

Sports, Socialization and Economic Development

Round Tables

Tuesday 8th of June 2010

TUESDAY 8TH JUNE 2010

J116, CAÑADA BLANCH ROOM, EUROPEAN INSTITUTE, COWDRAY HOUSE,
LSE, LONDON WC2A 2AE

- 11.15 a.m. Welcome by **Josep Manuel Barberà**, Director of the *Patronat Catalunya Món*, and **Joan Costa Font**, Director of the Catalan Observatory at LSE
- 11.30 a.m. **Round table:** "Sport and Community Socialization"
- Chair: **Josep Manuel Barberà**, Director of the *Patronat Catalunya Món*
- **Borja García**, Loughborough University, School of Sport
 - **Jordi Alcover**, General Secretary of the Executive Committee, Union of Sports Federations of Catalonia (UFEC)
- 12.45 *Break*
- 1 p.m. **Round table:** "Barcelona 1992, London 2012, Sharing the Experience"
- Chair: **Joan Costa Font**, Director of the Catalan Observatory at LSE
- **Pedro Fontana**, Former Director General of the Barcelona Organising Committee of the Olympic Games, COOB'92
 - **Guillermo Pérez**, Deputy-Director of The High Performance Centre, Barcelona (CAR)
 - **Ricky Burdett**, Director LSE Cities and Chief Adviser on Architecture and Urbanism to the Olympic Delivery Authority for London 2012
- 2 p.m. Round of Questions

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Public Lecture

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**The Alumni Room (NAB-LG09), New Academic Building LSE, 54
Lincoln's Inn Fields, London, WC2A 3LJ**

- 6 p.m. Welcome by **Paul Preston**, *Príncipe de Asturias* Professor of Contemporary Spanish Studies and Chair of the Catalan Observatory
- Welcome by **Rafael Niubó**, Secretary-General of the Vice-Presidential Department of the Government of Catalonia
- 6.15 p.m. Address by **Anna Pruna**, Secretary-General for Sport of the Government of Catalonia
- 6.45 p.m. Address by **Charles Wijeratna**, Director of Commercial Negotiations, London Organizing Committee of the Olympic Games and Paralympic Games (LOCOG)
- 7.30 p.m. Round of Questions

How to reach the New Academic Building:

[Maps and Directions](#)

<http://www2.lse.ac.uk/mapsanddirections>

Sports, Socialization and Economic Development

On 8 June 2010 the Catalan Observatory at the LSE organized a one-day conference on *Sports, Socialization and Economic Development*.

The public lecture in the New Academic Building was addressed by Anna Pruna, Secretary-General for Sports in the government of the Generalitat of Catalonia, and Charles Wijeratna, Director of Commercial Negotiations for the London Organizing Committee of the Olympic Games and Paralympic Games 2012. The event was chaired by Professor Paul Preston, President of the Catalan Observatory, and began with a brief introduction and words of welcome by Rafael Niubó, Secretary-General of the Vice-President's Department of the Generalitat of Catalonia.

Anna Pruna emphasized the need to give sport in the 21st century a dimension that was not simply 'sporting' but also social and economic. In this regard she analysed several Catalan projects that are pioneers in Europe, such as the EsportParc Internacional de Catalunya, a centre and business park entirely dedicated to sports science, technology and related services, or the establishment of the Associació de la Indústria de l'Esport (Association of Sports Industries, INDESCAT). The Secretary-General stressed the importance of viability when analysing the returns to be gained from any specific sport-related project. From the same point of view, she also underlined the need to incorporate first-rank financial actors when developing new sporting infrastructure. It is these elements that have enabled Catalonia to establish its position in the field of sport as one of the most productive regions in relation to its level of capital investment, while maintaining the goal of training and creating a body of sportsmen and women and sports specialists who have the capacity to guarantee sporting success.

