

London 2012 Olympics

CCRA Select Committee
Friday 28th January 2011

The Games of the XXXth Olympiad
27th July – 12th August 2012

The Paralympics
29th August – 9th September 2012

17 Days 26 Olympic Sports

12 Days 20 Paralympic Sports

Wider Context in 2012

- Queen's Diamond Jubilee
- Bank Holiday Mon 4th June & Tues 5th June
- European Football Champs 8th June – 1st July
Poland/Ukraine
- Torch Relay 18th May – 27th July
- 100 Years Titanic
- 200 Years Dickens
- Royal Opening Mary Rose Museum
- 27th July Olympic Games
- 29th August Paralympics

Hampshire County Council has 3 Priorities

1. Hampshire safer & more secure for all
2. Enhance our quality of place
3. Maximise well being

2012 Cultural Legacy For Hampshire

Aim

Use the Inspiration of the London Olympics to increase participation by children, young people and adults in culture and sport

Hampshire Olympians

Beijing 2008

26 Olympians

10 Paralympians - Role models

Identify and highlight Hampshire's rising stars

My Role

To work with

- All the Departments of Hampshire County Council
- 2012 Steering Group (Cllr A. McEvoy)
- The 11 District Councils + Portsmouth, Southampton & Isle of Wight
- 2012 Steering Group (Cllr A. McEvoy)
- 568 schools & colleges on a legacy for education

So that means

- Business
- Tourism
- Cultural
- Schools
- Countryside
- Sport
- Active Lifestyles
- Volunteering
- Pre Games Training Camps

Business

- 18 contracts have been awarded to Hampshire companies worth approx £2.5 million through CompeteFor
- Largest contract to Hillier's for 4000 semi-mature trees for the Olympic Park worth approx £1.5 million
- A further 69 contracts with the ODA worth £26.9m

The Torch Relay

- Arrives in UK on Friday 18th May 2012
- 8000 Torches –Each torch bearer will carry flame 300m
- 70 Day tour of the UK –no more than 1 hour away
- 3 -5 days in the South East
- World Heritage site –Stonehenge
- Venues – Weymouth
- 3 Sponsors Coca Cola- Lloyds Banking Group- Samsung
- Each overnight- stop will be a 2 hour stage show/party
- Coca Cola will be the lead for the evening party

Tourism

- Hampshire towns and cities as a base during the Games
- Olympic spectators used to travelling up to 2 hours to venues
- By rail to Waterloo – Jubilee Line – Olympic park
- Hotels in London will increase prices
- South of county as base for Weymouth – Water bus to Weymouth
- 100 years Titanic – 200 Years birth of Dickens – opening of Mary Rose Museum – Potential Fleet review
- Overseas spectator tour companies are advertising the Olympics + Shakespeare – Winston Churchill – Stonehenge – castles
- 2012 Souvenirs to be sold in all T.I.C s

Sport

- A new Hampshire Games (School games/parallel/Youth)
- Coaching/Leadership – to recruit 2012 new coaches /leaders to sport
- 2011 A Regional Paralympic conference
- Develop Playground to Podium
- Hampshire Athletics Blue print for the 21st Century
- European Sporting exchange programme
- Training Camps – 18 facilities in the county have bid to host teams
- Runways End- 2011 Farnborough -outdoor activities centre
- 3 Adizones Hayling Island /Southampton / Isle of Wight

Disability

- 1 in 6 people in the UK have a disability
- 7% take part regularly in sport
- September 2011 Regional Paralympic Conference at Southampton University
- June 2011 Paralympic Heroes Solent University-sports on the water
- Breaking down the barriers to people with a disability taking part in sport
- Using our Paralympians as role models

Southampton Airport

- 66 mins from Waterloo
- Now expecting approx 10,000 Games related passengers
- 1,500 Olympic family
- 8,500 Spectators
- 20 International Olympic Committee
- 145 V.I.P.s Including Heads Of State
- Looking for Volunteers to operate from the Airport during arrivals & Departures
- Showcase Hampshire Olympians at the Airport

Schools – our aim

- Raise aspiration – Raise attainment
- We want our children to be the best they can be
- Embed the 7 Olympic Values in the school curriculum
- Develop a Strategy which has 6 clear aims
- Encourage all our schools & colleges to apply for the Get Set NETWORK
- Lead on the Olympic experience that Hampshire children are introduced to during 2011/12

Schools – our plans

- Organise 3 schools 2012 conferences in 2010-2011-2012 at the Rose Bowl
- Hampshire Schools Games
- **Leader's Secondary schools project 'Impact'**
- The Schools Composers project
- A Commentators competition (English Project)
- Personal Best (Hackney) linked to wider curriculum – PSHE, Citizenship, Healthy Schools, RRR & the Olympic values – Primary & Secondary
- Anton Junior School Andover 2012 cross curricular project
- Paralympic Junior Conference June 2011 Solent Uni

The Get Set Network

- 21 of 71 Secondary Schools in County in the Network
- 43 of the 568 Hampshire Schools
- Need to demonstrate how school is using the Olympic values within the curriculum

Inspiration - Equality
Determination - Respect
Friendship-Courage - Excellence

The Cultural Olympiad (Its not just about sport !)

- 'Hampshire Welcomes the world'
- 5 Open Air Concerts – music from the 5 Olympic Continents
- Composers Schools project
- Hampshire's 1948 Olympics
- Language of Sport Exhibition
- Nation of Sailors
- Sporting Rushmoor
- Hampshire's Hidden Treasures
- Treloar Project – Challenging perception of disability
- Countryside Projects

Countryside

Hampshire is 85% rural

- Series of circular walks / cycle routes across the county using Olympic distances - construct your own walking / cycling marathon

Blackwater Country Park have already drawn up plans

- Fields in Trust 2012 QE 11 Playing fields
- Olympic woods i.e. 2012 new trees to increase wood stock in the county

Active Hampshire

Support the Active Hampshire Campaign

- 24% of Adults within the county take part in sport or Physical Activity
- 27% is the target for 2012
- NHS Active Celebration – **2012 in Community**
- Walking
- Jogging
- Cycling
- Park Runs in Basingstoke /Eastleigh /Frimley

Volunteering

- Games Makers – 45,000 generalists –application process starts on 15th September
- Do-it .org
- Need to direct those who are not successful to local opportunities
- Southampton Airport require volunteers in 2012 to welcome people/teams attending the Games

Look & Feel in 2012

- LOCOG will be selling packages to dress the streets and buildings
- Remember its the Diamond Jubilee
- Big Screens
- 6 metre Screen £1,200 + VAT a day
- 10 metre Screen £1,500 + VAT a day
- 2010 Prices will increase to meet demand