



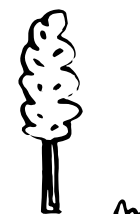
## THE LEGACY LIVES ON

THE CITY OF HAMBURG HAS DRIVEN ITS SPORTS STRATEGY ONWARDS AND UPWARDS AND IS BUILDING ON THE LEGACIES IT SET OUT DURING ITS 2024 OLYMPIC CANDIDATURE. THE GERMAN CITY CONTINUES TO INVEST TENS OF MILLIONS OF EUROS IN PROJECTS TO BENEFIT LOCAL PEOPLE AND ATTRACT HIGH-PROFILE COMPETITIONS. IT IS THE LATEST MEMBER OF THE GLOBAL ACTIVE CITY PROGRAMME SUPPORTED BY THE IOC

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**“The Hamburg Active City Masterplan builds on the ideas and concepts developed as part of the bid for the 2024 Olympic and Paralympic Games and uses them as a catalyst for development and sport in the city. The masterplan contains concrete suggestions for improving school and club sports, expanding public sports and offering sports for all. The goal is to develop and expand on as many sport and exercise options as possible, in order to reach and support all those interested in sports and movement in Hamburg.”**

Hamburg Active City Masterplan



**E**nsuring a lasting legacy is a top priority for any city seeking to host the Olympic Games. How can a city also benefit from a Candidature Process and create a legacy even if not elected?

Hamburg's bid for the 2024 Olympic Games was stopped in its tracks by a referendum which revealed 48.4 per cent of local voters were in favour of the project.

To ensure that the money and planning remained a good investment, the city focused its efforts on transforming its investments in its Olympic proposals into long-term benefits for residents.

Stakeholder workshops were held in order to determine which legacy strands from the hosting bid were viable. Thirty-two projects were incorporated into the Hamburg Active City Masterplan, 26 of them deemed possible by 2024, requiring a EUR 50 million budget. Even the area outlined to house the Olympic Stadium and Olympic Village would still be developed.

Now Hamburg has strengthened its masterplan by joining the IOC-supported, non-profit-making Active Well-being Initiative as a partner city. It is aiming to be certified as a Global Active City later this year, alongside other candidates such as Liverpool (Great Britain), Lillehammer (Norway), Richmond (Canada) and Buenos Aires (Argentina). Global Active Cities work with stakeholders to encourage residents to do more sport and physical activity in an evidence-based and strategic way. The model works

for any type of town, city or region, and can be implemented independently, or before, during or after a hosting application for an international sporting event. Cities work on the approach for one-to-three years before being independently assessed. The model nurtures the six strands of legacy as defined by Scheu and Preuss (2017) (see Olympic Studies, p76): urban development; environmental enhancement; policy and governance; skills, knowledge and networks; intellectual property; and beliefs and behaviour.

Even before its Olympic bid, Hamburg, with a population of 1.8 million, was one of the sportiest cities in Europe – and one of the greenest.

Named European Green Capital of 2011, the city has around 17 per cent green spaces. Planners intend to increase this “Green Network” to 40 per cent surface area by 2034, including installing three public parks over a motorway – a measure that has been proven to increase physical activity levels in other cities. Cars will be banned from large areas.

The HafenCity (Harbour City), which was going to host the Olympic Games and Village, is now Europe's largest inner-city regeneration project. When completed, it will offer a university, housing and commerce, with many opportunities to cycle and walk.

Sports leaders talk of promoting the whole city as a stadium, and in 2017 an ironman triathlon was added to other successful annual events such as the Hamburg marathon and the

80%

of people in Hamburg play sport, with participation equal across genders \*

596,000

people, or about one-third of the city's population, belong to a sports club or association, 18% more than in 2006\*\*

