

Registration & Good Practice Form

Please submit the completed form and any attachments to:

TAFISA
Mainzer Landstrasse 153
D-60261 Frankfurt am Main
Germany

Fax: +49 (0) 69 97 39 35 99 25
Email: info@tafisa.net
Website: <http://triple-ac.net>

Part A – Applicant Details

1. Name of City / Community: Free and Hanseatic City of Hamburg
2. Population: 1,775,227 (as of September 2015)
3. Country: Germany
4. Organisation (if different from City/Community): Landessportamt (Sport Department), Free and Hanseatic City of Hamburg
5. Contact Name: Dr. Lydia Kleist
6. Position: Director of Landessportamt (Sport Department)
7. Address: Ministry of the Interior and Sport, Landessportamt (Sport Department)
Schopenstehl 15, 20095 Hamburg
8. Phone: + 49 40 42824 357
9. Fax: + 49 40 427310014
- 10: Email: Lydia.Kleist@sportamt.hamburg.de
- 11: Website: www.hamburg.de/sport

Part B – Good Practice Description

If you have more than one Good Practice, please use **one Registration Form for each** Good Practice you submit.

12. Success Area:
- Knowledge & Awareness Cooperation & Partnership
- Programs & Events Spaces & Places
- Monitoring, Evaluation & Continuous Improvement

13. Title of Good Practice: Masterplan Active City

14. Website/Link (if any) Masterplan is not published yet, but will be upon completion in May 2016.
 of Good Practice: We will be happy to provide you with the respective link then, it will
 however be an german version only.

15. Please give an outline of your Good Practice and if necessary, please use extra pages to explain in detail.

- *Target group (children, seniors, all ages etc.):* Citizens of all ages
- *Timeframe (Duration/date):* Compilation in 2016, Implementation 2016-2024
- *Location/venue:* Free and Hanseatic City of Hamburg
- *Number of participants / Reach:* Designed to reach all citizens of Hamburg
- *Mission:* Building upon the Dekadenstrategie HAMBURGMachtSPORT, the strategic outline for the development of sport in Hamburg, the Masterplan Active City serves as an instrument to create a more dynamic, healthy, inclusive and sustainable city and society.
- *Highlight:* Integrating both the strategic goals of the Dekadenstrategie and selected concrete projects developed for Hamburg's bid for the Olympic and Paralympic Games 2024, the Masterplan Active City enables an utmost comprehensive and holistic approach to foster activity and sport within the city and among its citizens.
- *Total budget:* app. EUR 48 million for the period 2016 - 2024 (based on preliminary cost assumptions)
- *Funding/resources:* Free and Hanseatic City of Hamburg
- *Sponsors or partners (if any):* -

- *Objectives of the Good Practice:*

The overall aim of Hamburg's Masterplan Active City is to encourage the citizens of Hamburg, regardless of age or ambition, to increase their physical activity. The City of Hamburg has long been aware of the many positive effects sports and increased physical activity has on its citizens - already in 2011, the city developed and published a ten-year-strategy for the development of sport in Hamburg, the so-called Dekadenstrategie HAMBURGMachtSPORT. The Masterplan Active City puts this strategy into practice, thereby making use of many projects and ideas developed for Hamburg's unsuccessful bid for the Olympic and Paralympic Games in 2024.

- *Main Features / Description of the Good Practice:*

The Masterplan Active City identifies five key areas of interest within both leisure and competitive sports. Within leisure sports, the Masterplan addresses the fields of (1) sport in schools and sport clubs, (2) activity and sports in public spaces and (3) sports for all. Within competitive sports, it focuses on (4) support for young athletes' sport and (5) promotion of high-performance sports. The Masterplan provides concrete projects for all areas, including infrastructure improvements, programmes, events, cooperations and initiatives. All projects are coordinated by the City of Hamburg and its authorities and will be implemented between 2016 and 2024.

Knowledge & Awareness

The City of Hamburg and its authorities have long been aware of the benefits of sports and increased physical activity, a reason why they launched the Dekadenstrategie HAMBURGMachtSPORT in 2011. In order to also increase knowledge and awareness among the citizens of Hamburg, the Masterplan will be published on the website of the City of Hamburg after its completion in May 2016. Additionally, its publication will be accompanied by a press briefing for the local journalists.

Cooperation & Partnership

The Masterplan was compiled in a concerted effort of all relevant public authorities: the Senate Chancellery (Mayor's office) of the City of Hamburg gathered the departments for the Interior & Sport, for Urban Development & Housing, for Environment & Energy, for Economy, Transport and Innovation, for Culture as well as the department for Finance and the Chamber of Commerce. The respective representatives met once a month to coordinate the development of the Masterplan and its projects.

Programmes & Events

The Masterplan contains several different programmes and events within the above described five key areas of interest. The field of activity and sports in public spaces, for example, includes a programme to improve the course offers of sport clubs in public parks and better promote those offers. Another example is the field of sport for All, which includes a fitness initiative for elderly people and an initiative to coordinate the different public and private offers to improve integration of migrants and refugees.

Spaces & Places

The Masterplan includes various infrastructure projects: one focuses on improving selected school and sport club facilities, several others focus on the improvement of sport facilities in public spaces such as parks, jogging trails and within the city-wide bike network. The Masterplan also contains projects to refurbish and improve selected sport venues within Hamburg. Some of these venues are mainly for training purposes, such as the track cycling and ice hockey venue in Stellingen. Other venues focus on the refurbishment and improvement of existing high-performance venues such as Hamburg's tennis stadium in Rotherbaum, the equestrian derby park in Klein Flottbek and the rowing course Dove-Elbe.

Monitoring, Evaluation & Continuous Improvement

The Masterplan is designed to span eight years until 2024. Its results will be included in the annually published report on sport in Hamburg, the so-called Hamburger Sportbericht. Those reports are used to systemically monitor the achievement of the objectives laid out in the Dekadenstrategie.

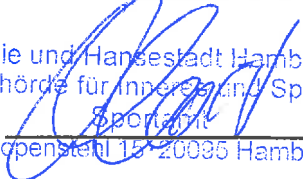
- *Results the Good Practice:*

Unfortunately, it is not possible to provide results of the Masterplan yet as it is currently being finalised and will be implemented from mid 2016 onwards. However, we will be happy to update you on the progress of its implementation.

16. I have attached additional materials (brochure, factsheet, DVD, photos, press clippings etc.)
 Yes No

17. Any Other Comments:

I/we hereby agree that the information submitted is correct and TAFISA may include our Good Practice information on its website and other Triple AC program materials.

18. Signature/Stamp: 
 Freie und Hansestadt Hamburg
 Behörde für Inneres und Sport
 Sportamt
 Schöpensteil 15 20095 Hamburg

19. Date: 29.4.16