

Culture, Tourism and Sport Board 18 July 2012

Item 2, Annex A

# A snapshot of councils' involvement in the 2012 Games and how communities are benefitting

#### **Operational phase**

#### **UK** wide

- 1. Nine out of the 30 venues for the Olympic Games are outside London:
  - 1.1 Sailing in Weymouth; rowing in Eton Dorney; canoe slalom in Hertfordshire; mountain biking in Essex; and football in Cardiff, Coventry, Glasgow, Manchester and Newcastle, as well as London.
  - 1.2 70,000 Games Makers giving up at least 10 days to volunteer. There was UK wide recruitment with 240,000 applications.
  - 1.3 22 Live Sites and 47 large screens will be in place across every nation and region.

## **Torch Relay**

- 2. 8,000 Olympic Torchbearers, travelling 8,000 miles to over 1,000 communities, villages, towns and cities.
- 3. 70 day torch relay started in Lands End on Saturday 19 May. 66 evening celebrations at overnight stops.
- 4. 95 per cent of the population within 10 miles of the flame.

#### **Pre-Games Training Camps**

- 5. 200 individual sporting delegations from 93 different nations have signed agreements to train in British facilities. (This translates into more than £2.3m spent directing the Olympic legacy into the heart of communities across the UK.)
- 6. Examples include: USA Track & Field and Jamaican Athletics team agreements with Birmingham; the Chinese Olympic Committee agreement with Leeds; the Australian Olympic Swimming team agreement with Manchester; the Grenada Olympic committee agreement with West Sussex and Horsham; and the Kenyan National Olympic Committee agreement with Bristol.



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### **Legacy Programmes**

#### **Education - Get Set**

- 7. 2 million young people in over 25,000 schools and colleges registered with Get Set.
- 8. 12 million young people reached by International Inspiration in 20 countries.

#### **Business - Compete For**

- 9. 1,500 businesses from across the UK have won work from the Olympic Delivery Authority which awarded £6.5bn worth of contracts. 68% of firms are micro businesses or SMEs, with around half based outside of London, and 14% based in the Host Boroughs.
- 10. For example:
  - 10.1 A Merseyside business clad the roof of the Aquatics Centre.
  - 10.2 A Sheffield firm provided welding supplies for the Olympic Stadium.
  - 10.3 A Nottingham-based company provided pumps for the pumping station for the new venues and Park.
  - 10.4 A security firm from Wolverhampton designed, manufactured and installed the perimeter fence for the site.
  - 10.5 A Cardiff company supplied reinforced concrete for bridges and roads across the Park/.

### **Tourism – the GREAT campaign**

11. 'Holidays at Home are GREAT' is the biggest ever domestic tourism campaign aimed at boosting tourism throughout the UK. VisitEngland is leading the £5 million campaign which is involving councils and destination management organisations in local media.

#### **Sport and Culture**

- 12. Examples include:
  - 12.1 **Kent County Council** Kent School Games 2012, organised in partnership with local sports clubs, schools, sports colleges and national governing bodies, More than 30,000 young people taking part, from more than 500 schools, with 7,000 competitors reaching the finals.



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12.2 More than 950 young people in **Oxfordshire** have been inspired to do sport in their own time in the first six months of Sport England's Places, People, Play legacy initiative, Sportivate.

#### Disability and inclusion

- 13. Examples include:
  - 13.1 Hackney Annual School Sports Championships allows able-bodied students and those with disabilities from the host London boroughs to battle it out in sport.
  - 13.2 Gateshead Council promotes a range of initiatives to encourage people to get involved in disabled sports, including weekly term-time sessions in athletics, Boccia, football and swimming.
  - 13.3 Buckinghamshire County Council is heading the Mandeville Legacy programme, a celebration of the county's heritage as the birthplace of the Paralympic Movement. Stoke Mandeville hosted the first ever wheelchair games in 1948, the year Britain last hosted the Olympic Games.

#### Cultural Olympiad - London 2012 Festival.

14. The festival offers a line-up of more than 12,000 events at 900 venues. The UK-wide festival is the culmination of the four-year Cultural Olympiad, the programme of cultural projects designed to tie-in.