1,000

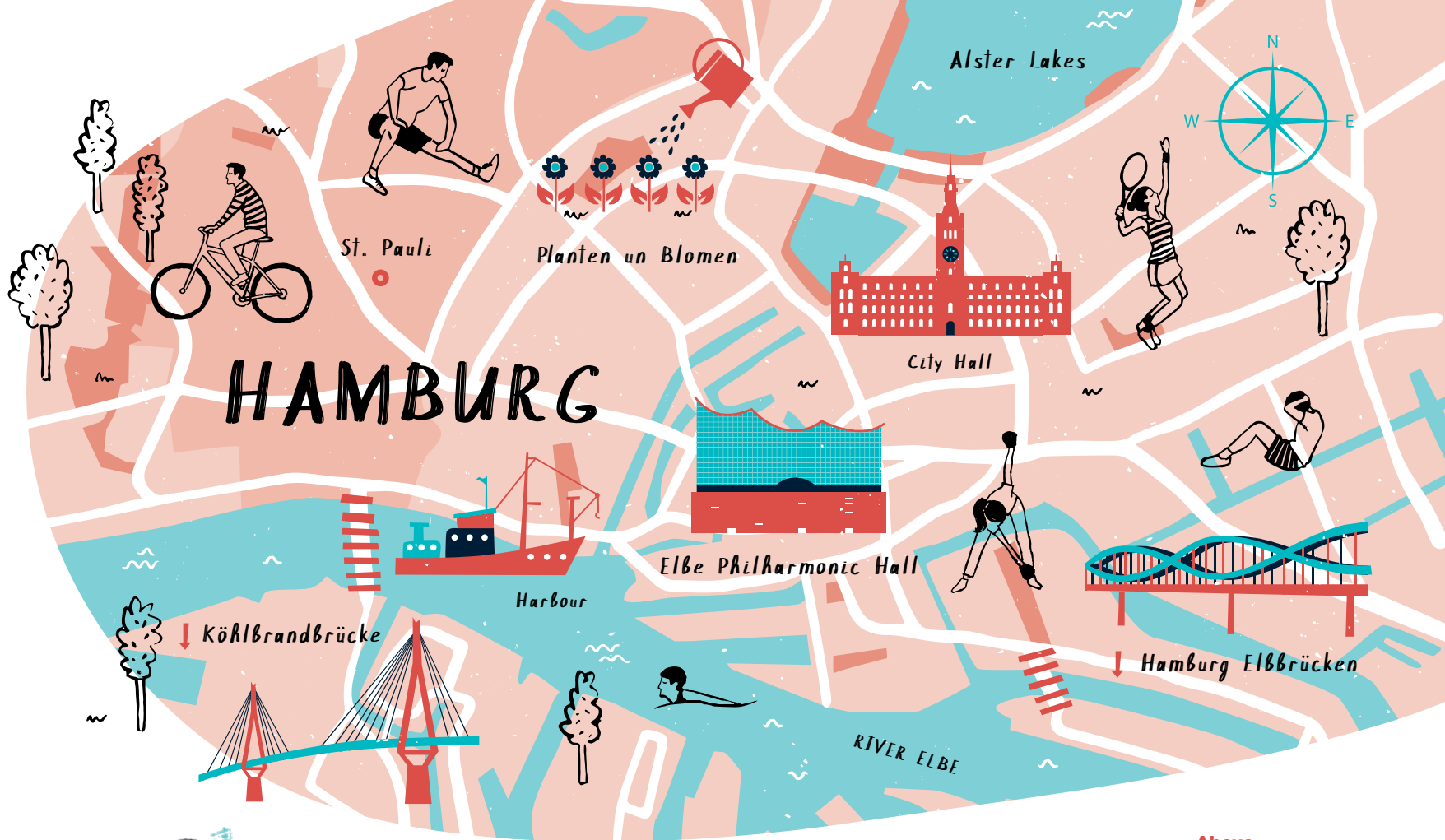
talented children are being trained towards the goal of competing in the Olympic Games\*\*\*

1,600

sports facilities exist in Hamburg, including 240 sports fields and 120 tennis courts\*

world's biggest regular triathlon. The city is now also home to the training centres for the German beach volleyball teams.

Integrated into the masterplan are physical activity projects for children, older people, people with disabilities, and refugees. Doctors are encouraged to prescribe exercise, with more than half of affected patients reporting a clinical improvement.



**Above**  
Parks and green spaces have been connected around Hamburg to form a 100km "Green Ring"



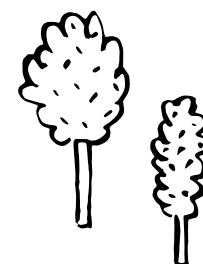
**Olympic Review met with Hamburg State Councillor Christoph Holstein, one of the authors of the Hamburg Active City Masterplan. Earlier this year, Councillor Holstein visited Liverpool with senior IOC officials for a Global Active City workshop, organised by the Active Well-being Initiative and attended by representatives of 10 countries. It was hosted by John Marsden, Director of Global Active City Development, and Liverpool John Moores University, and included field trips to active city projects. Liverpool was a development partner for the Global Active City approach.**

**Q. Why does Hamburg want to be a Global Active City?**

**A.** Mostly it's about urbanisation. People move to cities because they have schools, universities, culture – everything you want. We want to make sure the quality of life is increasing as well. Our opinion is sport plays a very important role. We want to talk to other cities and we want to learn from other cities. When John Marsden told me about his experience in Liverpool, I was fascinated. I said: "These are also our problems, and you are giving us hints to solve them." Even in times of digitalisation it's important for people to meet, discuss and share experiences. It is also a chance for us to let people know that we spent approximately EUR 12 million on the Candidature Process for the Games in 2024 and it was not for nothing. We are using our Olympic bid as a springboard to achieve hundreds of benefits for the well-being of residents.

