Athletics launched its 5-year development strategy “fun to fulfilment and it World Class Potential and Performance plans.” These plans and the resources behind them set out to raise the profile of athletics, increase recruitment within all areas of the sport, improve levels of retention, particularly within athletics clubs and significantly improve standards of performance with the ultimate aim of increasing the number of medals won internationally.

To ensure these broad aims were delivered effectively, UK Athletics working in partnership with the home country athletics associations and many other key partners have made significant progress in the development of a comprehensive athletes pathway backed up with high quality education, competition and facility development.

To complete this process, UK Athletics and the home country athletic associations have recently completed a new 5-year strategy for the development of athletics throughout the UK.

Specifically this document will deliver:

- vibrant and inclusive athletics curriculum aids and significantly enhanced support to teachers.
- network of school to club links projects - embracing after school activity, local authority satellite or feeder sessions and enhanced junior sections within many of the UK athletics clubs.
- wide array of athletics community development programmes to include Norwich Union star:track, sports:hall, shine:awards and agility challenge together with partner activities delivered through county and school sports partnerships.
- significant enhancement of the UK Athletics clubs:future programme offering increased grant support together with additional advice, guidance and training for club volunteers and a national campaign for the promotion of club activities.

specific UK event group initiatives for endurance, sprints and hurdles, jumps, throws and combined events (Rover Combined events) together specific schemes diversity schemes for athletes with a disability, ethnic minorities and women (Aqua Pura).

structured pathway for the identification, placement, development and nurturing of talented performers.

UK programme of performance squads and elite training opportunities catering for our up-and-coming talent through to our Olympic champions.

To back up this pathway UK Athletics will ensure the provision of:

- high quality coach and officials education and development.
- structured programme for the recruitment and recognition of athletics volunteers.
- comprehensive and balanced competitive programme embracing team, individual and event specific formats.
- advice and guidance in the development of facilities for training and elite development.
- structured communication, information and marketing programme.

UK Athletics together with England Athletics is delighted to have the City of Manchester as a key development partner and is excited and challenged by the prospect of helping the city to achieve their ambitious Athletics Development Plan. UK Athletics also hopes that the good practice developed within the city will act as a catalyst to high quality athletics development throughout the UK.
Facilities

>> Sportcity
The Performance Centre of the City of Manchester Athletics Strategy

> **Indoor Facility**  200 metres, 4 lane, banked track
> 60 metres 8 lane straight way. Sprints and hurdles
> Long jump / Triple jump run ups and pit
> Pole Vault and High Jump landing beds
> Curtained area for throws
> All above are on a Mondo surface

> **Outdoor facility**
> 400 metres 8 lane track with 10 lane straight
> Provision for all events to International standards
> Completely enclosed by stands with seating for 6000.

>> Satellite Sites

> **Boggart Hole Clough**
> 400 metres 6 lane track with 8 lane straight
> Provision for all events

> **Wythenshawe**
> 400 metres 8 lane track with 10 lane straight
> Provision for all events
> Safety enclosed training area for throwing events to International standard

> **Sportcity**
> Community and schools programmes at satellite status with pathways to the Performance programme.
Athletics Coach Education
To provide quality training opportunities

To efficiently and effectively deliver the athletics programme at all levels athletics teachers and coaches need to be continually updating their knowledge to keep up to date with advances in the sport. All athletics coaches employed by Manchester Leisure Sports Development are required to have an uk:athletics Qualification and to follow a continuous Professional Development programme.

The Sports Development Team provides a number of courses leading to uk:athletics teaching and coaching qualifications for coaches and prospective coaches and works to enhance individual employment opportunities by helping more people to become qualified coaches.

The Sports Development Unit provides the necessary courses leading to achievement of the recognised minimum operating standards, e.g. Disability Awareness, Sports Equity and Child Protection.

Further information on these courses is available from the Coach education and Training Officer at the Manchester Sports Development Team.

Volunteer Programme

Each club has its own team of volunteers and there is direct contact to agencies such as ‘the experience corps’, the East Manchester Volunteer Project, the Manchester Youth Volunteer Project and the Commonwealth Games Volunteer unit.

Recruitment and retention are based on uk:athletics clubs:future section 4:recruitment
City of Manchester Athletics provides the competitive outlet for athletes in the Manchester Coaching Programme and a profile for the City Council partnerships worldwide. It will provide pathways through to performance and excellence for all young people with the ability, desire and commitment to succeed. Disability athletes are catered for relative to their ability and not their disability.