Charles Wijeratna continued with a similar line of argument, highlighting a dual process that seems to be the formula for success not just in the sports sector in general but also in the specific case of the organization of an Olympic Games. Mr Wijeratna stressed that the Organizing Committee of London 2012 is pursuing a double objective: on the one hand, to take advantage of the Olympic Games as an 'excuse' for the regeneration of a geographical and urban area that is hugely impoverished and has surprisingly high indices of social problems by comparison with the rest of Greater London (as is the case in the Stratford area), and on the other to achieve a high level of social involvement via the mobilization of the youngest sectors of the population. The second objective seems to be the most problematic, although projects connected with the London Olympics 2012 are now showing an increase in youth participation. The Olympic logo and mascot, for example, were partly chosen

with a view to digital publication, as well as to the possibilities they offered as tools for Internet transmission. At the same time the language and advertising used to promote Olympic participation have been submitted to an analysis of their sociological impact on young people in Britain. Lastly, one of the recurring themes of the conference, which Mr Wijeratna also wished to emphasize, was that of the legacy of the Olympic Games. The success of an international sporting event also lies in achieving a sustainable, practical and profitable future for the chosen geographical and urban area.

Round Tables

The conference also included the organization of two round-table meetings. The first discussed the role of sport as one of the explanatory factors in the formation of a particular sense of identity and social and political identification.

Doctor **Borja Garcia** highlighted the role played by sport in the formation of a territorial identity, and suggested that the lack of a Pan-European team could be behind the weakness of feelings of continental belonging. Sport in this regard can be one of the tools used to make known certain places in which a sport can be played at a high level. It is particularly interesting to examine the way in which the choice of a location for any particular sporting event can have the effect of 'putting on the map' the place in question, bringing with it significant growth and economic development. Sports serve to create prestige, as well as stereotypes regarding specific geographical locations. Nevertheless, there can also be negative effects linked to the appearance of a certain 'neomedievalism', when 'the fears and insecurities of a determined population are reflected in a degree of violence or aggression within a context of physical competition'.

The second paper was presented by **Jordi Alcover**, who focussed on the relationship between identity, international prestige and socialization in the specific case of Catalonia. In doing so he reflected on the role that should be played by public institutions in creating a social base for sport that can maintain and protect certain values such as gender equality, integration and an international outlook. In this regard it is useful to recall, he pointed out, that in Catalonia a whole body of legislation exists on the practice of physical exercise, independently of considerations regarding any specific sport. One can see in this case that there is a certain tendency on the part of public bodies to over-intervention in sporting activities, even though collaboration between public and private bodies has once again been seen to be one of the key factors in sports development. Lastly, the speaker stressed the need to have a broad sporting base with certain levels of specialization in order to be able to go on

subsequently to produce a group of elite sportsmen and women. His paper concluded with a discussion of the effects of globalization in the sporting field, and the difficulties and potential opportunities that arise from it. The Catalan cricket team, for example, has attained a high level thanks to immigration from Pakistan. In other cases, however, social and legal differences can also arise, as in the case of baseball, since some communities originally from Central America, among whom this sport is very popular, want to keep their own league of teams independently of the official Catalan league.

The second round table focussed on the media, social and economic impact that can come as a result of organizing an Olympic Games.

Pedro Fontana centred his paper on an analysis of the successes and failures of the Barcelona Olympics of 1992. Standing out among the successful elements were clearly the role of local citizens, the spirit of institutional cooperation between the Spanish central government, the Catalan Generalitat and the Barcelona city council (Ajuntament), and lastly the notable weight that was given to mixed public-private financing in infrastructure and urban development. In this regard the Barcelona Olympic Games have been used as a model by other Olympic Organizing Committees in terms of the central principles of transparency in planning, social mobilization and institutional collaboration in the name of 'Olympic Glory'. The speaker equally analysed the long-term impact that a successful Olympic Games can have. Barcelona for example doubled its numbers of tourist visitors in the space of three years, and the number of international business events held in the city increased by four times its earlier level over five years.