**Q. Will Hamburg bid for other international sporting events?**

**A.** An important question after the referendum was: what are we going to do now? Are we satisfied with third division [football] or do we want to continue playing Champions League? We said Hamburg is an ambitious, international city. Our ambitions do not only concern culture, economy, trade and industry, but also sports. So we didn't feel defeated and we decided to keep on bidding for international events. Last year, we hosted the AIBA World Boxing Championships and a few games of the Women's World Handball Championship. This year, we will have the World Wheelchair Basketball Championships. Next year, we will have the Beach Volleyball World Championship and the men's handball semi-finals. We are thinking about what we are going to do in the early 2020s.



**‘WE ARE USING OUR OLYMPIC BID AS A SPRINGBOARD TO ACHIEVE HUNDREDS OF BENEFITS FOR THE WELL-BEING OF RESIDENTS’**  
**CHRISTOPH HOLSTEIN**

**Q. What concerns do you have about sports and public health?**

**A.** I think they’re the same for big cities anywhere – obesity and a lack of physical activity. If you’re interested in sport, it shouldn’t be a problem to encourage your kids to go to sports clubs. But there are many people who don’t do any physical activity. More people are getting older – in 30 years, we will have two-thirds of people over the age of 55. We must make efforts to help them keep their mobility because otherwise they will be isolated from society. Those are things that change the meaning of sports in big cities. When you asked someone 20 years ago – “What is sport good for?” – the answer would have been: “It’s fun; it keeps you fit” – and that’s all. Today, we know what sport means for integration, that sport is a key factor in the economy, that sport is a city’s marketing. People think in a different way about what sports can do to improve your life quality and what sports can do to improve your health.

**Q. What are your local challenges to motivate people to do physical activity?**

**A.** The number of people who are members of sports clubs and going to the gym is increasing. We’ve got beautiful weather right now; if you see how many people go by bike instead of by car or public transport,

I think it’s an optimistic signal that more people want to take that first step. People in Hamburg are self-confident and they don’t want to be told by the government what they have to do. We must give people the chance to make their own experience. You could go by public transport or car, and be stuck in a traffic jam, but you could also go by foot or use a bike. It’s not the case that the government must tell them what to do, but the government must give them opportunities.

**Q. What are your future plans to increase physical activity levels?**

**A.** I remember an interview with the London Mayor when he said: “I want to shape the image of the city through sport.” You also need to have the big, spectacular things. That is the motivation for our horse riding stadium; we have a big tennis stadium and we want to renovate and modernise it. We spend money on sports in the heart of the city to give people the opportunity to experience and enjoy sports. It doesn’t matter if you’re active or just a spectator. It could be that you see the big events and you think, “Come on, let’s try it.”

**Q. Why do people in Hamburg do so much sport compared to other cities?**

**A.** It’s easy to do sports here. For example, I can run from my office to my home in the evening. It’s 10 kilometres and across four streets, and the rest is parks and lawns. I think it’s a very important thing to give people opportunities to be active. The other thing is you have to give a good image to sports. If you are young and modern, then you have to be connected with sports. This is something we realised that many people think in Hamburg.

*For more information about the Global Active City programme, visit [activewellbeing.org](http://activewellbeing.org) or follow @AWBInitiative*

**PROJECTS AND INITIATIVES**



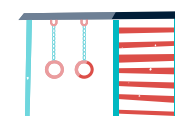
**Cycle network expansion**

Hamburg’s target is for 25 per cent of journeys to be made by bicycle by 2025, compared to 12 per cent in 2008; 1,200 bike parking spaces are being added each year, towards a total of 28,000. Also, 280km of bicycle routes are being widened, and 50km constructed or rehabilitated per year. A former landfill site is being transformed into a mountain bike track.



**Investment in sports arenas**

Upgrades to sports arenas and swimming pools include Klein Flottbek Derby Park and Am Rothenbaum tennis stadium. Sports facilities are being built in line with new housing developments, 20 school sports halls are being renovated or rebuilt, and each district will have one wheelchair-accessible hall and one beach volleyball facility.



**Small fitness stations**

Seven outdoor gyms will be built in parks and public spaces across the city. There are already a number of these, which enable people to exercise in the open as an alternative to the gym. The city will also build changing rooms and showers in larger parks, and enable runners to use swimming pool showers for a small fee.



**Role model Active City district**

The city is prioritising physical activity in the development of a new district, due to be completed in the 2020s. Oberbillwerder’s 16-20,000 residents will be able to reach everything on foot or by bike. There is just half a parking space allocated to each home, including visitor parking. Parcels will only be delivered to special hubs.