

Sport offer versus sport demand in the case of Paris region

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In region Ile de France (Paris and suburbs), the sport practice rates are significantly different among different age groups. 80% of people aged between 4-14 practice sport regularly in clubs and outdoors. Why are the remaining 20% of young people (aged 4-14) not interested in sport?

The first reason is that the sport club schedules do not offer convenient time and choice in sport activities to bring people in. Another reason is that clubs are not in a convenient location. Finally, clubs don't offer enough variety of sport activities, for young people.

A third issue in Paris Ile de France is that the sport equipment is not sufficient or modern enough, with a ratio of 10 000 people to 24 sport infrastructures in comparison with 50/10 000 at the national level. This doesn't bring in the consumer.

Métropole du Grand Paris came into existence on January 1, 2016 and is introducing new guidelines targeting:

- Sport development for all ages and level,
- Sport equipment,
- International sport events.

Métropole du Grand Paris is an administrative structure for cooperation between the City of Paris and its nearest suburbs and includes the City of Paris and 131 cities and towns close to Paris. Grand Paris covers 814 square kilometers and has a population of 6.945 million people.

Grand Paris Metropolitan aims to improve the way of life for inhabitants, to decrease the inequalities within the areas and to build a sustainable environment.

In the sport field, the 3 following points are in planning:

- Develop the sport infrastructures and the sport activities,
- Consider the development of the sport activities in all its dimensions: sport for all, high level sport and professional sport.
- Organize international sport events in Paris, implying the construction and renovation of big sport infrastructures.

In terms of governance, the Grand Paris Metropolitan contains 29 members, among them the president, vice presidents and advisors. Until 2017, all the studies and works are preparatory ones. The Grand Paris Metropolitan will be active on the 1st of January 2017.

2 advisors are in charge of sport topics and challenges in the Grand Paris Metropolitan. The first one is responsible for the sport development. The second one, vice president of the Metropolitan and Major of Paris, is responsible for the mega events. The candidature to the 2024 Olympic Games will involve a lot of cities within the Metropolitan. The transportation improvement and renovation, important topic, are also related to the Olympic Games candidature 2024.

By voting the budget, the members agreed that 3, 36 billion € of the 3.42 billion € are given to the 131 cities, 55M € are devoted to the investment in sustainable development and to the economic development.

The planning of new sport infrastructures is now in progress, including le grand stade (Rugby) and an hypodrome.

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