The programme offered will provide a seamless pathway for athletes to progress into UK Athletic’s World Class Programmes.

The Head Coach will have particular responsibility for the development of a ‘core’ coaching philosophy throughout the City structure and to identify and address the development needs of the coaching programme. This will be based on the principles and philosophy of the Long Term Athlete Development model developed by the AAA.

The following information outlines the initiatives and opportunities provided by Manchester City Council for individuals - athlete’s, coaches, teachers and volunteers, club development and performance programme development within Manchester.

The Sports Development Commission introduced a range of grants that clubs, coaches and individuals can apply for assistance:

- **Club Development** – to support new initiatives that enhance the sports development plans.
- **Coach Development** – to enable committed coaches and officials to improve their qualifications and experience.
- **Performance Programme** – to support new initiatives in the development and operation of excellence squads.
- **Talent Fund** – to enable young, talented athletes to access local performance and excellence programmes.

Club Development and Performance Programme Commission Grant applications will be considered from AAA of E Clubs in the city who have signed up to the accreditation process.
Manchester is undergoing exciting and radical change as it seeks to establish itself as a truly international city for the 21st century. The staging of the XVII Commonwealth Games in 2002 was an important part of this strategy.

A number of major International, National Regional and local events have been identified for the city. These will be underpinned by a competition structure aimed at developing “grass roots” competition at school’s and club level.

In accordance with Manchester City Council’s Event Strategy, our partners UK Athletics, Northern Counties AAA, Manchester Athletics Club will have support and have access to these world class facilities.

**Summary**

The complementary facilities and resources of school athletics and local authority athletics classes in all athletics tracks in the city, will ensure that no young person with the skills to benefit from quality club activities will miss out. With support from local athletics clubs the application of citywide programmes of instruction will ensure continuity in levels of instruction and opportunity.
The Manchester Evening News was at the forefront of the Manchester 2002 Commonwealth Games, and it would be fair to reflect that the Games very much re-kindled the interest of athletes in the mindset of both the public and newspaper.

The legacy to the City of Manchester and its residents is well chronicled, but the story continues.

The Manchester Evening News with its partnership with the Manchester City Council and Manchester Leisure is wholly focused and committed to the development of not only top class athletics, but also grass roots participation.

The City of Manchester Athletics Stadium will become the focus of development with regard the message of athletics from elite to the fun element of local youngsters.

The Manchester Evening News in its role of Media Partner will reflect its support by ensuring quality editorial in alignment with marketing and promotional activities, fulfilling the needs of the member partners, not least the activities of 'Sale Harriers' as the resident team in the stadium.

> Manchester Evening News Marketplace

Circulation/Distribution - 159,638
Total Readership - 414,988


- One of the UK's leading regional newspapers
- Outsells all other media within it's prime area
- More ABC1 readers than all the quality nationals combined within our research area
- People spend over 30 minutes reading it
- Coast effective targeting
- Option of full circulation and zoned facilities

> Manchester Online

Dedicated digital company for the region
Digital link with the Greater Manchester community
Authoritative and comprehensive guide to the region
Region turns to us first for; news, sport, jobs, business and entertainment in the North West

> MEN Sport Sunday Pink

Sunday Pink, sports enthusiasts bible, a definitive source of sporting information and comments. Up-to-date incisive sports coverage.

> FACT

417,000 adults who have read the Manchester Evening News, Sunday Pink or visited ManchesterOnline are interested in Reading about or Watching Athletics.
Benefits to Partners

- 'Official Partner' of Manchester City Council (Manchester Leisure).
- All partners to receive editorial and promotional opportunities through the official media partner ‘Manchester Evening News’.
- Each venue to be branded with Partner logos, including Manchester Regional Arena, Wythenshawe Athletics and Boggart Hole Clough athletics tracks.
- Branding on all athletics apparel worn by City of Manchester and Sale Harriers Manchester.
- Branding on all promotional materials, stationery and PR relating to all In-School, After-School and junior programmes.
- Prime on-site advertising, including but not limited to banners.
- Branding on all grass roots city wide sports development events.
- Official clothing to have partners logos printed/embroidered onto.
- Performance athletes to receive Partners branded clothing.
- Free use of Athletics facilities for 2 days per year for promotional opportunities.
City of Manchester Athletics: The Future

Athletics Development Opportunities throughout the City

Regional Athletics Arena
Rowsley Street
Sportcity
M11 3FF

Telephone
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