

Culture, Communities and Rural Affairs Select Committee Briefing 20 November 2012

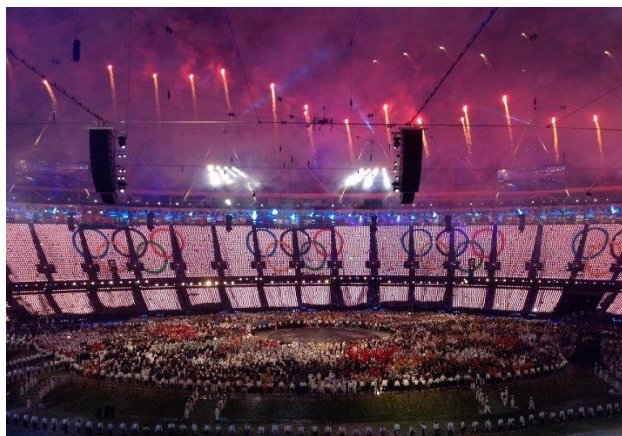
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Culture, Communities and Business Services

Hampshire and the Olympic Legacy

50 million people engaged in some way with the Games



27 million UK – TV audience for Opening Ceremony



Hampshire – the Olympic County

- 32 Olympians – more than any other county
- 12 Paralympians
- Olympics 3 Gold – 1 Silver – 5 Bronze
- Paralympics 1 Gold – 2 Silver – 5 Bronze
- 10% of total Team/Para GB medal haul
- 2nd county to Yorkshire
- 25th in Olympic medal table (Yorkshire 12th)

Crime – during the Olympics

- London crime dropped by 5%
- Hampshire crime dropped 16%
- House burglaries -27%
- Violent crime -13%
- Anti social behaviour – 8%
- 10% drop in crime during Paralympics

Winchester Live

- Massively successful and well received by public – one complaint !
- Cost £32,000 for both Games
- 4,000 at Olympics opening ceremony
- 4,000 at Olympics closing ceremony
- Crowds varied from hundreds to 2,000 for big events i.e. Tom Daley, Bradley Wiggins

Olympic Torch Relay

- 15 million people in the UK lined the streets
- 2 million in the South East
- 450,000 in Hampshire
- Approx £10 million to local economy
- Met Police torch escort said Winchester was the best event that they had encountered

Torch Relay - Winchester



50,000 lined the streets of Winchester



Torch Relay - Fareham



Torch Relay - Petersfield



Business

- 183 Olympic business contracts worth £36 million to Hampshire businesses
- The 4,000 trees in the Olympic Park ensure a Hampshire legacy



Museums & The Great Hall

- 6 museums in the county put on Olympic Exhibitions
- Westbury Manor – Fareham
- Military Museum – Aldershot
- Willis Museum – Basingstoke
- Gosport Discovery Centre
- Andover, Eastleigh & the Red House in Christchurch
- Schools Olympic Arts Exhibition in The Great Hall – July 2012

Afro – Reggae at Danebury



Schools & the Get Set Network

- 491 schools in the network – only Kent & Herts had more
- 5,000 pupils given free tickets to the Games
- 4 schools part of guard of honour at the Opening Ceremony
- Anton Project had 34,000 hits on website
- 'Be Inspired for Life' – Resource for all schools
- Connaught school's results up again
- 7,000 hits on schools section of HCC website
- Havant Schools Games – East Hants – 'My 2012'

Impact on Schools

- 6 million children in the UK engaged with the Games through the GS Network
- Biggest problem was getting teachers to 'get it'
- 91% of teachers have said that using the Olympic & Paralympic values had a positive effect on pupils motivation
- 75% said the Games had a positive effect on improving school atmosphere, morale and attainment

Volunteers

- 6,000 people from Hampshire applied to be Games Makers for London 2012 – including HCC staff
- Those who were Games Makers are keen to do more
- Recruiting hundreds of Sport Makers in Hampshire
- HCC staff volunteered across the county for the Torch Relay
- ACSOs were key to the Torch Relay in Hampshire running so smoothly and being on duty for Winchester Live across the 29 days the screen was in place

The best Paralympics in history – 2.5 million tickets sold



Changed the public perception of disability – how do we take this forward?



Oscar Pistorius – London 2012 Paralympics

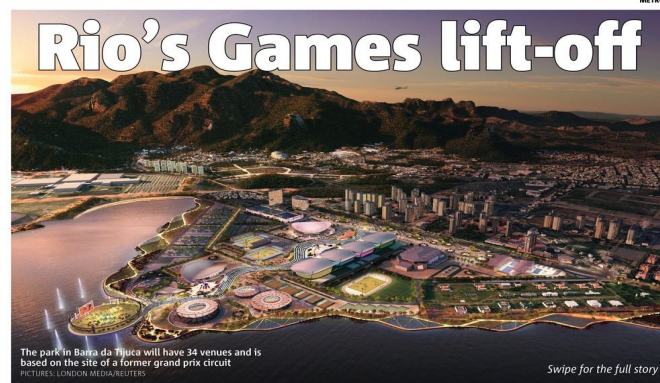
How proud he was
that the world was
given the
opportunity to view
disability through
British eyes



16 of the 29 Gold Medals were won by women



So what plans do we have for Legacy?



Major Sporting Events coming to the UK

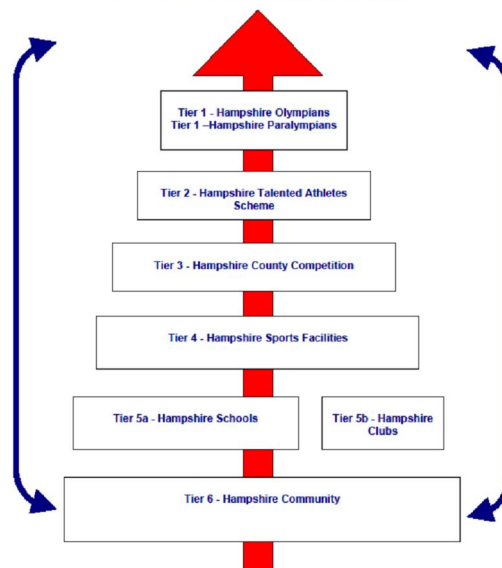
- 2014 Commonwealth Games – Glasgow
- 2015 Rugby World Cup
- 2016 Yorkshire & Surrey bidding for stages 1 & 2 of the Tour De France
- 2017 World Athletics Championships – The Olympic Park
- 2018 Glasgow bidding for the Youth Olympic Games

Increased Participation

‘the biggest driver for increased grass routes participation is the well stocked shop window’

Seb Coe

HCC London 2012 Legacy Strategy



Rio and Beyond (1)

- Looking at how we support Hampshire's talented athletes – grants/Olympic legacy funding etc.
- Level and purpose of county level competition
- Quality of facilities in the county
- Work with the military to increase access to their sports facilities
- Encourage schools/colleges to open up their sports facilities to the community
- Increase support for clubs, coaches and new members

Rio and Beyond (2)

- The wider community within the county – getting people more active – a fitter Hampshire
- Identify and promote the major mass participation events in Hampshire – running, cycling etc.
- Role of our Country Parks and rights of way network in encouraging more informal recreation
- Develop a Cycling Strategy – Dani King (Olympic Gold Medallist)