For his part **Ricky Burdett** pointed out that London is 'imitating' Barcelona in its urban planning. Regarding this he also emphasized that the best Olympic Games are those that use the event as an excuse for substantially improving a part of the city that has fallen into decay, which is disconnected from the rest of the city or even a semi-island of deprivation and marginalization (as in Stratford). The aerial photographs that he presented with his paper demonstrated the situation of Stratford just before renovation began. Its state of abandonment was evident: car cementeries, derelict factories, a complete lack of rail connections, bridges and road links in an area of outer London with marsh and water barriers, and grave public health problems. As Burdett went on, it was hard to believe that these images were of a place in the United Kingdom, only 10 Underground stops from the City of London. Hence one of the objectives of Olympic planning is that of re-balancing the territorial inequalities in London, and it is thought of as a legacy for the future. One feature that is comparable to Barcelona is that the percentage of private capital in the Olympic project is extremely high, making possible the construction not only of an urban regeneration area but also one that will

generate economic and social activity. Certain differences separate the project described by Fontana from that outlined by Burdett. The most apparent is probably the shortage in the case of London of a spirit of institutional cooperation between central, regional and local government.

Lastly, **Guillermo Pérez** discussed the topic of support for Olympic sportsmen and women as a key element in a country's overall sporting success. In his paper Pérez laid emphasis on the way in which specific projects, such as for example the CAR or Centre d'Alt Rendiment (High Performance Centre) for elite athletes at Sant Cugat in Catalonia, form the basis for success in the long term. Some figures are indicative: currently 33% of all Spanish Olympic sportsmen and women have been trained in Catalonia, and 46% of all medal-winners (from only 16% of the total population of the Spanish state). Pérez graphically demonstrated the unequivocal relationship between planned investment and Olympic medals. These results, however, should be seen in conjunction with other variables, such as the tradition of participation in sports in any particular area, the motivations provided to compete at a high level (subsidies, economic opportunities) and the provision of the infrastructure sufficient for training to a high level required by each particular sport.

Speakers:

Borja García, Lecturer on Sport Management and Policy. Loughborough University, School of Sport, Health and Exercise Sciences. PhD, University of Loughborough, with a thesis on *The European Union and the Governance of Football: A game of levels and agendas*. MA, College of Europe (Bruges, Belgium), MA in European Studies from the University of Leeds (United Kingdom). Dr. García advises members of the European Parliament, UEFA and the English Football Association on matters related to European sports policy. He is a founder member of the Association for the Study of Sport and the European Union.

Jordi Alcover, General Secretary of the Executive Committee, Union of Sports Federations of Catalonia (UFEC).

Pedro Fontana, LLM in Business Sciences, ESADE, Barcelona, MBA, Harvard University Graduate School of Business Administration. Currently President of AREAS S.A and President of the Fundació ESADE. In the past he has occupied various positions connected with the Catalan Olympic movement and the international image of Catalonia: CEO of 'Turisme de Barcelona' (1993-94), Director General of the Barcelona Olympic Organizing Committee, COOB'92 (90-93), President of the Social Council of the University of Barcelona (1999-2004), and President of the Círculo de Economía, Barcelona (1996-1999).

Guillermo Pérez, Deputy director of the CAR (*Centre d'Alt Rendiment*, or High Performance Centre) in Sant Cugat, Catalonia, for elite sportsmen and women.

Ricky Burdett is Professor of Urban Studies at the London School of Economics and Political Science (LSE), director of LSE Cities and the Urban Age programme. He was Chief Adviser on Architecture and Urbanism for the London 2012 Olympics from 2006 to 2009, architectural adviser to the Mayor of London from 2001 to 2006 and is now advising the Olympic Park Legacy Company on the future development of London's Olympic site. He was also Director of the 2006 Architecture Biennale in Venice and chairman of the Jury for the 2007 Mies van der Rohe Prize. He is a Council member of the Royal College of Art and sits on the Mayor of London's *Promote London* Council.

Rafael Niubó, Secretary-General of the Vice-President's Department of the Government of Catalonia

Anna Pruna, Secretary-General for Sport of the Government of Catalonia.

Charles Wijeratna, Director of Commercial Negotiations, London Organizing Committee of the Olympic and Paralympic Games 2012 (LOCOG). Charles Wijeratna was one of the leading organizers of those who set out to win the Olympics for London in 2012. He joined the London 2012 bid at its outset in June 2003 as Commercial and Legal Director, managing all commercial and legal aspects of the bid from set up through transition to LOCOG. Previously he worked in sports television for Sky TV, as a lawyer with Clifford Chance and as an investment banker with Kleinwort Benson.