

## Cambridge 2012 Olympic Action Plan 2010-2013

- **2012 Group Priorities** – Positive role models, community empowerment, celebration, volunteering, (legacy, as a theme throughout).
- **GOLD member chosen priorities** – culture and sport working together, young people, people with a disability
- **CSN 2012 priorities** – Support to gifted & talented, raising profile of sport
- **GOLD vision** – Increase inclusive participation in sport, culture and healthy activity and to maximise opportunities that will be provided through business and tourism.

### Abbreviations

CCC – Cambridge City Council  
CSP – County Sports Partnership  
CSN – Cambridge Sport Network  
LOCOG – London Organising Committee of Olympic Games  
Cams CC- Cambridgeshire County Council

SSP – Cambridge School Sports Partnership  
NGB's – National Governing Bodies of Sport  
DSFG – Disability Sport Focus Group  
GOLD – Cambridgeshire Olympic Group  
CVC – Cambridge Volunteer Centre

<b>Key Priorities</b>	<b>Actions</b>	<b>Date</b>	<b>Resource</b>	<b>Lead &amp; partners</b>	<b>Legacy Outcomes</b>
<b>Positive role models</b>	a) Raise profile of local community/ gifted and talented role models.	2011	CSN	CCC, CSN, Media Partners	Profile of Cambridge sport raised in community
	b) Establish numbers of talented athletes through NGB/CSP.	2010	CSN	CCC, CSN, SSP, CSP	Awareness of routes into sport.
	c) Local ambassadors from Cambridge Champions Programme to attend local events	2011	CSN	CCC, SLM, Facility forum, NGB's	Local champions to promote sport in community to increase participation.
	d) Create FANS Scheme across city with local facilities for G&T athletes	2011	Existing	CCC, SLM, Facility forum	Awareness of facilities raised
	e) Investigate development of Cambridge Sports Aid Foundation		Local Businesses	CCC, CSN, Local Business, GOLD	Local athletes achieving potential.
<b>Community empowerment</b>	a) Organise forum for local clubs/organisations/facilities to audit current activity	2010	Existing	CCC, Facility forum, local clubs, NGB's, CSN, Community Development	Clubs ready for increased participation through increased capacity
	b) Encourage integrated programme of locally led inclusive activities utilising existing community festivals, facilities and activities	2010	Existing	CCC, NGB's	Increase in awareness of opportunities
	c) Olympic and Paralympic sport auditing – “where can I go and	2013	Existing, Sport	CCC, SSP, NGB's	Increased in participation

	play.... In Cambridge?"		Unlimited, NGB's		
	d) Organise 'event organisation' training for local groups inspired by the Olympics	2011	Community Development	CCC	Local groups to run community events
	e) Consider 2012 funding stream for local groups to organise Olympic inspired participation opportunities	2012	TBC	CCC	Encourage local groups inspired by Olympics to organise community events
	f) Development of new sports coaches/clubs across the city identified by NGB strategic needs	2012/2013	TBC	CCC	Create capacity where it is needed
<b>Celebration</b>	a) Consider promotional banners for sport and culture across the city at key venues and open spaces/events	2011	Existing	CCC	Increase in awareness of impact of sport/culture
	b) Support Olympic flag programme across city, linking with schools and community centres.	2012	LOCOG	LOCOG, CCC	Raising profile of Olympic and Paralympic Games
	c) Consider what types of sporting and cultural events could be provided as part of work to develop an events framework for the city	2011-2013	CCC	CCC, NGB's	Provide opportunities to inspire and encourage participation in sport and cultural activity
	d) Support County offer of opportunity for host leg of Torch relay	2012	LOCOG	LOCOG	Raising profile of Olympic and Paralympic Games

	e) Collate programme of existing and new activity for Open Weekend to mark countdown to Games (23-25 July)	2011/2012	CSN	LOCOG	Raise awareness of proximity to Games and develop sense of expectation.
<b>Volunteering</b>	a) Audit and promote current volunteering opportunities through <a href="http://www.doit.org">www.doit.org</a> within sport and culture across city	2010	Existing	CCC/CSN/CVC	Increase in awareness of opportunities and number of volunteers
	b) Offer placements to Junior Athlete Education students in 2012 inspired activities	2011	Existing	Cambridge SSP	
	c) Include a 'skills training' element in targeted participation programmes, for example Homeless sports projects, disability work etc. Identify volunteer exit routes.	2010	Existing	CCC	Increase in skilled volunteers in community
	d) Develop Olympic inspired volunteering programme through the Council's Aspire volunteering in sport project.	2011	Existing	CCC	Increase in awareness and number of volunteers
<b>Culture and Sport</b>	a) Further develop Citysport brochure to encompass all city provision (participation/coaching/volunteering)	2011	Existing	CCC, CSN	Citysport to be used as a vehicle to encapsulate inspiration of Olympic Games

	b) Consider ways to link cultural and sporting activities	2012	Existing	CCC	
	c) Update and promote online sports clubs / activities directory	2011	Existing	CCC	
	d) Explore potential for Free Big Screen showing Olympic Games or related coverage and work of local community groups	2011-2013	Existing	CCC, BBC	Local celebration of Olympics and showcase of talent
	e) Link up cultural and sporting activity on open spaces, e.g. Big Weekend	2012	Existing	CCC	Local communities to showcase activity and increase participation.
<b>People with disabilities</b>	a) Develop disability sport programme with the emphasis on inclusion linked to Paralympic sports	2010	DSFG, Existing	DSFG, CCC, CSN, CSP	Greater access to sport and physical activity.
	b) Set up "Best 8" disability sport festival run by local clubs	2011-2013	DSFG	DSFG	Development of inclusive sections within key clubs.
	c) Support 'Playground to Podium' talent ID programme	2010-2012	EFDS, YST	CSP, SSP, CCC	Greater number of athletes realising potential.
	d) Support Multi sport clubs through SSP	2010-2012	YST	SSP, YST, CCC	Increase in number of disability after school clubs.
	e) Support Youth Games Plus festival	2010-2013	CSP	SSP, CSP, CCC	Increase in competitive opportunities.
	f) Support and encourage disability	2012	Existing	CCC	Encourage Gifted

	sports clubs and athletes to source financial support				and Talented athletes and sustain local activity
<b>Children and Young People</b>	Develop funding streams for young a) athletes in city through Elfrida Heath Sports Grants/Cambridge Champions Programme/Cambridge Sports Aid	2010	CSN	CCC, CSN	Young Cambridge city athletes achieving potential
	b) Deliver Olympic inspired Sportsfest festivals to encourage awareness for participation	2011/12/13	Existing	Cambridge SSP, CCC, NGB's, Clubs, Facilities	Increase in participation and awareness of opportunities Increased access
	c) Consider a built legacy of multi purpose play and recreation zones	2011-2013	S106	CCC	
	d) Use 2012 Street Games programme to promote community cohesion. Consider ways to engage and support in education, training and employment	2012	Existing	CCC, Community Safety Partners, CHYPPS	Increased community cohesion