

GOOD PRACTICE

Municipal Enterprise „Sport for All“



City
Varna

Country
Bulgaria

Mission
Fulfilling the city social functions by providing Sport for All and Physical Activity Opportunities

Target Group
Citizens of all ages

Highlight
An initiative that provides citizens with day-long free access to the municipality sport facilities.

Timeframe
On-going

Budget
€ 800 000 per year



Objectives

The municipal enterprise “Sport for All” is an integral part of the social policy of the Municipality of Varna. It aims to:

- Promote physical activity through the means of mass information;
- Establish a good communication between the Municipality of Varna and other institutions such as schools, universities, civil organizations, associations, tourist companies, etc;
- Ensure a good coordination and interaction in the planning and conducting of various sports events;
- Develop a functionally adapted sport base along with facilities to enable the practice of physical exercises and sport;
- Take care of the use, maintenance and repair of municipal sport playgrounds, equipment and facilities for leisure and sport.

Main Features

The municipal enterprise “Sport for All” was established by decision of the City Council in 2007. It is an autonomous body employing 80 professionals, but entirely dependent on the Municipality of Varna budget. The manager of the enterprise is subordinated to the Mayor of Varna. It manages 5 sports complexes, which are open areas and multi-purpose sports facilities.





The complexes are located in four different areas of the city, close to pedestrian zones, green parks, bicycle lanes, workplaces and shops. Playgrounds for kids and Sport for All fields and practices such as mini football, basketball, volleyball, tennis, skateboarding, ice skating, etc. are offered there. Year-round initial trainings in swimming, ice-skating, ice hockey and chess are organized with appointed professional trainers from the Municipality of Varna.



The purpose of these complexes is to provide citizens with opportunities to be active. Sport clubs are not allowed to organize their trainings: all complexes are open for the population, which can enjoy free access from 8am to midnight everyday provided they have registered at the place they want to use. An Internet platform featuring the various schedules has been created; it enables citizens to make online reservations of the playing hours they like. Access to football and tennis fields only is charged after 6pm and on the weekends. People can pay on the Internet.

Sport clubs and other organizations can rent the pitches and fields for punctual events.

Cooperation and Partnerships

The Municipality of Varna works in close collaboration with non-governmental organisations which provide recommendations and suggestions for the development of the project.

Key Outcomes and Results

Totally new sport infrastructure and playgrounds have been built thank to this initiative and a new table tennis and badminton facility is currently under construction.

Sport complexes saw a slight increase of visitors (from 244 000 in 2009 to 253 000 a year in 2013) since the creation of the municipal enterprise.

They have contributed to motivate citizens to be active and engage in organized mass sports events and activities, which is a priority task of the Municipality of Varna.

The municipality now demonstrates comprehensive care to all groups of the population (students, workers and unemployed persons), including people at risk of isolation, and provides strategical, administrative and financial help to their inclusion into the social life of the municipality.





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