



To: Executive Councillor for Arts & Recreation
Report by: Head of Active Communities
Relevant scrutiny committee: Community Services Scrutiny Committee 01/07/10

Cambridge Sport Network 2012 Olympic Action Plan

1. Executive summary

1.1 The Sports Strategy 2009 – 2013 highlighted the opportunity to the Council of the London 2012 Olympic, Paralympic Games and Cultural Olympiad. Consultation with key stakeholders has taken place and the resulting feedback has been analysed and where appropriate incorporated into the action plan in appendix A.

2. Recommendations

- 2.1 The Executive Councillor is recommended to:
- Endorse the proposed stakeholder action plan
 - Approve elements specific to Cambridge City Council

3. Background

3.1 To ensure that the benefits of London 2012 are understood and maximised, officers have engaged in the following groups and work:

- Membership of GOLD (Cambridgeshire & Peterborough County working Group)
- Engagement with Cambridge Sport Network
- County Member Champion group
- National LOCOG campaigns e.g. the Open Weekend and Cultural Olympiad

3.2 GOLD, the Cambridgeshire and Peterborough Coordinating Group for the London 2012 Olympic and Paralympic Games was formed in 2007 led by the Greater Cambridge Partnership and Living Sport (Cambridgeshire and Peterborough County Sports Partnership) with membership from local authorities in the county. It includes representations from sport, culture, tourism, economic development, education, NHS Cambridgeshire, Learning and Skills Council and the voluntary sector.

The county vision for London 2012 is “to increase inclusive participation in sport, culture and healthy activity and to maximise opportunities that will be provided through business and tourism”.

3.3 The GOLD member champion group was established in 2009 and the following priorities have been identified:

- To maximise awareness and opportunities by linking cultural and sporting activity
- To provide positive and inspiring opportunities for young people
- To provide inclusive opportunities across the county for disabled people

3.4 Cambridge Sport Network has highlighted the 2012 Olympics as an opportunity to create a lasting legacy of increased participation in sport and physical activity in Cambridge City. The network aims to achieve this through raising the profile of

sporting opportunities, responding to local priorities and supporting young gifted and talented athletes in the City.

3.5 The local Cambridge 2012 Group was established in 2010 in order to develop local plans to maximise the benefit of 2012, create legacy and support celebration of the Cultural Olympiad. Representation includes the City Council, Cambridge School Sports Partnership, Cambridgeshire County Council, ARU, Cambridge University, Cambridge Sports Network and Cambs FA.

Emerging priorities for the group include:

- Creating positive role models
- Encouraging community involvement
- Advocate the role of sport and culture in the community
- Creating a lasting and powerful legacy for the city

3.6 The group have met to consider an action plan (which is attached as appendix A). This brings together the priorities of the local group, the members' champion group, GOLD and the community sport network. It highlights activities from 2010-2013 and the role that Cambridge City Council and key stakeholders can play.

4. Implications

4.1 Financial Implications

- a) The action plan is based upon current resource levels, which will be refocused as required.

4.2 Staffing Implications

None currently identified

4.3 Equal Opportunities Implications

None

(d) Environmental Implications

None

(e) Community Safety Implications

None

5. Background papers

These following background papers were used in the preparation of this report:

- GOLD Action Plan
- CSN Action Plan 2010-2012
- Notes from consultation workshop
- Cambridge City Council Sports Strategy 2009-2013

6. Appendices

Cambridge 2012 Action Plan

7. Inspection of papers

To inspect the background papers or if you have a query on the report please contact:

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