

REPORT TO:	Housing and Community Services	AGENDA ITEM: 9
DATE OF MEETING:	13th October, 2011	CATEGORY: DELEGATED/
REPORT FROM:	Director of Operations	OPEN:
MEMBERS' CONTACT POINT:	Head of Community and Planning Stuart Batchelor Ext: 5820	DOC:
SUBJECT:	London 2012 Olympics	REF: SB/SC
WARD(S) AFFECTED:	All	TERMS OF REFERENCE: HCS07

1.0 Recommendations

1.1 To approve the London 2012 Olympics programme and its delivery by South Derbyshire Sport.

2.0 Purpose of Report

2.1 To outline to Members and gain their approval for the proposed London 2012 Olympics programme that has been prepared by South Derbyshire Sports.

3.0 Detail

3.1 South Derbyshire Sport, which is the community sports network for the District, has developed a programme of activity linked to the Olympics which aims to use London 2012 to maximise the physical, social and economic benefits to the local community.

Organising Group

3.2 South Derbyshire Sport has established an organising group which consists of the representatives of the School Sport Partnership, Active Nation, Sports and Health Development and the Head of Community and Development. Coordination and development of a programme of activity will be undertaken by this group.

Planned and Proposed Events:

- The Forest Frenzy event at Rosliston Forestry Centre celebrating 365 days to the opening ceremony was successfully staged
- Staged already was the Breathe of Fresh Air weekend event at Rosliston at end of July that was part of Cultural Olympiad and funded externally.
- Support a district wide touch relay that will travel around South Derbyshire to highlight the games and enthuse individuals to take part in associated activities.(torch designed by local children and manufactured locally)
- Highlight potential Olympic athletes in 2011 South Derbyshire Sports Awards at Full Council meeting.

- Highlight South Derbyshire athletes as part of South Derbyshire Day at Pride Park (March)
- Brand Council events such as Pancake Race, Liberation Day and Festival of Leisure with an Olympic theme.
- Organise a series of Olympic & Paralympics sport taster sessions (archery, rowing, fencing, cycling etc) to introduce young people, adults and families to sports that they may not have tried before.
- Host a series of 6 community Olympic events around the district aimed at getting families more active in the run up to the games.
- Organise 2 'Olym-picnic' events to bring communities together (urban park and rural location).
- Support South Derbyshire Sport to obtain a London 2012 Inspire Mark.
- Wide range of press will be engaged to raise the profile of the project.

Legacy Projects

3.3 Olympics provides an opportunity to brand a number of sports/open space developments over the next year. We are working on the development of facilities in Melbourne, Etwall and at Green Bank Leisure Centre that may attract Sport England Legacy funds plus investment from Active Nation, Football Foundation and the Council itself.

4.0 Financial Implications

4.1 The South Derbyshire Partnership Healthier Communities Group has provided an initial grant of £4,000 and a budget of £5,000 is provided from the South Derbyshire Cultural Project. This provides a reasonable working budget to deliver many of the proposed events. A further bid will be made to the Healthier Communities fund in 2012 and we expect Active Nation to make a significant impact to our plans.

5.0 Corporate Implications

5.1 The programme of activities linked to the 2012 Olympics links with the Councils Corporate priorities and the key action within the 'Promoting Healthy Facilities and Lifestyles' objective and the 'promotion of cultural events' in the 'Lifestyle Choice' priority. The project would also contribute to supporting the 'Safer Neighbourhoods' objective of the 'Safe and Secure' priority in that it would provide significant opportunities for youth engagement

6.0 Community Implications

6.1 The 2012 London Olympics gives the community of South Derbyshire an ideal opportunity to become more physically active, support emerging local talent and benefit from international investment.

7.0 Conclusions

7.1 The legacy of the 2012 London Olympics for South Derbyshire will be increased physical activity levels and opportunities for continued involvement in sport as a

volunteer. The programme of local involvement will ensure everyone has the chance to celebrate and take part in the greatest sporting event in the world.